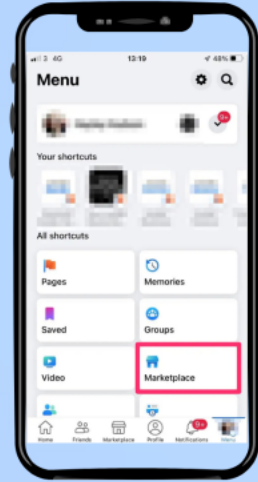


key takeaways

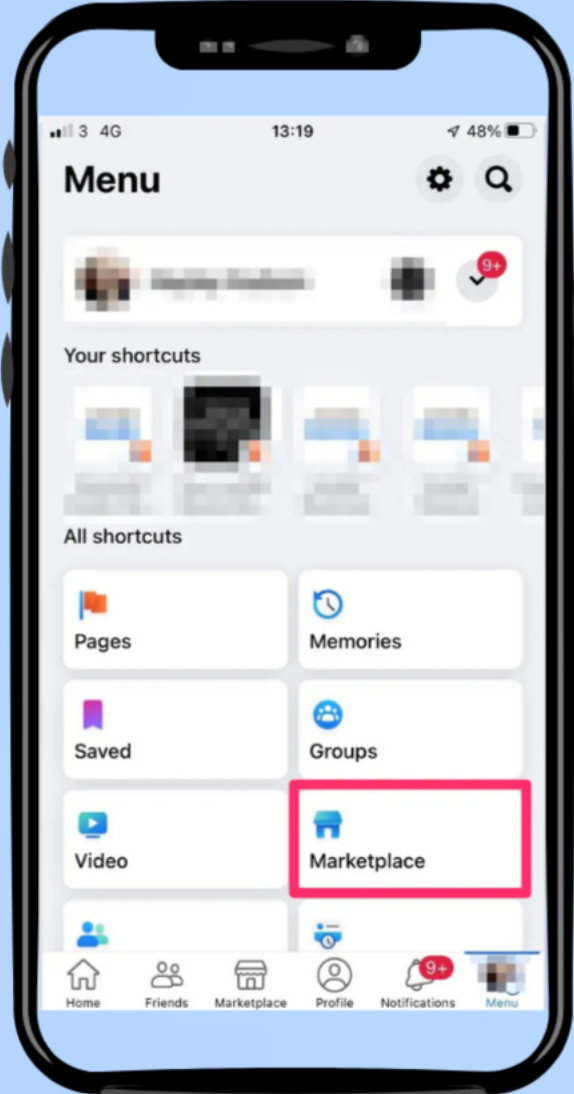
- 🔧 **Simplicity Drives Engagement:**
Reducing cognitive load ensures users can navigate the platform easily, from searching to completing transactions.
- 🔧 **Trust Is Non-Negotiable:**
Transparent pricing, verified profiles, and clear seller-buyer communication are essential to building user confidence.
- 🔧 **Personalization Creates Value:**
Allowing users to customize messages and listings enhances autonomy, fostering stronger connections and loyalty.
- 🔧 **Social Connection Is a Strength:**
Leveraging Facebook's network to highlight shared interests and mutual friends strengthens the sense of belonging and trust.
- 🔧 **Thoughtful Design Matters:**
Balancing simplicity, transparency, and functionality ensures a seamless and reliable user experience and engagement.



