

**EFFECTIVENESS OF SOCIAL NETWORKING SITES IN ONLINE SELLING
IN ALBUQUERQUE, BOHOL**

**College of Technology and Allied Sciences
BOHOL ISLAND STATE UNIVERSITY
Zamora, Bilar, Bohol**

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June 2022

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ALBURQUERQUE, BOHOL

A Thesis
Presented to the Faculty of the
College of Technology and Allied Sciences
BOHOL ISLAND STATE UNIVERSITY
Zamora, Bilar, Bohol

In Partial Fulfillment
Of the Requirements for the Degree in
Bachelor of Science in Office Administration

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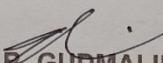
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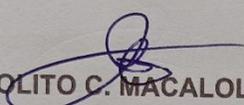
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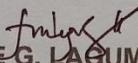
This thesis entitled, **EFFECTIVENESS OF SOCIAL NETWORKING SITES IN ONLINE SELLING IN ALBURQUERQUE, BOHOL** prepared and submitted by: Stella M. Millan, Kristine Joy A. Dumagan, Maribel C. Enson and Dian Mae C. Paden, in partial fulfillment of the requirements for the degree of Bachelor of Science in Office Administration has been examined and recommended for acceptance and approval for oral defense.

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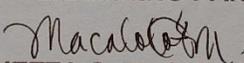

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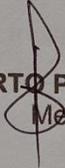

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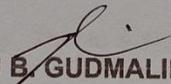
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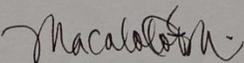

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ABSTRACT

The main purpose of this study is to determine the effectiveness of the social networking sites in online selling in Alburquerque, Bohol. The study determined the demographic profile of the respondents in terms of status of online seller, income, SNS used, frequency of posting products and duration of using SNS in online selling. Specifically, this study sought to determine the difference of the effectiveness of SNS in terms of status and frequency of posting products of the respondents. Moreover, the study wanted to determine the relationship between the effectiveness of SNS and income. The researchers believed that the results of the study, particularly its findings, would offer considerate benefits to the following: online sellers, online buyers, CTAS Management and future researchers. The number of respondents were 70 online sellers and distributed the questionnaire using google forms. To gather the data needed, the researchers utilized a descriptive survey research design with the aid of modified questionnaire. The data gathered were statistically interpreted using simple percentage, weighted mean score, and used non-parametric tests such as Mann-Whitney U Test, Kruskal-Wallis Test and Spearman's Rho Test. It was concluded that, the more frequent of posting products the more effective the SNS as it increases the exposure to the possible customers to visit and buy on their site. Based on the findings, most of the respondents were unregistered and the most SNS used is Facebook. Moreover, there is no difference of the effectiveness of SNS and frequency of posting products thus the null hypothesis is accepted and the effectiveness of the SNS has a no significant relationship to the income in online selling, thus, the null hypothesis is accepted.

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Chapter 1

THE PROBLEM AND ITS SCOPE

Rationale

Social Networking Sites (SNS) has provided an essential method of communication and ignores geographical and cultural barriers. Social Networking is the use of Internet-based social media sites to stay connected with friends, family, colleagues, customers, or clients. In recent years Social Networking Sites has become a significant medium to people not only for communicating purposes but it also open new avenues for business enterprises. Social networking sites are used to create and increase brand recognition, promote products and services, and answer customer queries and concerns. The more customer reviews and posts about the business, the more the brand authority becomes that leads to more sales and higher ranking in search engines (Kenton, 2021).

Social Networking Site is a powerful tool for online selling. Recently online selling has boomed prominently since the Covid-19 pandemic started. Today's technology driven world Social Networking Sites have become an avenue where retailers and online sellers can extend their marketing and advertising to a wider range of consumers. Social Networking Site as a tool for online selling and as an approach of today's situation has greatly come with an emergence. Therefore, online sellers must learn the use of Social Networking Site in a way that is consistent with their selling plan.

Online selling through various social networking sites is a new trade scenario. It has become a common trade between sellers and consumers. It is now a rampant e-

commerce activity since SNS users are now converting to online shopping due to restrictions imposed regarding the ongoing Covid-19 pandemic. Online shopping is a growing phenomenon worldwide, the use of social networking sites in online selling provides marketers and businesses with new revenue opportunities, while providing consumers with product information (Ahmad et al., 2013).

Online selling through various social networking sites is booming even more since Covid-19 plunge. It is an essential medium for selling and buying products and services during Covid-19 Pandemic. However, there is limited information regarding effectiveness of social networking sites in online selling that drives the researchers to conduct a study concerning online selling through various social networking sites. Hence, the researchers want to determine the effectiveness of social networking sites and its importance as a platform for online selling. The result of this study will provide vital information essential to online sellers as well as other enterprises interested to adopt this new marketing platform.

Literature Background

Metcalfe's law or network effect is credited to Robert Metcalfe, a Massachusetts Institute Technology (MIT) graduate. According to this law, the more the people who utilize the service, the more value the service becomes to the community. Hence, when applied to a social networking site, this law signifies that every new accepted or added member increases the value of users' profile.

Most people are sharing the things they love and tend to talk about their cherished things to friends and relatives through social networking sites, in which chain

of connectivity is expanded even further to others. For marketers, this indicates that the increase of network can be the result of the satisfaction derived from their products and services. The figure below supports the theory that the increase on network chain can affect how far the message can reach (Odhiambo, 2012).

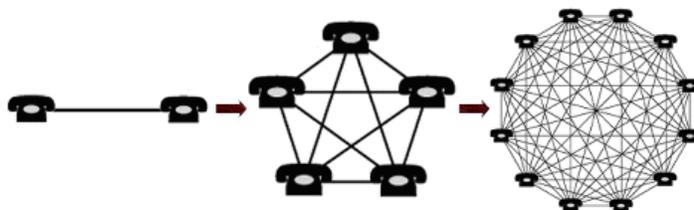


Figure 1. Metcalfe's Law

Reed's Law or "Group Forming Network Theory" by David P. Reed, a computer scientist at Massachusetts Institute of Technology (MIT) and working in computer networking. It is a many-to-many network, enabling network members to form and maintain communicating groups. According to this law, the function of a large network can increase highly with the size of the network. This law emphasizes the impact on network value by recognizing and supporting groups of members. Well-connected networks encourage the formation of strong subgroups and flow of communication that put more emphasis on relevant and important information within the networks. The supporting group of the members can be built by creating opportunities for each person added to the network to also be able to connect with each other (Odhiambo, 2012).

Reed's Law may have the most powerful application in the business-to-business space. Exchanges and similar internet-based business networks can assist customers in banding together to request customized products and services from suppliers, as

well as suppliers in organizing alliances to create new products and services. As these networks expand, the value they provide to their member companies will increase significantly (Reed, 2001).

