



**HOLY CROSS COLLEGE OF CALINAN, INC  
DAVAO-BUKIDNON HIGHWAY, CALINAN, DAVAO CITY**

**THE EMERGENCE OF FACEBOOK IN THE WORLD OF E-COMMERCE: NARRATIVES OF ONLINE SELLERS**

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**June 2022**

# **THE EMERGENCE OF FACEBOOK IN THE WORLD OF E-COMMERCE: NARRATIVES OF ONLINE SELLERS**

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A Research Paper  
Presented to the Faculty of the Basic Education Department  
of the Holy Cross College of Calinan

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In Fulfilment of the Requirements  
in Practical Research 2

By

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**June 2022**

## APPROVAL SHEET

In partial fulfilment of the requirements in Practical Research 2, this study entitled **THE EMERGENCE OF FACEBOOK IN THE WORLD OF E-COMMERCE: NARRATIVES OF ONLINE SELLERS**, prepared and submitted by Jhovern Grace Amban, Juleanne Sam Lomod, Guen Maranguit, Iana Aleya Nocos, Raimielle Jannika Paquibot, Criselle Mae Villaflor, Alexis Acala is hereby recommended for an oral examination, approval and acceptance.

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## PANEL OF EXAMINERS

Approved by the panel of examiners, after the presentation of the study with the grade of **PASSED**.

**MELINA C. GONZALES, EdD**  
Panel Member

**MS. CHERRY ROSE TACAY**  
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Accepted in partial fulfilment of the requirement in Practical Research 2.

Date of Oral Examination: January 20, 2022

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**The Researchers**

## ABSTRACT

Using qualitative-phenomenology design, this study determined the experiences encountered and coping mechanisms adopted by the online sellers of Baguio and Calinan districts in using Facebook as their online business platform. With the use of thematic analysis, significant and insightful themes were generated from the responses of the respondents. Noteworthy, were the themes taken from the accounts of the experiences encountered by the participants which revolved around the fraudulent customers, high risk of competition and promotional benefits. Themes also were taken from the coping mechanisms they have adopted while using Facebook as an online business platform such as disregarding irresponsible customers, being innovative and optimistic, and following the rules and regulations. The researchers hoped that the findings of this study would help increase the knowledge and provide a better understanding of Facebook as an online business platform to the present and aspiring online business owners and sellers, consumers, and the people of the community.

***Keywords: E-commerce, online sellers, business, coping mechanisms and experiences***

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# **Chapter 1**

## **INTRODUCTION**

### **Background of the Study**

When the World Health Organization (WHO) declared the outbreak of coronavirus disease 2019 (COVID-19), a pandemic on March 11, 2020, containing the spread of the virus has been an international priority (Huang et al., 2020). The COVID-19 pandemic has changed people's way of living, including the way of purchasing goods and availing services from different businesses, affecting the whole business world. Due to this, online business became the number one trend that attracted many customers. As defined by the Northern Territory Government of Australia (2018), online business is any kind of business activity that happens over the internet and may include buying and selling or providing different forms of services.

Starting a business is easier than ever in today's world where the internet dominates aspects of production, entertainment and social activity (To, 2021). According to Chamurlieva (2017), every year online business is developing faster and faster. As a matter of fact, an increasing number of people prefers to conduct their business using the internet.

Globally, Cappola (2021) states that in the year 2020, over two billion people purchased goods or services online. With this, during the same year, e-retail sales surpassed 4.2 trillion U.S. dollars worldwide. According to a survey conducted by PNC Economic Outlook in September 2020, more than four in 10 Pennsylvania business leaders (42%) report increased use of one or more of the technologies since the outbreak began. Among

these businesses, 14% decided to use websites to continue generating sales amidst pandemic.

Locally, Amazon Global Selling's survey conducted last 2021 showed the percentage of domestic e-commerce sellers in the Philippines was at 70 percent, the highest compared to other Southeast Asian countries. Masigan (2020) shared that during the pandemic Filipino entrepreneurs were quick to adjust with the challenges brought by the pandemic. Due to this, thousands of entrepreneurs established their own e-commerce stores that generate a 76% of transaction from 90% of Filipino internet users who searched for goods and services to purchase during the quarantine period.

Moreover, there are numbers of social media platforms used by businessmen to conduct this type of business. According to Brenner (2021), social platforms help business connect with customers, increase brand awareness, and boost leads and sales. With this, social media platforms such as Facebook become vital for the online business world since it is one of the most widely used apps in the world, generating 2.85 billion monthly active users (Dean 2021) which can lead to a higher sales due to an unlimited wide range of target market.