The Psychology of Buying and Selling on Facebook Marketplace

Doron Lantzer
User Engagement On Online Environments



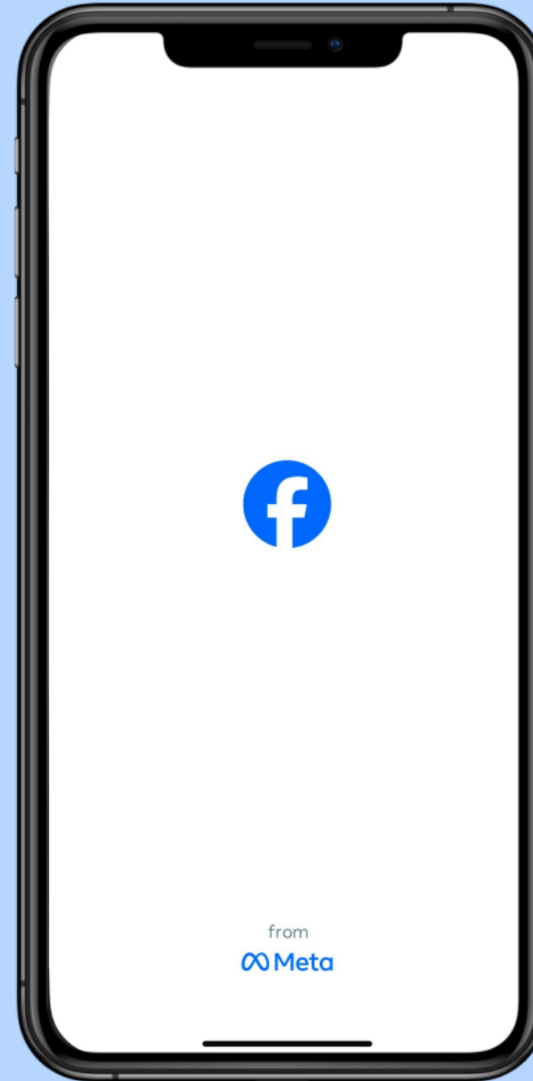


The Psychology of Buying and Selling on Facebook Marketplace

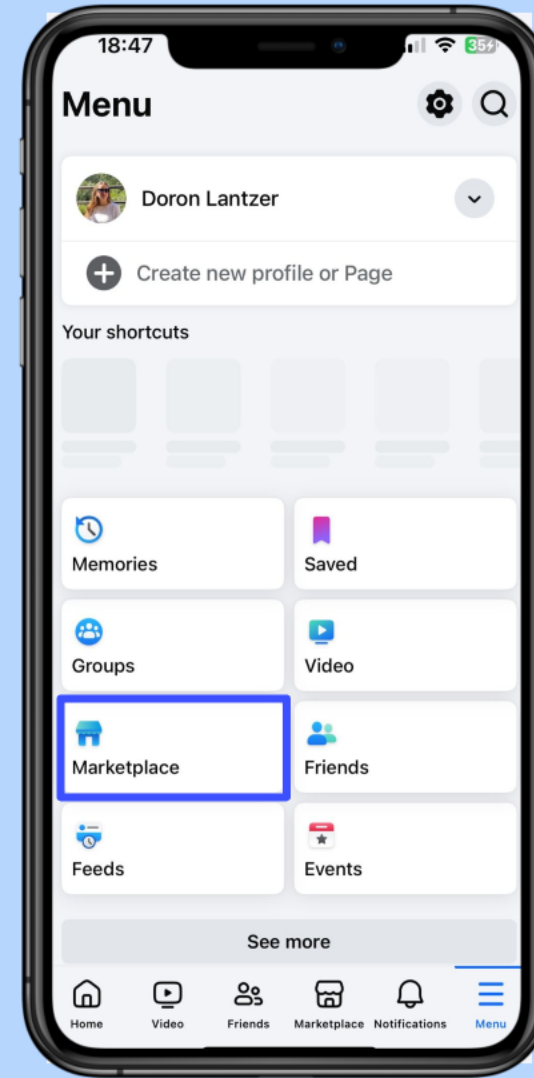
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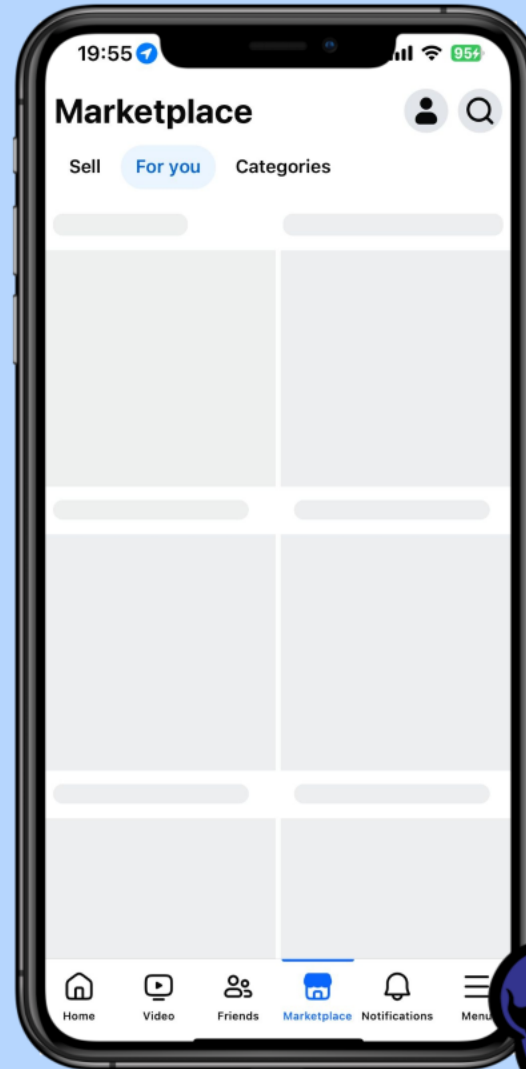
Facebook Marketplace
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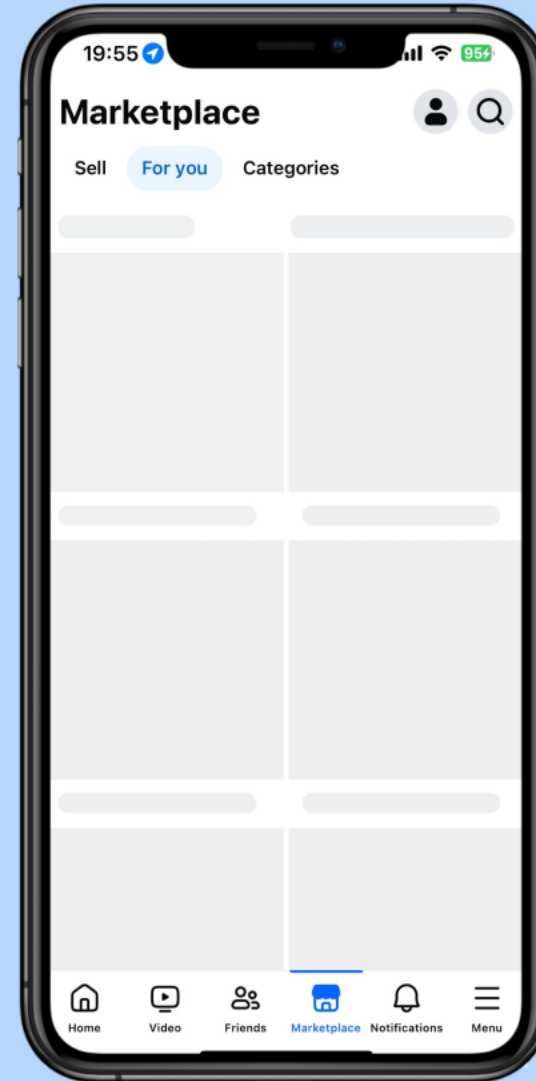
But as its popularity grows, so do the challenges for users



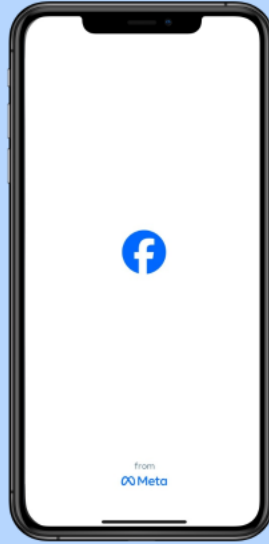
And great popularity comes with great responsibility to keep the user experience smooth and reliable