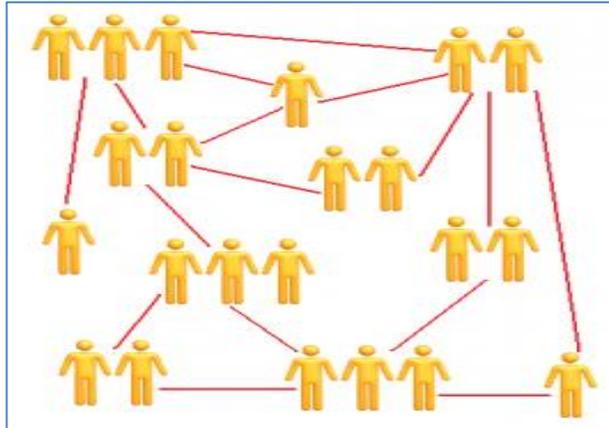


Figure 2. Reed's Law

Consumers now turning to online selling due to the Covid-19 Pandemic, the Department of Trade and Industry (DTI) aggressively implemented policies to strengthen and grow e-commerce in the country while supporting current legislative measures by Congress.

In order to ensure the safety of both consumers and sellers, the following are existing laws serve as the legal bases of this study:

Section 2 of the Republic Act No. 8792, or the Electronic Commerce Act of 2000 (ECA) signed by President Joseph Ejercito Estrada, an Act providing recognition and use of electronic commercial and non-commercial transactions and penalty for unlawful use thereof. The Act is recognizing the utilization of electronic forms of data messages,

documents, signatures, transactions, storage of information. It also provides penalties for the access of data without consent and other violations.

House Bill No. 5122, or the Internet Transaction Act authored by Senator Wes Gatchalian, an Act providing consumers and merchants engaged in internet transactions. It seeks to establish an E-commerce Bureau that will promote development of e-commerce in the country by building trust between sellers and consumers, strong online protection, and increase the number of e-commerce participants to ultimately achieve sustainable growth.

DTI is boosting e-commerce in the country with a strategy that focuses on security, speed, and structure to increase sales. They also improve protection of online merchants, particularly our micro, small, and medium enterprises (MSMES). As a result, our economy is intended to support the opening of new markets to facilitate sales and consumption, the upgrading of manufacturing and service, and the emergence of new industries to provide business opportunities.

With the increase in online sales and business activity, the government has issued Revenue Memorandum Circular (RMC) No. 60-2020 entitled “Obligations of Persons Conducting Business Transaction Through any Forms of Electronic Media and Notice to Unregistered Businesses”, to remind online sellers of their tax obligations. The Circular essentially requires all business owners to register their businesses with BIR and pay taxes on their sales.

To avoid penalties for the late registration, under this RMC, online business owners and constituents are required to register their businesses no later than July 31,

2020. Moreover, they are encouraged to voluntarily declare their past transactions due without penalties if the declaration is made before July 31, 2020.

The above Circular makes it clear that it applies to not just for partner sellers, but also other stakeholders, such as the payment gateways, delivery channels, internet service providers, and other facilitators. Note that if online sellers are already registered with the BIR, but have never done business online, they should revise their registration certificates (with BIR) to include “online selling”.

Online business transactions have already been changed by technology into an unlimited marketplace where doing business has become convenient and efficient for both sellers and buyers. Because of the Covid-19 pandemic, the online marketplace has become more in demand (Arrela, 2020).

Hootsuite (2020) cited by Arrela, reported the Digital 2020 April Stat shots here in the Philippines revealed that 64% of Filipino internet users are spending more on social media, 23% indicating an increasing activity in their online shopping.

Abed, Ahmed, Ahmed and Hassoon (2016) states that Social Networking is extremely popular, and it has a direct impact on the growth of internet enabled devices like smartphones, computers, and more current innovations like internet tablets. The growing popularity of social networks such as Facebook, Twitter, Google+, Instagram and LinkedIn exemplify this phenomenon. These networks have resulted in a massive growth of network data centralization in a variety of settings. It allows for a wide range of social interaction levels, and in the content of the site.

Presently social networks in online shopping provide marketers and businesses with new revenue opportunities, while providing consumers with product information and both economic and social rewards for sharing (Ahmad Akhter & Khan, 2013).

The rapid advancement of online shopping has a significant impact on the business world. It is essential to further upgrade and foresee those massive impacts of online shopping. As a result of the emergence of a competitive business environment, online shopping becomes a profitable enlargement of the market space of an organization (Legazpi, Binco, De Guzman, Decoy, Delos Reyes, Juan & Rivera, 2018).

Zegras (2015) asserts that merchants must comprehend their potential customers' needs, interests and expectations. That means knowing not only what they want to buy, but also how and where they prefer to buy it. Most importantly, be responsive to their top concerns: price selection, shipping and security. He added, Merchants can also go through change and go with the flow of this change to meet their expectations as sellers.

Verma's (2013) study on the "Effectiveness of Social Network Sites for Influencing Consumer Purchase Decisions", as results showed that social networking sites have the potential to generate business for companies at minimum investments if channelized properly. Therefore, marketers should consider the use of social networking sites to support message spread through other communication mix elements. The social media sites may be used appropriately to engage customers profitably and reduce the advertising spend.

A study on “Social Networking Sites: A Path to Online Store” by Ahmad, Akhter and Khan. Points out the Internet Viral and Social Capabilities have created a whole new forum for the consumers and the marketers. Internet communities, blogs and social networks have become a part of life for most of the people worldwide. It has become a common means for information transfer, services and trade.

In addition, from the same study, customer awareness of the product increases dramatically because of company efforts to make them accessible on media sites. Positive input from community members on social networking sites, such as index and word of mouth greatly contributes to attitude change and aids in the formation of a positive brand image.

Another research by Cesaroni et al. (2015) looked at the effect of social networking sites on small businesses in underserved areas. The following was discovered using case study methods and two surveys, as well as interviews with the small business owners: The use of social network sites improved consumer recognition and inquiries, as well as the interaction with them. Entrepreneurs must be able to use social networking sites correctly and effectively to increase the profitability of their business.

Khan and Islam (2015) investigated the factors affecting the development of online selling to improve seller’s insights toward the consumers’ acquiring behavior in a comparatively fresh segment of trade. From the surveys’ result, time savings, different special offers, and personal information privacy were found to have significant impact on the level of consumption. While integration of variables such ease of ordering, trust

on the website and real-time delivery, service orientation, and transaction security is insufficient or inadequate to increase consumption or the development of online selling.

Another study conducted by Kakish and Al-Haddad (2018) on “The Impact of Using Social Network Sites on Entrepreneurial Project Success”, investigated to which extent social networking sites influence the entrepreneur’s success in Jordan. As a result, it was discovered that using social networking has a statistically important effect on the performance of entrepreneurial projects. Furthermore, such skills were found to be ample as a marketing tool, allowing entrepreneurs to communicate and meet their target audience with ease and high effectiveness.