In connection with this, Liedke (2022) states that more than 50 million businesses use Facebook Pages to connect with their customers which results to 85% of online orders coming from Facebook. He also added that business Facebook communities are growing by an average of 8% a month. In the Philippines, The Ultimate List of Online Business Statistics revealed that 64% of Filipino internet users are spending more time on social media, with 23% indicating an increased activity in their online shopping activity.

However, in the international market, many business owners struggle in using Facebook for their business. Premanandan (2021) explained the top four Facebook marketing problems faced by most entrepreneurs. These include: no marketing plan, no content strategy, not generating traffic and leads, and no Return on Investment (ROI) on Facebook marketing campaigns. In addition, Kroese (2015) claimed that there are three common challenges in using Facebook for business in the international market. These are creating a compelling content strategy, differentiating between timeline content and dark posts, and tracking results effectively.

In the local arena, the Philippines is known as a fast-growing digital commerce market in the Southeast Asian region. Statista.com reports that e-commerce spending in the Philippines grew more slowly than the rest of Southeast Asia in 2018 (Kemp & Moey, 2019). In fact, last January 2018, Facebook launched its marketplace service in the country granting Facebook users the ability to use Facebook as a platform to buy and sell goods online. However, Filipino entrepreneurs also faced a lot of challenges in using Facebook for their business. Redfearn (2021) stated that many Facebook entrepreneurs sell their products without having registered stores, which cause issues with intellectual property violations because it is difficult to track these people down if they sell counterfeit goods.

It is in this background that this study was conceptualized. The main objective of this study was to explore the experiences and coping mechanisms adopted by online sellers who are using Facebook as an online platform for their business based on the narratives of online sellers. With the growing number who engaged themselves in online selling using Facebook as their platform, there is no study being conducted to unveil the experiences of online sellers in their use of Facebook as their platform. Specifically, here in our school.

This study hoped to become a scholarly source of public knowledge. Aside from this, this study aimed to provide sufficient information of its pros and cons, to help business owners come up with the right decisions given our findings when using online platforms for business ventures.

### **Purpose of the Study**

The purpose of this study was to explore the experiences of online sellers and their coping mechanism in using Facebook as an online business platform especially during this pandemic based on their narratives and to allow a better understanding of the said platform in the online business world. The findings of this study may increase the knowledge and provide a better understanding of Facebook as an avenue for online business.

### **Statement of the Problem**

This study aimed to know the different experiences and coping mechanisms adopted by online sellers in using Facebook as their online business platform. Specifically, this study sought to answer the following questions:

1. What are the experiences of online sellers when using Facebook as a business platform?
2. What are the mechanisms of online sellers in maximizing the use of Facebook to improve business outcomes?

### **Theoretical Lens**

The Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis Theory by Albert Humphrey (1960) assesses the strengths, weaknesses, opportunities, and threats to help businesses know their biggest challenges and explore potential markets. It was

credited to Albert Humphrey who developed the approach at the Stanford Research Institute (SRI) back in the 1960s and early 1970s. The ultimate goal of this theory is to strengthen business strategy by evaluating all its strengths and weaknesses, as well as the potential opportunities and pitfalls within the chosen marketplace.

Needless to say, Facebook has become the new marketplace of this generation due to the pandemic. It helped a lot of businesses expand. However, it has its advantages and disadvantages that need to be identified to help business owners make great decisions for the future of their business.

Therefore, the theory is important in unveiling the experiences and coping mechanisms used by online sellers in using Facebook as their business platform that would help determine the strengths, weaknesses, potential opportunities, and possible threats in using Facebook as an online platform for a business.

### **Significance of the Study**

This study will help small online business owners in knowing the experiences and coping mechanisms of the other online sellers. This will help them make better marketing strategies for their business to be successful and to help business owners make great decisions for the future of their business. Also, by knowing the online sellers coping mechanisms, this can be helpful to others that are having the same problem or challenge on how to resolve or overcome this.

To start-up online business owners, this study is a great way to start since this will teach and provide what owners need to know in doing an online business especially on Facebook. This can give them more knowledge about how they are going to start a business and what to do for the business to be successful.

This study can also help young entrepreneurs who would like to do business online with the use of Facebook applications. This can be very helpful to them in learning the online business world and can provide much knowledge about Facebook as an online business platform. This will teach them how to start an online business and how to make great decisions for them to be successful.

For students who are interested in doing business online, this study will provide them with what to know or how to do an online business especially on Facebook since the world is widely used application nowadays. Lastly, this study can help future researchers for this may contribute as a scholarly piece which might be of help to the existing literature about this topic. Also, it might be a fertile source for future in-depth studies relative to Facebook use.