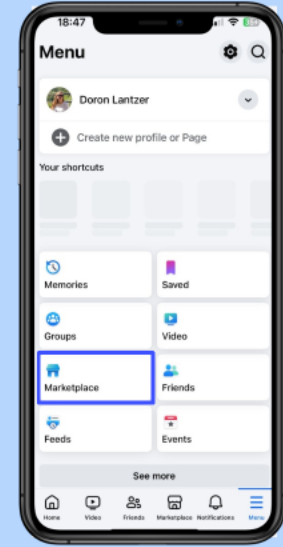
Let's take a closer look at how design and trust issues can make or break a transaction



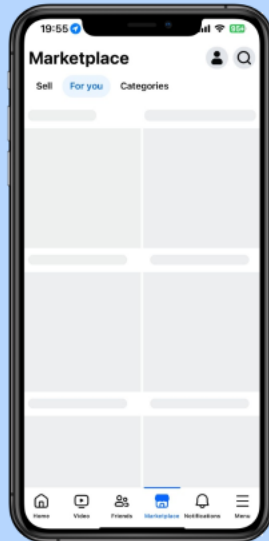
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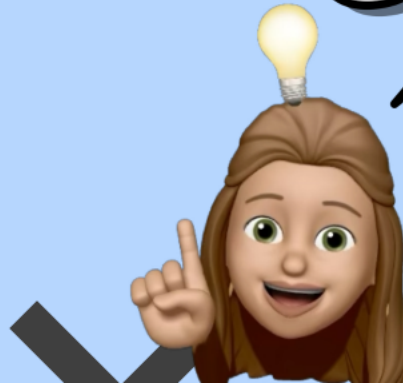
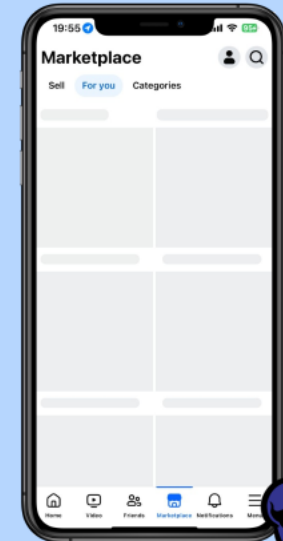
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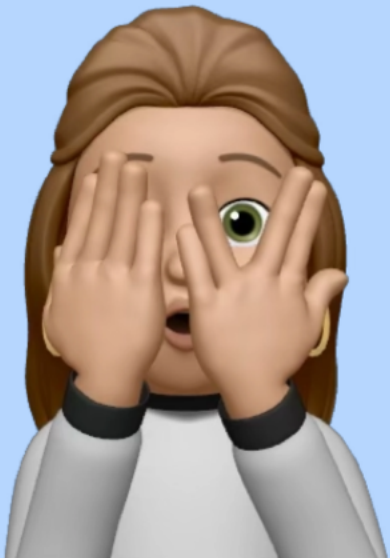
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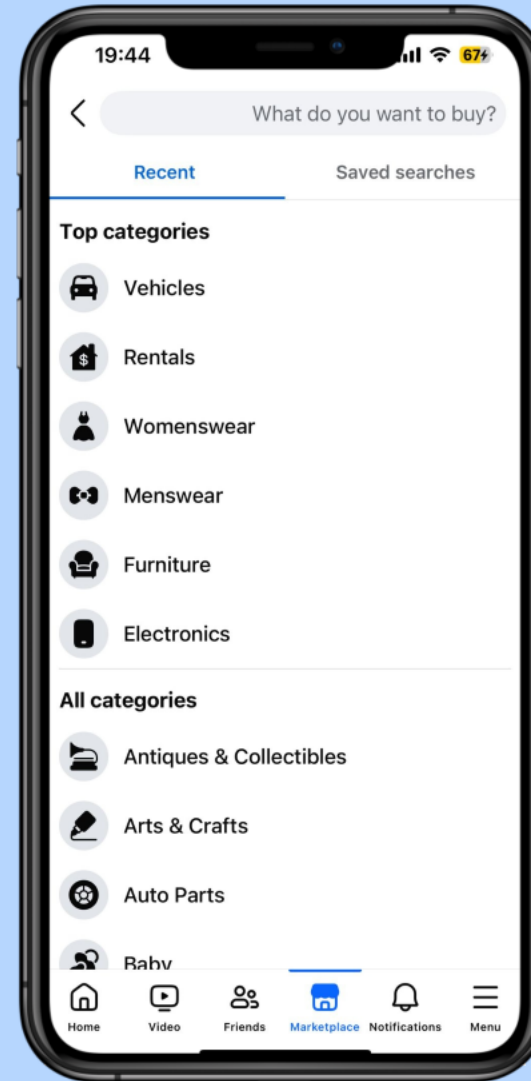
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Categories and filters break down the search process, making it easier to find items without feeling overwhelmed



