

EFFECTIVENESS OF SOCIAL MEDIA FUNCTIONS IN DEVELOPING
THE COMPETENCIES OF SELECTED ONLINE SELLERS IN
CAVITE STATE UNIVERSITY-MAIN CAMPUS

THESIS

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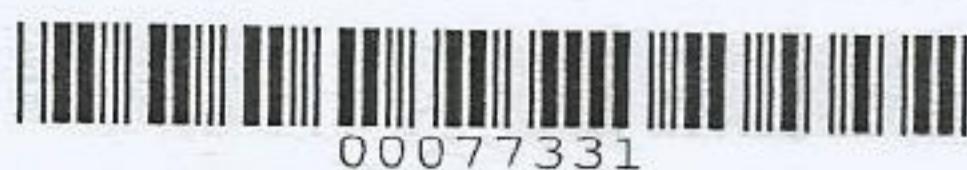
College of Arts and Sciences
CAVITE STATE UNIVERSITY
Indang, Cavite

June 2019

**EFFECTIVENESS OF SOCIAL MEDIA FUNCTIONS IN DEVELOPING
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CAVITE STATE UNIVERSITY-MAIN CAMPUS**

Undergraduate Thesis
Submitted to the Faculty of the
College of Arts and Sciences
Cavite State University
Indang, Cavite

In partial fulfilment
of the requirements for the degree
Bachelor of Arts in Journalism



*Effectiveness of social media functions in
developing the competencies of selected
658.8 Ag9 2019
T-8049*

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June 2019

ABSTRACT

AGUILANA, KATHLEEN MARA R. and PARRENO JASSEL ROCHMEL

A. Effectiveness of Social Media Functions in Developing the Competencies of selected Online Sellers in Cavite State University- Main Campus. Undergraduate Thesis. Bachelor of Arts in Journalism. Cavite State University, Indang, Cavite. June 2019. Adviser: Prof. Lisette D. Mendoza.

The study aimed to determine the existing competencies of online seller and the effectiveness of social media functions in developing the communicative and selling competencies of selected online sellers in Cavite State University- Main Campus.

Descriptive survey method was used in this study. To gather data, a survey questionnaire was administered to 50 customers of online sellers in Cavite State University-Main Campus who were selected using snowball sampling. Frequency counts, percentages, means, and standard deviation were used as statistical tools.

Results showed that social media functions such as Engagement, Response, and Promotion were effective in developing the competencies of online sellers in Cavite State University- Main Campus, including communicative competence and selling competence.

Further, online sellers were found to be communicatively and strategically competent. In terms of communicative competence, the online sellers were found to be highly competent, grammatically, and strategically, by the participants. In selling competence, the online sellers were high in core and functional competence.

The study revealed that social media functions such as engagement, response and promotion were effective in developing the competencies of online sellers. Social media were moderately effective in terms of engagement function, response and promotion functions.

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA	iii
ACKNOWLEDGMENT.....	v
ABSTRACT	vii
LIST OF TABLES.....	xi
LIST OF APPENDICES	xii
INTRODUCTION	1
Statement of the Problem	2
Objectives of the Study	3
Significance of the Study	4
Scope and Limitation of the Study	5
Theoretical Framework of the Study	5
Conceptual Framework of the Study.....	7
Definition of Terms	7
REVIEW RELATED LITERATURE	10
METHODOLOGY	22
Research Design	22
Source of Data	22
Participants of the Study	23
Sampling Technique.....	23
Data Gathered	23
Statistical Treatment of Data.....	25
RESULTS AND DISCUSSION	26
SUMMARY, CONCLUSION, AND RECOMMENDATIONS	45
Summary	45
Conclusion	46

Recommendations	47
REFERENCES	48
APPENDICES	50

LIST OF TABLES

Table		Page
1	Grammatical competence of online sellers as perceived by the respondents.....	26
2	Strategic competence of online sellers as perceived by the respondents.....	28
3	Core competence of online sellers as perceived by the respondents.....	30
4	Functional competence of online sellers as perceived by the respondents.....	31
5	Summary of competencies as perceived by the respondents.....	32
6	Effectiveness of social media functions in developing competencies in terms of engagement.....	33
7	Effectiveness of social media functions in developing competencies in terms of online response.....	37
8	Effectiveness of social media functions in developing competencies in terms of promotion.....	41

LIST OF APPENDICES

Appendix		Page
1	Curriculum vitae.....	52
2	Informed consent.....	54
3	Research instrument.....	56
4	Certificate of validation.....	64
5	Ethics Review Board.....	68
6	Certificate of statistician.....	70
7	Certificate of English critic.....	72
8	Letters for validators.....	74
9	Raw data.....	78
10	Routing slip.....	83

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An undergraduate thesis manuscript submitted to the faculty of the Department of Languages and Mass Communication, College of Arts and Sciences, Cavite State University, Indang, Cavite, in partial fulfilment of the requirements for the degree of Bachelor of Arts in Journalism with contribution no. T-CAS2019-ABJ043. Prepared under the supervision of Ms. Lisette D. Mendoza.

INTRODUCTION

Social media selling consists of the attempt to use social media to persuade consumers that one's business, products and/or services are worthwhile. Social media marketing is a marketing using online communities, social networks, blog marketing and more (Neti, 2011).

Social media functions has engagement, response and promotional to measure their effectiveness in developing the competencies of online sellers.

In order to succeed in their businesses, online sellers need to develop their competencies through the use of social media. The social media still plays an extremely important role for the marketers to communicate with customers. The increasing fragmentation of media and sellers, as well as the revolution in mass communication by