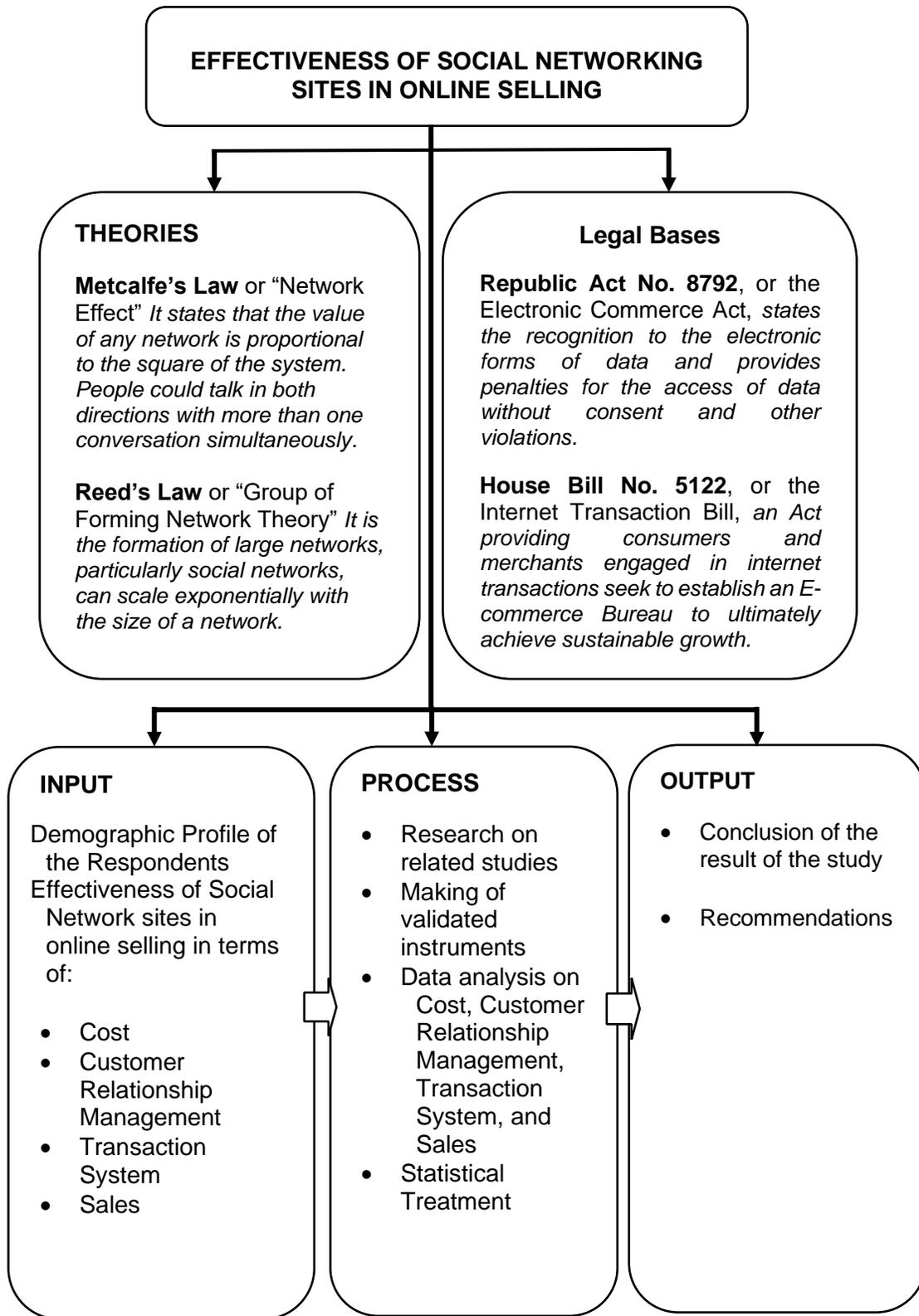


Figure 3. Theoretical and Conceptual Framework

THE PROBLEM

Statement of the Problem

The main purpose of the study was to determine the effectiveness of Social Networking Sites in online selling in the Municipality of Alburquerque, Bohol.

Specifically, the study aimed to determine the following:

1. What is the demographic profile of the respondents in terms of:
 - 1.1 status of online seller,
 - 1.2 income,
 - 1.3 social networking sites used,
 - 1.4 frequency of posting products in SNS, and
 - 1.5 duration in using SNS in their online selling?
2. What is the level of effectiveness in using social networking sites in online selling in terms of:
 - 2.1 cost
 - 2.2 customer relationship management
 - 2.3 transaction system
 - 2.4 sales?
3. Is there a significant difference on the effectiveness of the social networking sites in terms of:
 - 3.1 status, and
 - 3.2 frequency of posting products in SNS?

4. Is there a significant relationship between the effectiveness of social networking sites and income in online selling?

Null Hypotheses

There is no significant difference on the effectiveness of social networking sites in terms of status and frequency of posting products in SNS.

There is no significant relationship between the effectiveness of social networking sites and income in online selling.

Significance of the Study

The researchers believed that the results of the study, particularly its findings, would offer considerable benefits to the following:

Online Sellers. This research would provide useful information to online sellers, which they could use to improve the efficiency of their online sales. The study's findings would serve as a basis for how they would use social networking services effectively.

Online Buyer. This research would provide applicable information to the online buyers that they could buy products through social networking sites to acquire product knowledge for better choices on buying the products or items.

CTAS Management. The outcomes of the study would give insights to the CTAS Management regarding the effectiveness of social networking sites in online selling which would serve as a reference related to the subjects they offer.

Future Researchers. This research would serve as reference to the future researchers who would conduct similar studies. The outcome of the study would provide new related literature or studies to the researchers who are interested to study areas regarding social networking sites used for online business.

RESEARCH METHODOLOGY

Design

To attain the main thrust of this study, the researcher used the descriptive survey research design to obtain information to systematically describe the phenomenal effectiveness of social networking sites in online selling. The researchers made use of convenience sampling with the aid of modified questionnaire as a data gathering tool from the study entitled, “A Literature Review on the Business Impacts of Social Networking Sites” by Hanafizadeh et al. (2013). The result of the survey was used to determine the effectiveness of Social Networking sites in online selling.

Environment and Participants

The study was conducted in the Municipality of Alburquerque or locally known as Albur a 5th class municipality in the province of Bohol. The researchers used chain referral sampling method during the pilot test and decided to use convenience sampling method in the final conduct of the study to determine online sellers used as respondents of the study. The respondents were classified into 7 registered and 63 unregistered online sellers. The questionnaire of the effectiveness of social networking sites in online selling was answered by 70 online sellers coming from barangays namely: Sta. Filomena, Ponong, Dangay, Tagbuane and West and East Poblacion.