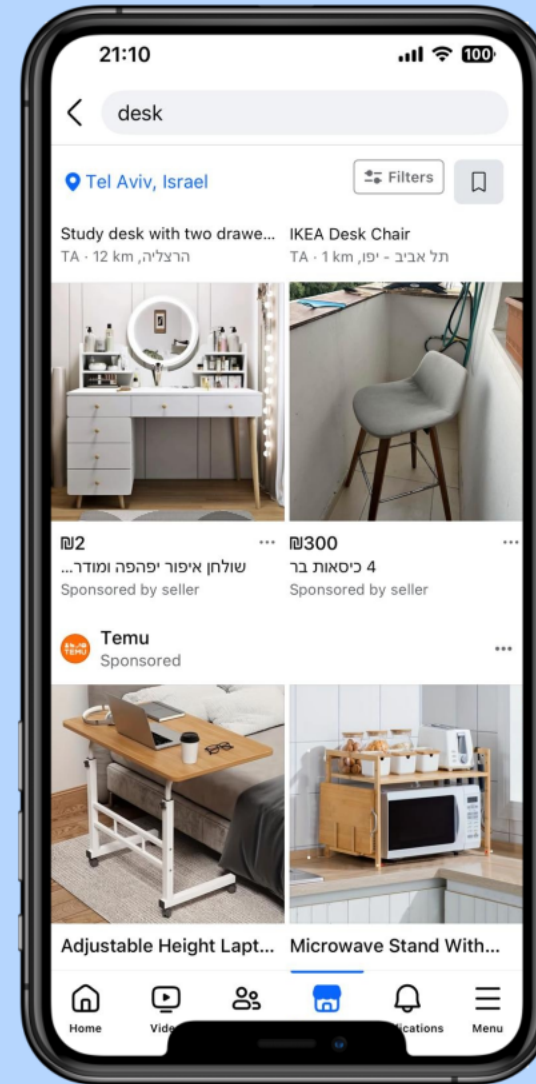
Goal #1 of 3
Hunting for the Perfect Item



However, the clutter of ads and irrelevant items creates distractions, slowing the user down



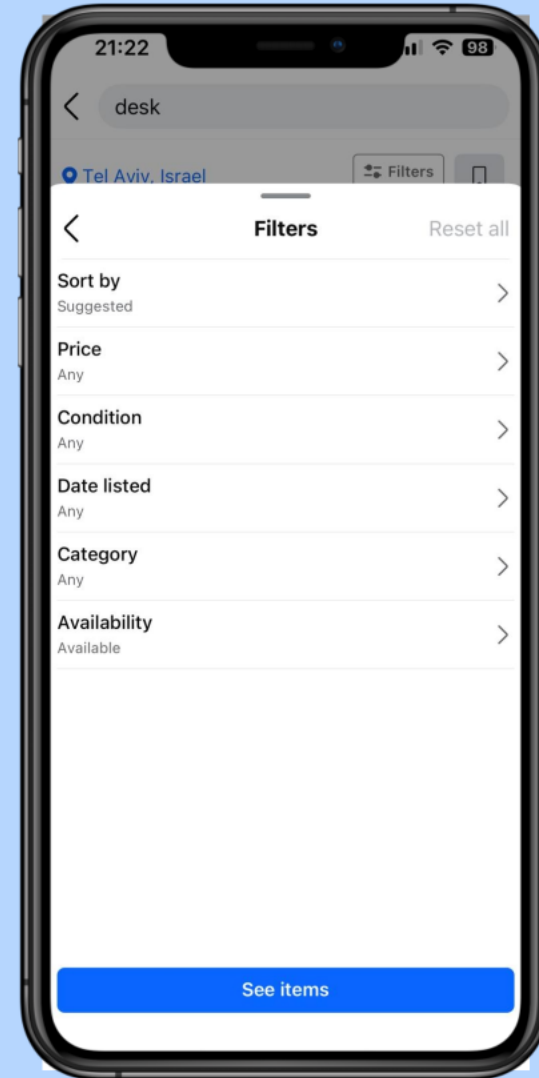
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Search results grouped by relevance or proximity create an 'AHA moment,' making the experience rewarding



Goal #1 of 3
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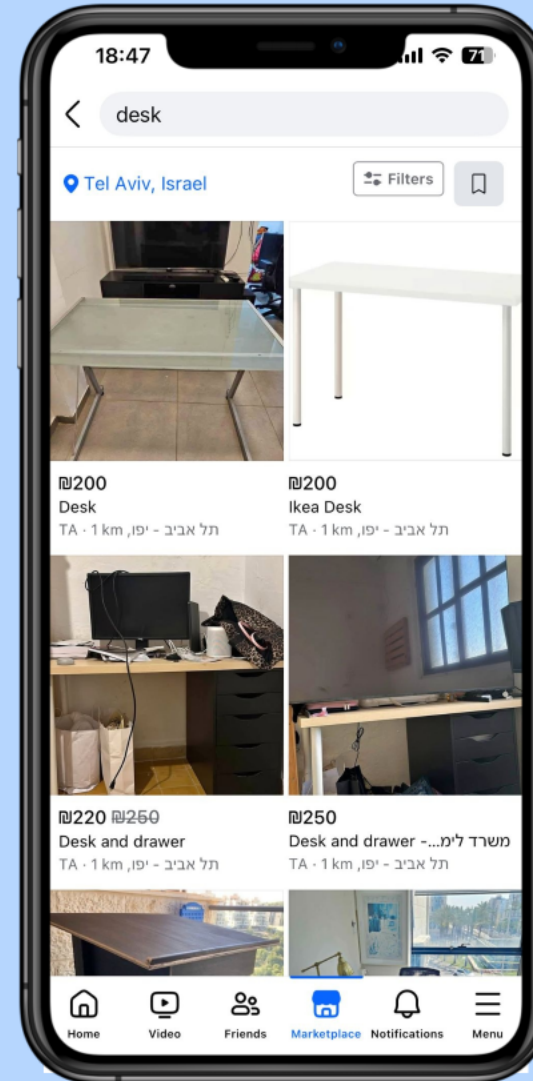


Tip: Simplify the interface by reducing distractions like excessive ads. Visual clarity and intuitive steps keep users focused and engaged.

Cognitive Load Theory:

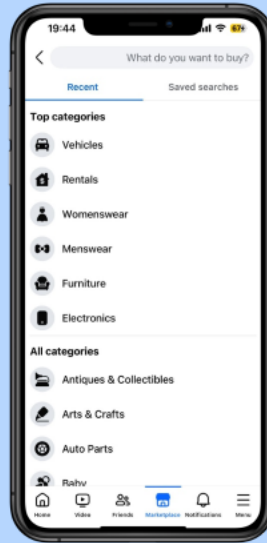
Designs that reduce intrinsic load (task complexity) and extraneous load (distractions) make tasks feel easier and more manageable.