### **Scope and Limitation**

This study focused predominantly on determining the experiences of online sellers when they started/shifted to online selling using Facebook and how online sellers survived with the challenges encountered while doing business through Facebook. The pandemic is still existing, which means that researchers gathered information through the use of Facebook or Messenger application for the interview of the selected respondents. The respondents were the online sellers as well as other online business owners who makes use of Facebook application.

With this strategy, the researchers evaluated properly and provided the results of the experiences of online sellers when they started/shifted to online selling using Facebook and how online sellers survived with the challenges encountered while doing business through Facebook. The accuracy of the result solely relied upon information gathered by

the researchers. The result of this study also may not necessarily be the same with the experiences of other online sellers from other places.

### **Definition of Terms**

- |                            |   |
|----------------------------|---|
| Coping Mechanism           | - it is a behavior or strategy used by the online sellers to protect their business from damage resulting from a problem in life.                       |
| Marketing Strategies       | - it is used by the online seller on Facebook to plan for reaching prospective consumers and turning them into customers of their products or services. |
| Online Sellers             | - these are the people who sell and promote their product through Facebook as an online business platform.  |
| Online Business Platform   | - is a tool (usually social media) that is used by online sellers in promoting and selling their products or services just like Facebook application    |
| Facebook                   | - a social-networking website where online sellers can post updates, share, and exchange messages with the customers to sell and promote the products.  |
| Return on Investment (ROI) | - it is one of the top four Facebook marketing problems faced mostly by the entrepreneurs.  |

## **Chapter 2**

### **REVIEW OF THE RELATED LITERATURE**

This chapter presents and discusses the different subtopics of this study, such as: Facebook as a Platform for Online Business, Downside of Facebook in E-Commerce, Facebook as a Marketing Tool, Benefits of Facebook for Business, Challenges of Facebook for Business, Strategies used by Sellers in Conquering Challenges Online, and Online Sellers Coping Mechanisms.

#### **Facebook as a Platform for Online Business.**

Tracy (2022) stated that social media changed the way in which people interact with one another, how companies do business, and how they spend their ad budgets. As social media platforms gained tremendous momentum in the 21st century, Meta (FB), formerly Facebook Inc., propelled itself to the top of the heap, racing past rivals Twitter Inc. (TWTR) and LinkedIn Corporation in terms of users and revenue. According to Freedman (2021), Facebook has more than 2.7 billion active users, making it an important platform for small business social media marketing. With more than 2.7 billion monthly users, Facebook gives small businesses a number of ways to promote their services, increase customer support and boost recognition. A Facebook business page is a free website page that organizations can expand on Facebook to extend their web presence. Like personal Facebook profile, Facebook business page can send and get messages, post updates, get notices, and like, remark and offer other Facebook clients and pages.

Facebook Business Page is all about the brand and the services offered as a professional in field. It can invite past and potential clients to like a Business Page. It is the right place to collect reviews, share essential details about a certain business and post about

industry-relevant topics (Mouradian, 2018). As stated by Marrs (2021), Facebook business page is a great spot to develop the brand identity and show the human side. Facebook offers its own form of advertising with Facebook ads, which appear in the side columns of the Facebook site. These classic ads are referred to more specifically as Marketplace Ads. They include a headline with copy, an image, and a click-through link to either a Facebook page, a Facebook app, or an outside website. Facebook Promoted Posts let Facebook page owners pay a flat rate in order to have their individual Facebook posts reach a certain number of users, increasing a specific post's reach and impressions.

With the extraordinary number of users on the platform, a business would not forsake the importance of investing in digital marketing. Small businesses comprise the vast majority of Facebook's eight million advertisers. Mobile applications have represented a lot of Facebook's fast development with its Messenger application sent off in 2011. As of 2020, Messenger has an estimated 2.77 billion monthly users. Despite its battle with mobile market competitor such as WhatsApp, Facebook acquired it in 2014 for \$19 billion, bringing another one billion users into the fold. Facebook characterizes "engagement rate" as the level of individuals who saw a post that either enjoyed, shared, responded, or remarked on the communication. In other words, when a large number of users pointedly respond, the post holds some meaningful impact on the psyche of the viewer (Tracy, 2021). Additionally, Facebook has a few unique features that can benefit the company. Facebook's targeted digital advertising platform is what makes it one of the greatest social media platforms for business. Target folks are those most likely willing and ready to buy products or services with Facebook ads. This guarantees that the company's ad material reaches the correct users at the right moment. Facebook's social media e-

commerce connections are another reason why it is one of the greatest social media platforms for business. Facebook allows users to buy from the company directly from the social media network (Sherman 2020).