Instrument

The researchers used a modified questionnaire taken from the study entitled, “A Literature Review on the Business Impacts of Social Networking Sites” by Hanafizadeh

et al. (2013), the researchers revised some of the questions to make it more understandable to the respondents and also added some questions with regards to Cost and Transaction System to answer the stated problems. The instrument is composed of two parts only. Part I covers the profile of the respondents in terms of: status, income, social networking used, frequency of posting product SNS, and duration in using SNS in their online selling while Part II is the level of effectiveness in terms of: Cost, Customer Relationship Management, Transaction System, and Sales. The ratings were Strongly Agree (5), Agree (4) Neither Agree nor Disagree (3), Disagree (2), and Strongly Disagree (1). Due to the Covid-19 Pandemic, the questionnaire converted into Google forms instead of face-to-face survey to follow the mandated health protocols and for the safety for both researchers and the respondents.

The modified questionnaire had undergone a pilot testing to test its quality and content validity from the experts. The participants of the pilot-test were 30 online sellers in the same town. The questionnaire's link was sent to the selected participants through their Messenger accounts. The result of the pilot-test determined the adjustments needed and helped the researchers to improve the questionnaire and the research method in performing the final survey.

Procedure

The researchers make a written correspondence asking permission from the Adviser, Chairperson, and College Dean of College of Technology and Allied Sciences for the conduct of the study. Upon approval of the requests, the researchers conducted pilot-test using chain referral sampling to determine online sellers to be used as the

respondents of the study. The selected participants were informed ahead of time by a letter to orient them with the main purpose of the study. The pilot-test was done online using Google forms and the questionnaire was disseminated to their messenger accounts.

For the final conduct of the study, the researchers decided to use the convenience sampling method to come up the number of respondents because it was practically impossible to reach the more possible participants since there was no exact number of online sellers of the said town. So, the researchers visited personally to the neighboring barangays in which one researcher living in the same municipality and come up as much as possible respondents. The modified questionnaire was disseminated using Google forms and sent the link to the respondents' messenger accounts. A letter was also provided to the respondents to inform them the objectives and purpose of the study.

Statistical Treatment of Data

The demographic profile of the online sellers was determined by using the simple percentage.

$$P = \frac{f}{n} \times 100$$

Where:

P = percentage

f = no. of online sellers

n = total number of online sellers

The effectiveness of social networking sites in online selling were summarized and analyzed using weighted mean score (WMS) with the formula:

$$W\mu = \frac{\sum fx}{n}$$

Where:

$W\mu$ = weighted mean

$\sum fx$ = summation of the product of fx

fx = frequency of scale value of x

n = total number cases

For the interpretation of the data, the researchers assigned the following:

WEIGHT	RANGE	RATING	DESCRIPTION
5	(4.21-5.00)	Strongly Agree	The respondents strongly agree with the statement.
4	(3.41-4.20)	Agree	The respondents agree with the statement.
3	(2.61-3.40)	Neither Agree nor Disagree	The respondents neither agree nor disagree with the statement.
2	(1.81-2.60)	Disagree	The respondents disagree with the statement.
1	(1.00-1.80)	Strongly Disagree	The respondents strongly disagree with the statement.

To determine the difference between the effectiveness of social networking sites and status of the respondents, Mann-Whitney Test was used:

$$U_{stat} = Rank Sum - \frac{n(n-1)}{2}$$

Where:

Rank Sum = summation of ranks of the means

n = sample size

To determine the difference between the effectiveness of social networking sites and frequency of posting products, Kruskal-Wallis Test was used:

$$H = \left(\frac{12}{n(n+1)} \sum_i^k = 1 \frac{R_i}{n_i} \right) - 3(n + 1)$$

Where:

k = the number of comparison groups

n = the total sample size

n_i = is the sample size in the i^{th} group

R_i = is the sum of the ranks in the i^{th} group

To determine the relationship between the effectiveness of social networking sites and income in online selling, the Spearman Rho Test was used:

$$S_r = 1 - \frac{6\Sigma D^2}{n^2 - n}$$

Where:

n = number of pairs

ΣD^2 = summation of the square of the difference of two scores

The result of the computation was interpreted using the following fixing values:

S_r -Value	Strength of Relationship
0.30-0.39	Moderate Relationship
0.20-0.29	Weak Relationship
0.01-0.19	No or Negligible Relationship

(Adapted from Dancey and Reidy,2004)

DEFINITION OF TERMS

The following terms were defined in the study to guide the readers in understanding the research paper:

Cost Efficient Tool. The amount or equivalent paid or charged using social networking sites in online selling.

Customer Relationship Management. A process in business which online sellers use to nurture positive relationships with customers by dealing interactions, acquisitions, and building strong customer loyalty.

Online Seller. A person from the town of Albuquerque who sells products online through Social Networking Sites.

Online Selling. A form of electronic commerce which allows sellers and buyers negotiate products through social networking sites such as Facebook, Twitter, Instagram, YouTube etc.

Sales. The number of products sold in online selling using social networking sites.

Social Networking Sites. Platform that allows online sellers to create social network for business purposes and where online sellers post their products to sell in to the connected users.

Transaction System. The online seller way to acquire and secure the information provided by the customer for the collection of payment and delivery services

Chapter 2

PRESENTATION, ANALYSIS, AND INTERPRETATION OF DATA

This chapter enclosed the findings of the study, its analysis and interpretation of the data collected using google forms answered by the online sellers from the town of Albuquerque. The data are tallied, tabulated and interpreted through a statistical application. It illustrates the effectiveness of social networking sites and its difference in terms of status and frequency of posting and its relationship to online sellers' income.

Table 1 shows the profile of the online sellers in terms of status, income, social networking sites used, frequency of posting products and duration of using SNS in online selling. As to status, 90% or a total of 63 online sellers are still unregistered and 10% or a total of 7 were registered online sellers. This implied that there are still many unregistered online sellers even after the government issued the Revenue Memorandum Circular (RMC) No. 60-2020. As to income, it was found out that 26 or 37.1% online sellers had earned Php 301.00-500.00 per week had the highest frequency while 2 or 3% online sellers had an income of more than Php 1001.00 and above per week got the lowest frequency. This shows that respondents have earned an income in their online selling while using SNS. Moreover, as to SNS used, the result showed that Facebook got the highest frequency of 69 or 98.6% while YouTube and Twitter got 0 frequency. This implied that Facebook is the most popular among many other SNS used in online selling. In frequency of posting products, it showed that "Everyday" got the highest frequency of 23 or 32.9% and "Four times a week" got the lowest frequency of 11 or 15.7 %. It was manifested that the more frequently the online sellers update or post new products the more chances of attracting customers as it

increases the exposure to possible buyers to visits and buy on their site. And in terms of duration of using SNS in online selling, it was revealed that the highest frequency of 27 or 38.57% started online selling using social networking sites “12 months and above” while 3-5 months ago got the lowest frequency of 9 or 12.8%. This means that since the pandemic started more and more business owners and resellers turn their product available into online market mostly in the social networking sites.