By simplifying the search and adding intuitive filters, you enhance focus and create satisfying experiences



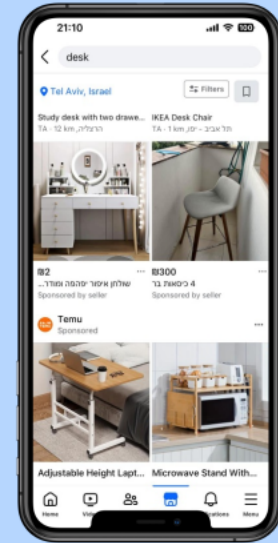
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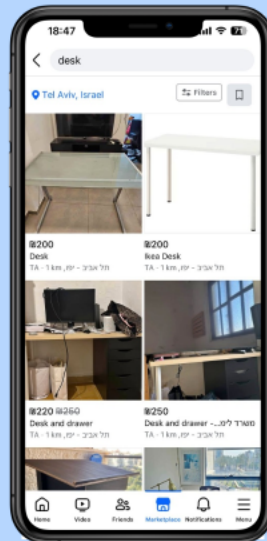


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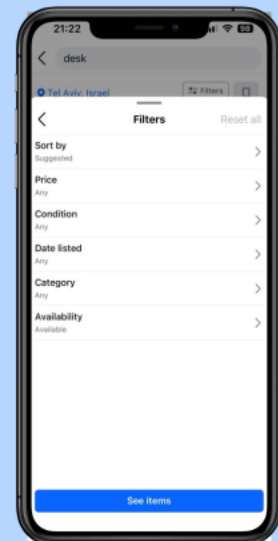
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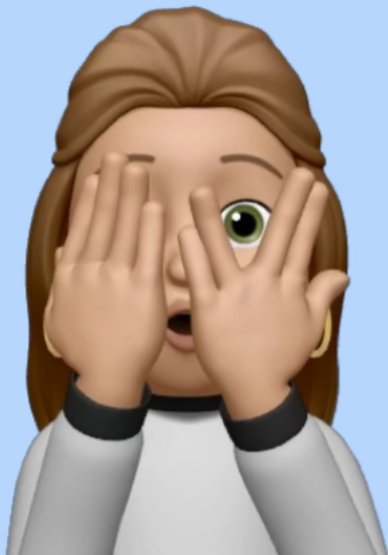
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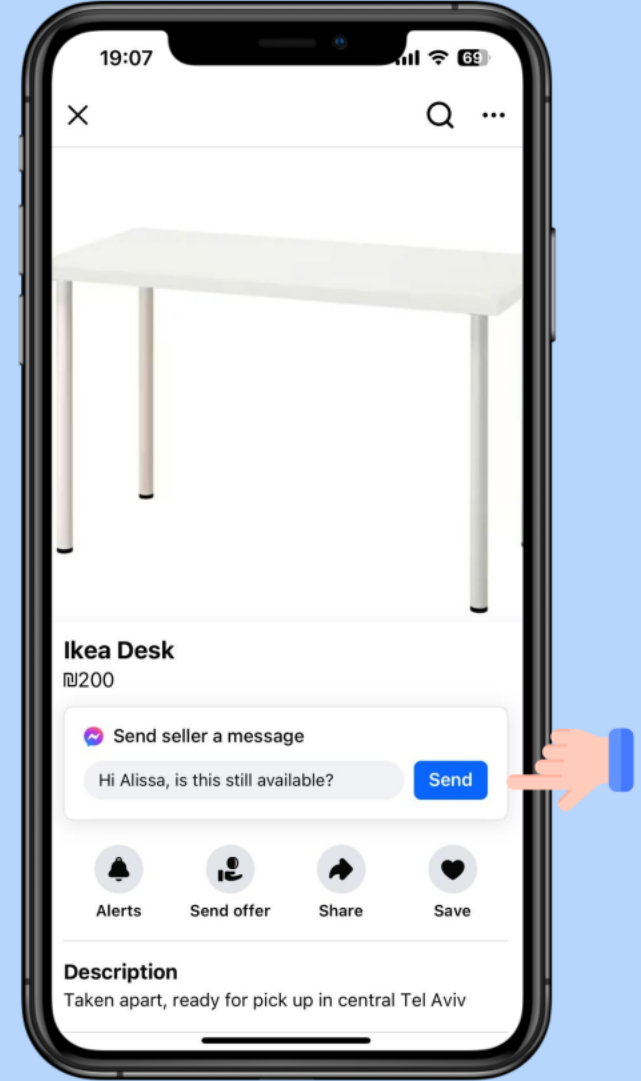
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Built-in templates
simplify communication,
but they can feel
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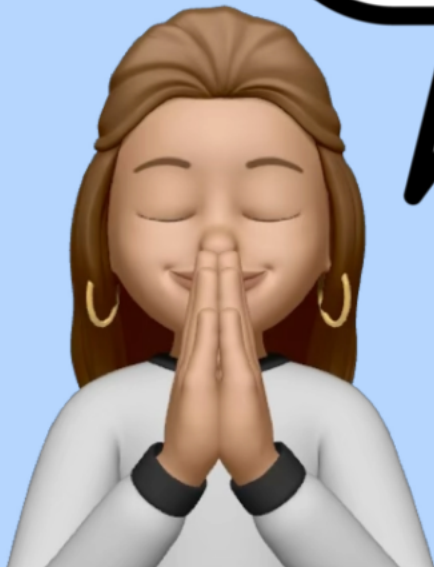
Adding customizable
templates empowers
users to communicate
in their own style



