

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

THESIS

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**EFFECTIVENESS OF SOCIAL MEDIA FUNCTIONS IN DEVELOPING
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ABSTRACT

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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.

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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