Table 2 indicates the level of effectiveness in using social networking sites. As to cost, the item “Social Networking Sites allows to promote products” got the highest weighted mean score of 4.54 described as “Very High” while the item “Social Networking Sites reduces advertising expenses” got the lowest weighted mean score of 4.09 described as “High”. The result shows that social networking Sites are cost-efficient tool for promoting and selling products online. This means that by using social networking sites increases online sellers’ capacity to promote and sells products online in less cost.

As to customer relationship management, the item “Good feedback from customers on Social Networking Sites attract more customers” got the highest weighted mean score of 4.60 interpreted as “Very High” while the item “Social Networking Sites help to know the feedback and ratings from the customers in the products offered” got the lowest weighted mean score of 4.19 interpreted as “High”. Based on the data, using SNS can acquire good feedbacks from the previous buyers increases the number of customers to visit and buy in their site. This suggests that using social networking sites empowers the online sellers to create more attractive ideas or trends suggested or inspired from customer’s feedback.

Table 1

Profile of the Online Sellers in Alburquerque Bohol

n=70

Item	Frequency	Percent (%)
Status		
Registered	7	10
Unregistered	63	90
Duration of Using SNS in Online Selling		
2 months and below	0	0
3-5 months ago	9	12.8
6-8 months ago	18	25.7
9-11 months ago	16	22.9
12 months and above	27	38.57
SNS Used in Online Selling		
Facebook	69	98.6
YouTube	0	0
Twitter	0	0
Instagram	1	1.4
Frequency of Posting Products		
One-two times a week	15	2.14
Three-Four times a week	32	45.71
Five-Six times a week	0	0
Everyday	23	32.9
Income		
Php 300.00 and below per week	15	21.4
Php 301.00-500.00 per week	26	37.1
Php 501.00-700.00 per week	19	27.1
Php 701.00-900.00 per week	0	0
Php. 901.00-1000.00 per week	8	11.4
Php 1001.00 and above per week	2	3

As to transaction system, the item “Social Networking Sites offer multiple modes of payment transaction” got the highest weighted mean score of 4.29 described as “Very High” while the item “Social Networking sites selling transactions are error free” got the lowest weighted mean score of 3.80 described as “High”. This means that using the SNS various transactions methods enhance the mode of payments, the security and delivery features for both parties to avoid error transactions. It also improves the trust and loyalty of the customers towards the online sellers.

The results of the study were all positive. As also presented in the table, that sales shows that the item “Social Networking Sites gets strangers’ attention and turns into repeat customers” got the highest weighted mean score of 4.33 interpreted as “Very High”, and the item “Social Networking Sites helps to achieve the target sales” got the lowest weighted mean score of 4.04 interpreted as “High”. This means that while using social networking sites gets more attentions to possible customers and efficaciously increase the sales of products.

Table 2

Effectiveness of Social Networking Sites in Online Selling in Albuquerque

n=70

Statements		Weighted Mean	Descriptive Interpretation
1. Cost-Efficiency Tool			
1.1	Some Social Networking Sites are free for online selling.	4.41	Very High
1.2	Social Networking Sites allows to promote products.	4.54	Very High
1.3	Social Networking Sites does not require high-level computer skills.	4.29	Very High
1.4	Social Networking Sites can be used to meet target sales.	4.24	Very High
1.5	Social Networking Sites reduces advertising expenses.	4.09	High
1.6	Social Networking Sites maximizes the number of customers.	4.23	Very High
Average Weighted Mean		4.30	Very High
2. Customer Relationship Management			
2.1	In Social Networking Sites online sellers allow the customers to communicate on a personal basis.	4.21	Very High
2.2	Social Networking Sites help to know the feedback and ratings from the customers in the products offered.	4.19	High
2.3	Social Networking Sites enables online sellers to respond immediately to the customer's feedback and complaints.	4.21	Very High
2.4	Through the feedback and suggestions on online Social Networking Sites enables online sellers to improve the quality of the products offered.	4.36	Very High
2.5	Good feedback from customers on Social Networking Sites attract more customers.	4.60	Very High
2.6	Social Networking Sites helps online sellers to build strong relationships with their customers.	4.43	Very High
Average Weighted Mean		4.33	Very High
3. Transaction System			
3.1	Social Networking Sites sell products easily.	4.26	Very High
3.2	In Social Networking Sites sells the actual products posted.	4.23	Very High
3.3	Social Networking Sites is a trusted platform for online selling.	4.06	High
3.4	Social Networking Sites provide adequate security features.	3.96	High
3.5	Social Networking Sites allow to offer multiple options to deliver products.	4.23	Very High
3.6	Social Networking Sites offer multiple modes of payment transaction.	4.29	Very High
3.7	Social Networking sites selling transactions are error free.	3.80	High
Average Weighted Mean		4.12	High
4. Sales			
4.1	Online selling in Social Networking Sites maximizes profit.	4.11	Agree
4.2	Social Networking Sites is very effective for quick sale.	4.29	Very High
4.3	Social Networking Sites promotes long term customers.	4.17	Agree
4.4	Social Networking Sites gets strangers' attention and turns into repeat customers.	4.33	Very High
4.5	Social Networking Sites helps to achieve the target sales.	4.04	High
Average Weighted Mean		4.19	High
Grand Average Weighted Mean		4.23	Very High

Legend:

Parameters	Response Category	Interpretation
4.21-5.00	Strongly Agree	Very High
3.41-4.20	Agree	High
2.61-3.40	Neither Agree nor Disagree	Moderate
1.81-2.60	Disagree	Low
1.00-1.80	Strongly Disagree	Very Low

Table 3 depicts the effectiveness of social networking sites in terms of status, and frequency of posting products. As shown in the Table 3, it reveals that there is a significant difference between the effectiveness of social networking sites to the status of the online sellers in online selling, thus the null hypothesis is rejected. However, there is no significant difference between the effectiveness of social networking sites to the frequency of posting products, thus the null hypothesis is accepted.

Table 3

Correlation Analysis Between the Effectiveness of Social Networking Sites and Status, and Frequency of Posting Products in Online Selling in Albuquerque

n=70

Difference Between Effectiveness of SNSs in terms of:	Statistical Treatment	Test Value	P-Value	Decision	Interpretation
Status	Mann-Whitney U Test	25.00	.00012486	Reject	There is a significant difference
Frequency of Posting Products	Kruskal-Wallis Test	2.261	0.520	Accept	There is no significant difference

Legend: Reject P-Value at $\alpha < 0.05$.

Table 4 depicts the effectiveness of social networking sites and income in online selling. As presented in the table, it was found that there is no significant relationship between the income to the effectiveness of social networking sites, the null hypothesis is accepted. According to the interpreted values given by Dancey and Reidy (2004), there is a weak relationship between the effectiveness of social networking sites and income.