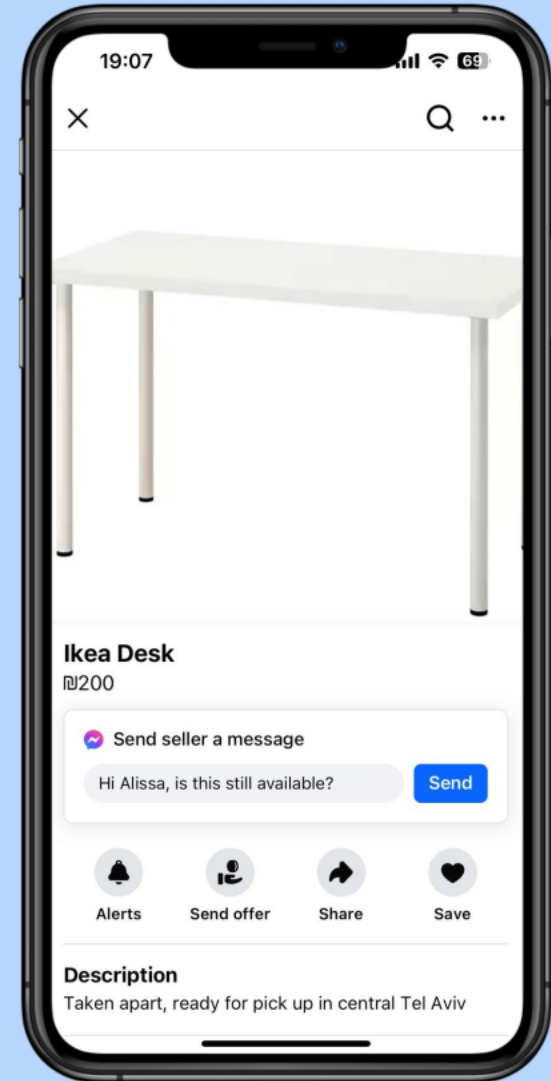
Goal #2 of 3
Communicating with Sellers - Autonomy



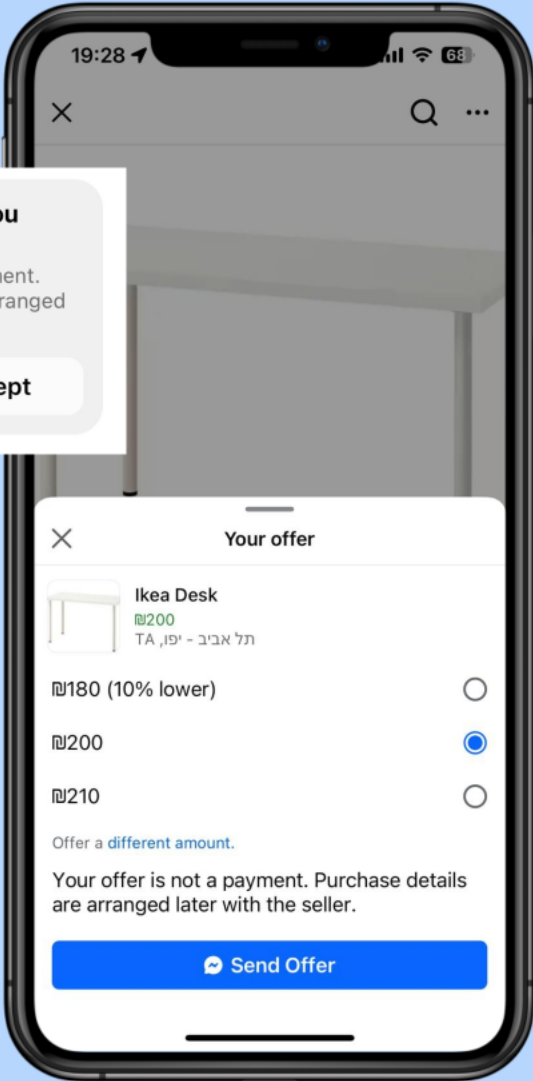
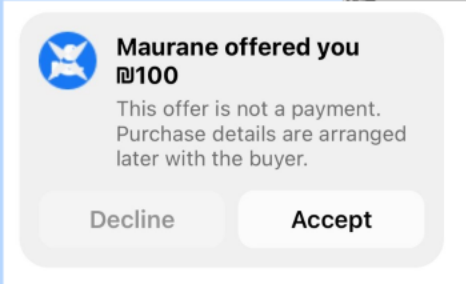
Prewritten options help users feel confident, especially first-time buyers or sellers



Goal #2 of 3
Communicating with Sellers - Competence



However, robotic templates might harm the emotional connection between buyers and sellers



Goal #2 of 3
Communicating with Sellers - Relatedness

Facebook Marketplace uses its social network foundation to foster belonging and trust through mutual friends, shared groups, and social interactions, making transactions feel more personal and connected.

Self-Determination Theory:

Autonomy in communication fosters engagement. Allowing users to personalize messages creates a sense of control, strengthens relationships, and enhances relatedness.

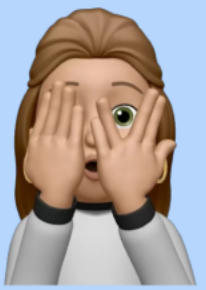
Tip: Combine simplicity with flexibility. Editable templates strike a balance between efficiency and genuine interaction

Goal #2 of 3
Communicating with Sellers

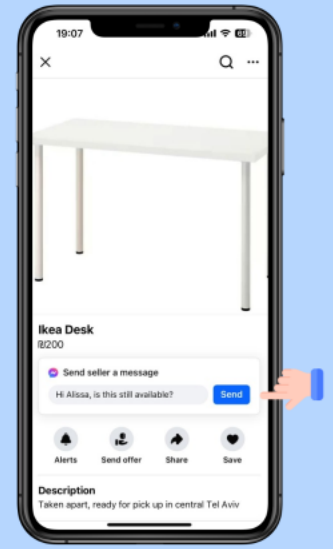


Built-in templates simplify communication, but they can feel restrictive

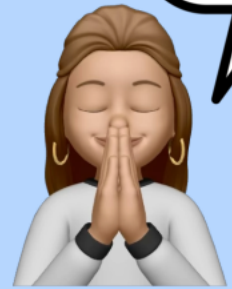
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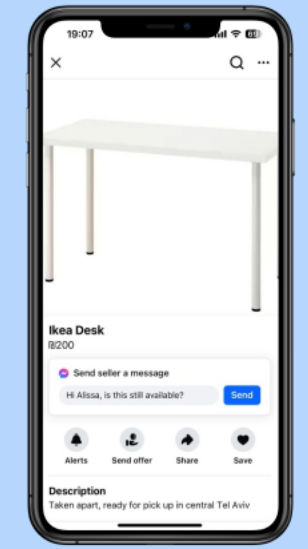
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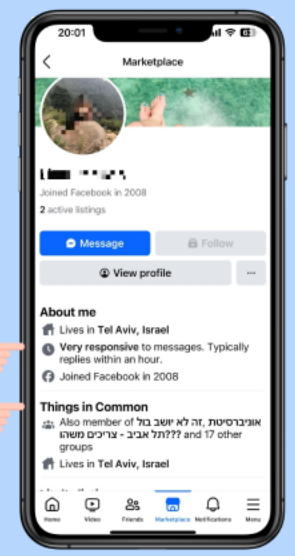
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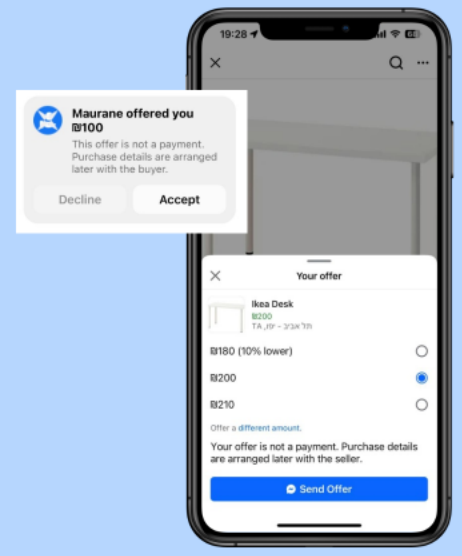
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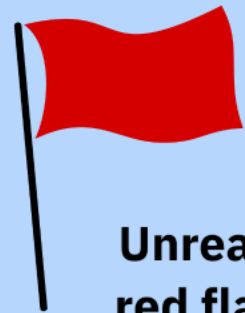


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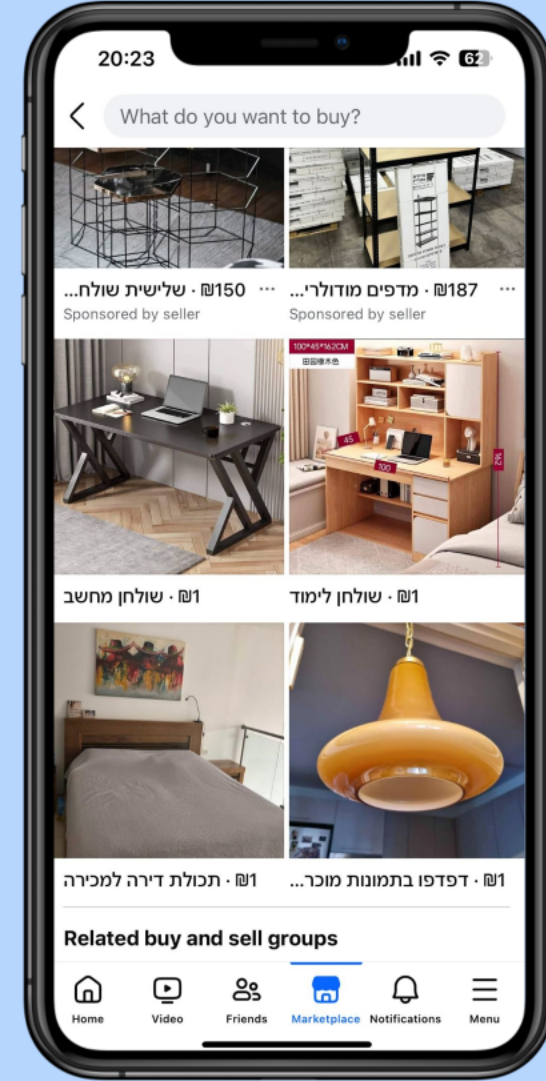


Goal #2 of 3
Communicating with Sellers

A listing for just 1 NIS?
Sounds too good to be true. But is it? Trust begins with honest pricing



Unrealistic prices raise red flags, making users question the listing's authenticity



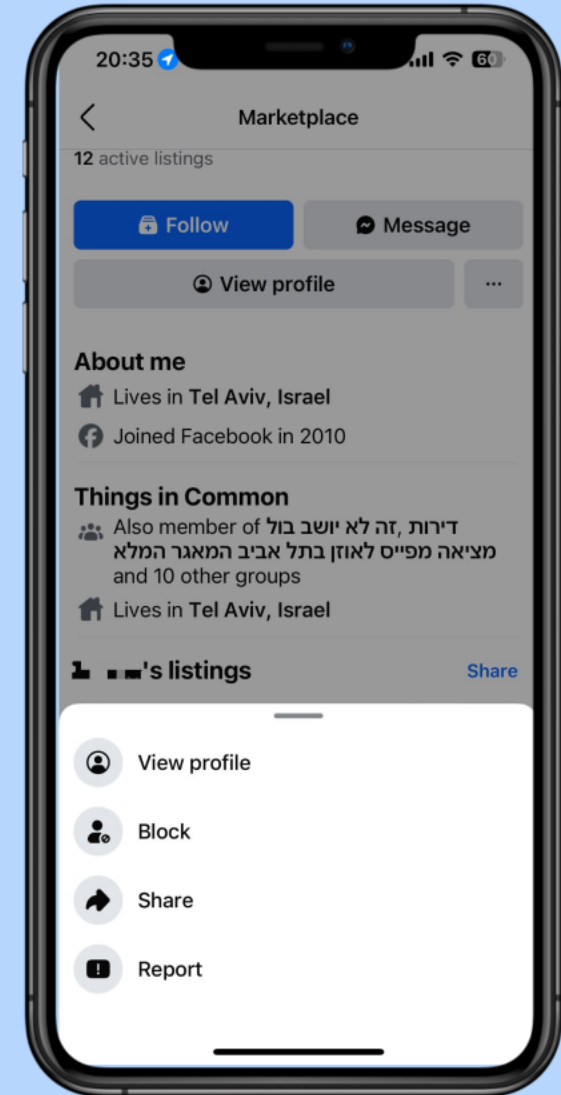
Goal #3 of 3: Building Trust in Transactions