Table 4

Correlation Analysis Between the Effectiveness of Social Networking Sites and
Income in Online Selling in Albuquerque

n=70

	Statistical Treatment	Test Value	P-Value	Decision	Interpretation
Relationship between the Effectiveness of Social Networking Sites and Income in Online Selling	Spearman's Rho Test	0.227	0.059	Accept	No Significant Relationship

Chapter 3

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

This chapter presents the summary of the study and conclusion based on the findings, the analysis and interpretation of the data and the recommendations drawn from the findings.

Summary

The main purpose of this study was to determine the effectiveness of Social Networking Sites in online selling in the Municipality of Alburquerque, Bohol. Specifically, the researchers aimed to determine the demographic profile of the respondents in terms of status, income, social networking sites used, frequency of posting products and duration of using SNS in online selling.

In addition, the researchers also wanted to determine the level of effectiveness of social networking sites in online selling in terms of cost, customer relationship management, transaction system and sales. Furthermore, the study sought to determine the difference between the effectiveness of social networking sites in online selling in terms of status, and frequency of posting products and the relationship between the effectiveness of social networking sites and income of the online sellers.

To attain the main objectives of this study, the study made used modified questionnaire answered by the 70 online sellers from the town of Alburquerque using Google forms. The data gathered were analyzed and interpreted with the use of Weighted Mean Score and Nonparametric test such as Mann-Whitney U Test, Kruskal-

Wallis test to find out the significant difference between the effectiveness of social networking sites in online selling in terms of status and frequency of posting products and Spearman's Rho Test to find out the significant relationship between the effectiveness of social networking sites and income in online selling.

Findings

Based on the results of the study, out of 70 online sellers 90% were unregistered. It was found out that majority of their income is Php 301.00-500.00 per week. Moreover, mostly of the respondents were using Facebook in selling their products online. In addition, most of them were posting products everyday. Furthermore, majority of the respondents started online selling 6 months ago.

The level of effectiveness of Social Networking sites revealed that the cost had an average weighted mean of 4.30 which means that by using SNS increases online sellers' capacity to promote and sell products online in less cost. In customer relationship management had the average weighted mean of 4.33 which means that by using SNS can acquired good feedbacks from the previous buyers increases the number of customers to visit and buy on their site. Then the transaction system with an average weighted mean of 4.23 which means that using the SNS various transaction methods enhance the mode of payments, security and delivery feature for both parties to avoid error transactions. and lastly, in sales had the average weighted mean was 4.19 which means that while using the social networking sites gets more attention to possible customers and efficaciously increase the sales of products. And the grand

average weighted mean was 4.23 interpreted as “Very High” level of effectiveness of social networking sites.

There is a significant difference between the effectiveness of social networking sites and status of the online sellers. The computed P-value (0.00012486) is less than the critical value of 0.05, thus, the null hypothesis is rejected.

There is no significant difference between the effectiveness of social networking sites to the frequency of posting products. The computed P-value (0.0520) is greater than critical value of 0.05, thus, the null hypothesis is accepted.

There is no significant relationship between the effectiveness of social networking sites and income of the of the online sellers. The computed P-value of (0.059) is greater than the critical value of 0.05, thus, the null hypothesis is accepted.

Conclusions

It was concluded that majority of the status of the respondents were unregistered in which they can be prone to scammers and other cybercrime. In addition, the majority of the respondents gained Php 500.00 per week. Facebook is the most used social networking sites and they posted products everyday in which online seller can attract more customers. As they are frequently posting new products, they get more attention from possible customer to visit and buy on their site. The level of effectiveness of social networking sites is “Very High” in which SNS is an efficient tool for online selling. There is a significant difference between the effectiveness of SNS and status of the respondents. However, there is no significance difference between the

effectiveness of SNS and frequency posting products. This suggest that the frequency of posting products the more effective the SNS as it increases the exposure to the possible customers to visit and buy on their site. Furthermore, there is no significant relationship between the effectiveness of SNS and income. This means that there is a weak relationship between the effectiveness of social networking sites and income in online selling.

Recommendations

Based on the conclusions drawn from the study, the researchers came up with recommendations:

1. Online sellers should register their business to BIR.
2. Online sellers should give attention to feedbacks and comments given to answer the customers' queries and concerns.
3. Search new social networking sites features to discover more effective tool can be used for advertising and promotion.
4. Online sellers should update and improve promotion and advertising strategy in its social network account about the business to attract more customers.

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APPENDIX A

Instrument

**EFFECTIVENESS OF SOCIAL NETWORKING SITES IN ONLINE SELLING IN
ALBURQUERQUE, BOHOL****QUESTIONNAIRE**

Name (Optional): _____

1. Are you an online seller?

Yes

No

2. Are you a registered or unregistered online seller?

Registered

Not Registered

3. When did you start selling online?

2 months and below

3-5 months ago

6-8 months ago

9-11 months ago

12 months and above

4. What social networking site is being used in online selling?

Facebook

YouTube

Twitter

Instagram

5. How many times do you post products on social networking sites every week?

One-two times a week

Three-four times a week

Five-six times a week

Everyday

6. What is your income per week?

Php 300.00 and below per week

Php 301.00- 500.00 per week

Php 501.00 – 700.00 per week

- Php 701.00 – 900.00 per week
- Php 901.00 – 1000.00 per week
- Php 1001.00 and above per week

I. EFFECTIVENESS OF SOCIAL NETWORKING SITES IN ONLINE SELLING

INSTRUCTIONS: Choose the answers that best describes your honest answer.

None of the answers is either right or wrong.

RATING:	5 -Strongly Agree	2 -Disagree
	4 -Agreee	1 -Strongly Disagree
	3 -Neither Agree nor Disagree	

	5	4	3	2	1
1. Cost					
1.1 Some Social Networking Sites are free for online selling.					
1.2 Social Networking Sites allows to promote products.					
1.3 Social Networking Sites does not require high-level computer skills.					
1.4 Social Networking Sites can be used to meet target sales.					
1.5 Social Networking Sites reduces advertising expenses.					
1.6 Social Networking Sites maximizes the number of customers.					
2. Customer Relationship Management					
2.1 In Social Networking Sites online sellers allow the customers to communicate on a personal basis.					
2.2 Social Networking Sites help to know the feedback and ratings from the customers in the products offered.					
2.3 Social Networking Sites enables online sellers to respond immediately to the customer’s feedback and complaints.					
2.4 Through the feedback and suggestions on online Social Networking Sites enables online sellers to improve the quality of the products offered.					
2.5 Good feedback from customers on Social Networking Sites attract more customers.					
2.6 Social Networking Sites helps online sellers to build strong relationships with their customers.					
3. Transaction System					
3.1 Social Networking Sites sell products easily.					
3.2 In Social Networking Sites sells the actual products posted.					
3.3 Social Networking Sites is a trusted platform for online selling.					
3.4 Social Networking Sites provide adequate security features.					

3.5 Social Networking Sites allow to offer multiple options to deliver products.					
3.6 Social Networking Sites offer multiple modes of payment transaction.					
3.7 Social Networking sites selling transactions are error free.					
4. Sales					
4.1 Online selling in Social Networking Sites maximizes profit.					
4.2 Social Networking Sites is very effective for quick sale.					
4.3 Social Networking Sites promotes long term customers.					
4.4 Social Networking Sites gets strangers' attention and turns into repeat customers.					
4.5 Social Networking Sites helps to achieve the target sales.					

APPENDIX B

Letter



Republic of the Philippines
BOHOL ISLAND STATE UNIVERSITY
 Bilar Campus, Zamora, Bilar, Bohol

Vision: A premier S & T university for the formation of world-class and virtuous human resources for sustainable development in Bohol and the country.

Mission: Committed to provide quality and innovative education in strategic sectors for the development of Bohol and the country.

October 25, 2021

DR. MARIETTA C. MACALOLOT

Campus Director
 BISU Bilar Campus

Dear Dr. Macalolot:

We, the junior students of **Bachelor of Science in Office Administration of Bohol Island State University Zamora, Bilar, Bohol** is currently undertaking a research study for our thesis entitled **“EFFECTIVENESS OF SOCIAL NETWORKING SITES IN ONLINE SELLING IN ALBURQUERQUE, BOHOL”** in partial fulfillment of our degree.

In this connection, we would like to ask permission to gather data and information needed for the study.

Rest assured that utmost courtesy and confidentiality of the data will be observed during the conduct.

Thank you. God bless and more power.

Very respectfully yours,
 (Sgd.) **KRISTINE JOY DUMAGAN**
 (Sgd.) **MARIBEL ENSON**
 (Sgd.) **STELLA M. MILLAN**
 (Sgd.) **DIAN MAE PADEN**

Noted by:

(Sgd.) **JOAN MAE G. LAGUMBAY, MSBA**
 Thesis Adviser

Recommending Approval:

(Sgd.) **ARLEN B. GUDMALIN, Ph.D.**
 Dean

Approved by:
 (Sgd.) **MARIETTA C. MACALOLOT, Ph.D.**
 Campus Director

APPENDIX C

Raw Data

Evaluation of effectiveness of Social Networking Sites in Online Selling

Res. No.	Email Address	Address	Online seller	Status	Duration	Social Networking Sites	Frequency of Posting Products	Income
1	agoteduard123@gmail.com	Purok 1 sta.fe albur ,bohol	1	2	5	1	3	4
2	kaymariegumagan@gmail.com	Purok 1 Santa Felomina Alburquerque, Bohol	1	2	1	1	1	1
3	vinshitsutsu@gmail.com	Purok 1, Sta. Fe, Alburquerque Bohol	1	2	3	1	1	2
4	banda.jessa@hnu.edu.ph	Santa Felomina, Albur, Bohol	1	2	5	1	2	2
5	jioca.cabanlit26@gmail.com	Purok 2, Sta. Fe, Alburquerque, Bohol	1	2	1	1	1	1
6	montanocristine1999@gmail.com	Tagbuane, Alburquerque, Bohol	1	1	4	1	4	4
7	cuaresmamareve@gmail.com	Tagbuane, Alburquerque, Bohol	1	2	1	1	2	3
8	ginalynperocho1@gmail.com	Tagbuane, Alburquerque, Bohol	1	2	4	1	4	3
9	cuaresmaianglenn2002@gmail.com	Tagbuane, Alburquerque, Bohol	1	1	1	1	4	1
10	junesabaiton@gmail.com	Tagbuane, Alburquerque, Bohol	1	2	3	1	3	2
11	satevictor87@gmail.com	Purok 1 San Isidro, Sierra Bullones, Bohol	1	2	2	1	1	1
12	reaidosato03@gmail.com	Tagbuane, Alburquerque Bohol	1	2	3	1	1	2
13	cristinotimola04@gmail.com	Tagbuane, Alburquerque, Bohol	1	2	2	1	2	3
14	dianmae.paden@bisu.edu.ph	Sta. Fe, Alburquerque, Bohol	1	2	3	1	1	2
15	sabaitonjhermie@gmail.com	Tagbuane, Alburquerque Bohol	1	1	3	1	4	3

16	padennina10@gmail.com	Sta.Fe Alburquerque	1	1	5	1	1	2	4
17	padenevamae19@gmail.com	Sta. Fe, Alburquerque, Bohol	1	2	2	1	1	1	2
18	bonsayonjomari@gmail.com	Sta. Fe, Alburquerque, Bohol	1	2	5	1	1	2	3
19	mejenprtty@gmail.com	Sta. Fe, Alburquerque, Bohol	1	2	4	1	1	3	3
20	honeymae.flores@bisu.edu.ph	Tagbuane, Alburquerque, Bohol	1	2	3	1	1	3	1
21	Jolyceltuzon169@gmail.com	Tagbuane,Alburquerque, Bohol	1	2	5	1	1	4	2
22	renaperocho64@gmail.com	Tagbuane,Alburquerque,bohol	1	2	2	1	1	1	4
23	campusonikki@hnu.edu.ph	Tagbuane,Alburquerque,Bohol	1	2	1	1	1	2	4
24	mariatrishasha31@gmail.com	Tagbuane,Alburquerque, Bohol	1	2	5	1	1	2	2
25	eric.talo@bisu.edu.ph	Sta. Fe Albur Bohol	1	2	3	1	1	2	2
26	nannahleahocat@gmail.com	Sta. Fe Albur Bohol	1	2	2	1	1	2	1
27	rosaandreaapaap7@gmail.com	Tagbuane, Alburquerque, Bohol	1	2	2	1	1	3	3
28	tejanonatalia@gmail.com	Purok 1, Sta. Fe Alburquerque, Bohol	1	2	3	1	1	2	1
29	ibuates2@gmail.com	Purok 1 West Poblacion, Alburquerque, Bohol	1	2	2	1	1	4	1
30	franzcy71@gmail.com	Purok, Tagbuane, Alburquerque, Bohol	1	1	3	1	1	3	2
31	rjoahna38@gmail.com	Purok 3, East Poblacion, Alburquerque, Bohol	1	2	5	1	1	4	1
32	fcain151@gmail.com	Purok 4 Tagbuane, Alburquerque, Bohol	1	2	1	1	1	1	2
33	suminlaokristinejane@gmail.com	Purok 3, Alburquerque, Bohol	1	2	2	1	1	2	2
34	onystar314@gmail.com	Purok 2 Tagbuane, Alburquerque, Bohol	1	1	5	1	1	5	4
35	imkris47@gmail.com	Purok 5, Tagbuane, Alburquerque, Bohol	1	1	5	1	1	5	5
36	trinaph22@gmail.com	Purok 3, Alburquerque, Bohol	1	2	4	1	1	4	1
37	markieds37@gmail.com	Purok 3, Cantiguib, Alburquerque, Bohol	1	2	5	1	1	5	3