Incomplete profiles and lack of reviews make it hard to trust sellers



Who's the seller? With limited information or no verification, how can I trust who I'm dealing with?

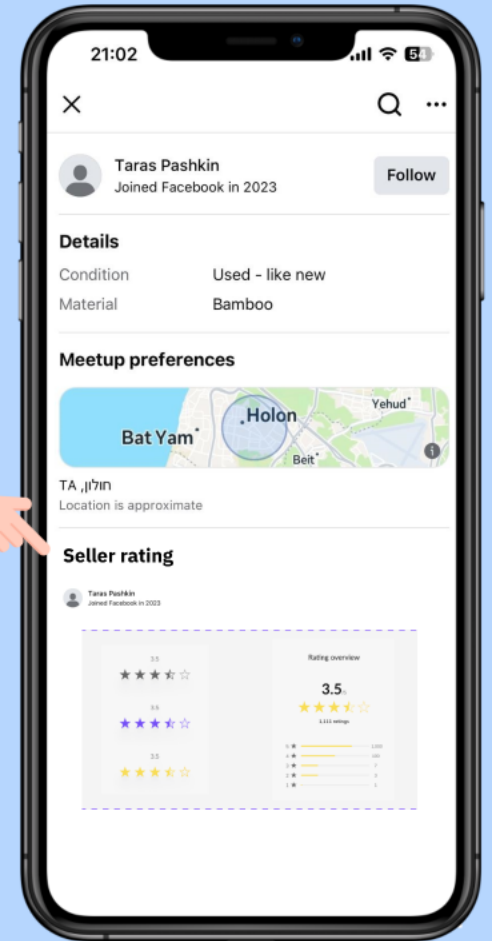
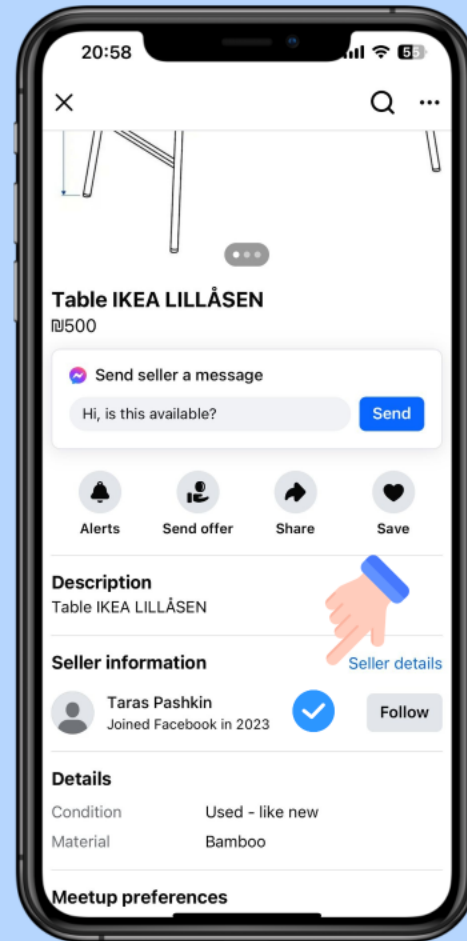
Goal #3 of 3: Building Trust in Transactions



Verified badges and performance metrics foster a sense of ownership and trust. Users value listings more when they feel confident about the seller's credibility



Goal #3 of 3: Building Trust in Transactions



Like **Covey's Trust Matrix**, Trust is built when a platform demonstrates Character—clear intent, transparency, and care for users—and Competence—ensuring professional functionality. Facebook Marketplace's challenges, like unsupervised prices or unverifiable sellers, highlight the importance of transparency and consistent systems to foster both emotional and rational trust.



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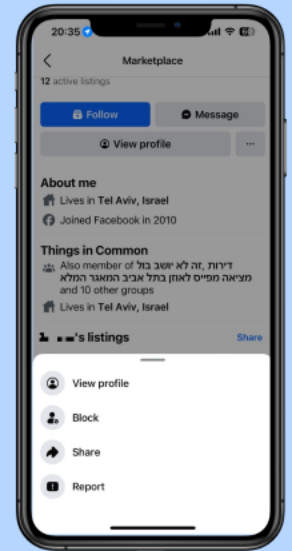


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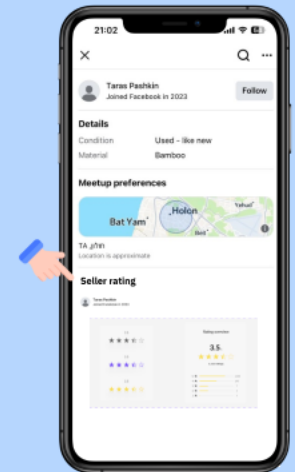
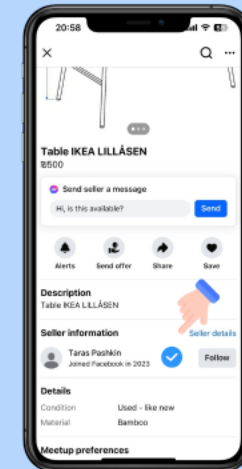
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key takeaways

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