38	bmanghal27@gmail.com	Purok 3, Sta Fe, Alburquerque, Bohol	1	2	5	1	5	2
39	z.ylaph8@gmail.com	Purok 2, Sta Felomina, Alburquerque, Bohol	1	2	5	1	5	4
40	blazerbleess7@gmail.com	Purok 1, West Poblacion, Alburquerque, Bohol	1	2	5	1	5	5
41	missvenus0120@gmail.com	Purok 3 East, Poblacion, Alburquerque, Bohol	1	2	4	1	4	4
42	rosarymillan12@gmail.com	Purok 1, East Poblacion, Alburquerque, Bohol	1	2	4	1	4	1
43	kris8tanya@gmail.com	Purok 2 Tagbuane, Alburquerque, Bohol	1	2	1	1	1	2
44	cagadasm123@gmail.com	Purok 1, Tagbuane, Alburquerque, Bohol	1	2	5	1	5	1
45	gracegrae23@gmail.com	Purok 4, Tagbuane, Alburquerque, Bohol	1	2	4	1	4	3
46	tuesdayph300@gmail.com	Purok 2, East Poblacion, Alburquerque, Bohol	1	2	5	1	5	1
47	dumaganmjane2@gmail.com	Purok Sta. Felomina, Alburquerque, Bohol	1	2	4	1	4	3
48	rasioloraine21@gmail.com	Purok 1 Alburquerque, Bohol	1	2	2	1	2	2
49	zorenj.5@gmail.com	Purok 1 Tagbuane, Alburquerque, Bohol	1	2	2	1	2	2
50	KJayjay2x@gmail.com	Sta. Felomina, Alburquerque, Bohol	1	2	3	1	3	2
51	tinoyregine25@gmail.com	Alburquerque, Bohol	1	2	2	1	2	3
52	cagasierarnie06@gmail.com	Alburquerque, Bohol	1	2	2	1	2	3
53	paimallanjasmine353@gmail.com	Purok 2 Ponong Alburquerque, Bohol	1	2	1	1	1	3
54	roaharvey496@gmail.com	Ponong, Alburquerque, Bohol	1	2	4	1	4	2
55	mariaisabelbalakid@gmail.com	Purok 1 Ponong, Alburquerque, Bohol	1	2	5	1	5	3
56	keithamberbello@gmail.com	Purok 1, Ponong, Alburquerque, Bohol	1	2	2	1	2	3
57	kdumandan8@gmail.com	Dangay, Alburquerque, Bohol	1	2	1	1	1	3
58	behigahannajejan@gmail.com	Dangay, Alburquerque, Bohol	1	2	3	1	3	2
59	pholoday071@gmail.com	Dangay, Alburquerque, Bohol	1	2	2	1	2	2
60	moralesmaunday@gmail.com	Ponong, Alburquerque, Bohol	1	2	3	1	3	2
61	fullbusternatsu11@gmail.com	Ponong, Alburquerque, Bohol	1	2	2	1	2	2

62	johnmarietipolo@gmail.com	Ponong, Alburquerque, Bohol	1	2	2	1	2	3
63	maribelenson1999@gmail.com	sta. Fe, Alburquerque, Bohol	1	2	2	1	2	2
64	raotraotsebastian@gmail.com	sta. Fe, Alburquerque, Bohol	1	2	3	1	4	1
65	maricebanol322@gmail.com	Sta. Fe, Alburquerque, Bohol	1	2	3	1	2	2
66	quezonkn43@gmail.com	Purok 3, Cantiguib, Alburquerque, Bohol	1	2	5	1	2	1
67	quezonkendra@gmail.com	Ponong, Alburquerque, Bohol	1	2	3	1	2	3
68	g.08ismael@gmail.com	East, Poblacion, Alburquerque, Bohol	1	2	2	1	1	2
69	malakidexterkeith@gmail.com	Tagbuane, Alburquerque, Bohol	1	2	3	1	3	3
70	kivencuaresma9@gmail.com	sta. fe, Alburquerque, Bohol	1	2	4	1	4	3

APPENDIX D

**COMPUTATION of the AVERAGE WEIGHTED MEAN of the EFFECTIVENESS OF
SOCIAL NETWORKING SITES IN ONLINE SELLING**

Cost	5		4		3		2		1		N		Weighted Mean	Description
1	33	165	34	136	2	6	1	2	0	0	70	309	4.41	SA
2	40	200	28	112	2	6	0	0	0	0	70	318	4.54	SA
3	28	140	35	140	6	18	1	2	0	0	70	300	4.29	SA
4	23	115	41	164	6	18	0	0	0	0	70	297	4.24	SA
5	18	90	43	172	6	18	3	6	0	0	70	286	4.09	A
6	25	125	36	144	9	27	0	0	0	0	70	296	4.23	SA
AVERAGE WEIGHTED MEAN													4.30	SA
CRM	5		4		3		2		1					
1	19	95	47	188	4	12	0	0	0	0	70	295	4.21	SA
2	20	100	45	180	4	12	0	0	1	1	70	293	4.19	A
3	20	100	45	180	5	15	0	0	0	0	70	295	4.21	SA
4	28	140	40	160	1	3	1	2	0	0	70	305	4.36	SA
5	44	220	25	100	0	0	1	2	0	0	70	322	4.60	SA
6	31	155	38	152	1	3	0	0	0	0	70	310	4.43	SA
AVERAGE WEIGHTED MEAN													4.33	SA
Transaction System	5		4		3		2		1					
1	24	120	40	160	6	18	0	0	0	0	70	298	4.26	SA
2	22	110	43	172	4	12	1	2	0	0	70	296	4.23	SA
3	17	85	40	160	13	39	0	0	0	0	70	284	4.06	A
4	16	80	36	144	17	51	1	2	0	0	70	277	3.96	A
5	21	105	44	176	5	15	0	0	0	0	70	296	4.23	SA
6	24	120	42	168	4	12	0	0	0	0	70	300	4.29	SA
7	13	65	33	132	21	63	3	6	0	0	70	266	3.80	A
AVERAGE WEIGHTED MEAN													4.12	A
Sales	5		4		3		2		1					
1	18	90	42	168	10	30	0	0	0	0	70	288	4.11	A
2	26	130	38	152	6	18	0	0	0	0	70	300	4.29	SA
3	19	95	44	176	7	21	0	0	0	0	70	292	4.17	A
4	28	140	37	148	5	15	0	0	0	0	70	303	4.33	SA
5	15	75	44	176	10	30	1	2	0	0	70	283	4.04	A
AVERAGE WEIGHTED MEAN													4.19	A
GRAND WEIGHTED MEAN													4.23	SA

APPENDIX E

TEST OF NORMALITY

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	Df	Sig.
Effectiveness of Social Networking Sites in online Selling						
	.124	70	0.10	.944	70	.004