Facebook, the universal social media network, can not be utilized as a personal social networking tool, but, when carefully used it can help firm achieve strategic marketing goals. Due to the sheer number of individuals on Facebook, it is possible to showcase business without spending a lot of money on developing a website and a related marketing campaign (Conlin 2021).

### **Downside of Facebook in E-Commerce**

According to Dove (2021), running an e-commerce operation requires every business owner to have as much skill and to be wise as running a physical store, as entrepreneurs, small companies and not to mention consumers continue to flock to online operations. While it might appear to be that well known, online business stages like Etsy, Amazon and eBay make it simple to make web based business progress, a multi-layered Facebook promotion and business system. Alongside a genuinely worthy product or service that customers want and need may go a long way in making progress for e-commerce company. Just as McQuerrey (2019) stated, Facebook aids small business owners to interact with their customers more efficiently. Although Facebook has allowed small businesses to grow their businesses, there are still disadvantages to using it.

The first one is the loss of control. Facebook was initially created as an app to communicate with other people by sharing information through pictures, videos, written posts, and more. Therefore, it will be easier for competitors, unsatisfied customers, or displeased employees to post burdensome comments on an owner's Facebook wall

(McQuerrey, 2019). Also Facebooking is time consuming to answer individual client inquiries. On the off chance that the owner's leave the page excessively long, it could end up turning out to be extremely challenging to oversee as a great deal of spam remarks could end up coming in the way (Rajnish, 2015).

Additionally, another downside of Facebook in E-commerce is that sellers are losing billions of dollars every year due to scams, and that number is on the rise as retailers struggle to keep up with the crooks (Bracken, 2021). Payback Website (2021) shared that there are few different kinds of Facebook Marketplace fake buyers. Example are those fake buyers who might try to get the seller send them something that the trader is selling and promise to pay when they receive it, but then never actually send any money.

To benefit as much as possible from Facebook, one has to put resources into paid-for advertising. This will require its own budget (Ansari, 2019). The cost of maintenance is also a disadvantage. To maintain the business, the owner must consistently add more content to sell and earn revenues. This requires an innovative market strategy which could be a costly investment to the business owner (McQuerrey, 2019).

Lastly, being a professional could also be a hindrance when making a business on Facebook. As stated before, Facebook was created as a means of connecting and communicating with other people. An owner should not share personal information that could jeopardize their business reputation. Attention must be used to maintain the principle of the business or it could be a tribulation to the business (McQuerrey, 2019).

From what is written above, although Facebook is beneficial, we cannot hide its disadvantages. These disadvantages are really troublesome to all businesses in Facebook because it needs effort and money in order to overcome the disadvantages. Facebook is

open 24/7 and is use nationwide, so using Facebook really needs a lot of time. It is also easy to lose control if one is not careful.

### **Facebook as a Marketing Tool**

According to Ozturk and Uslu (2012), one of the most important social networking is Facebook. It gives an opportunity of usage at the heart of interactivity to the whole visual, auditory and literary tools to its user as different from traditional media. Individuals can introduce effectively to other persons via user profile and his/her wall on Facebook. Chan (2020) confirmed that the social media platform, Facebook, is increasingly used as a marketing tool.

Moreover, Valand and Gaur (2020) stated that Facebook has turned out to be the globe's largest social network. Facebook has billions of daily online users. The tools of Facebook are in the form of Facebook Pages, Facebook Advertisement and Publicity and Facebook Groups. This can be used to promote products, services and organization, events and many more. Facebook marketing means creating and actively using Facebook for market and marketing related activities and for the purpose of interacting and maintaining contact with and attract customers. Lin et.al (2021) supported these claims by stating that businesses are interested in exchanging information, marketing products, and interacting with current and potential customers to ensure a better understanding of the targeted customers

Businesses nowadays are interested in exchanging information, marketing products, and interacting with current and potential customers to ensure a better understanding of the targeted customers. Facebook as a marketing tool has the following

tools that can help in promoting products and services. These includes Facebook Pages, Facebook Advertisement and Publicity and Facebook Groups.

### **Benefits of Facebook for Business**

As Conlin (2020) also stated, Facebook is the largest and most well-known social media network, making it a good starting place for organizations wishing to establish their social media strategy. When compared to other social networks, Facebook exposes the company to the largest audience and provides the most comprehensive collection of capabilities. Facebook's numerous business features enable to grow online identity, engage with clients and potential workers, and enhance overall efficiency. As claimed by Statista Research Department, (2021), Facebook is currently one of the world's most popular marketing platforms. As the social media behemoth grew to over 2.7 billion active members, it also extended its advertising network to accommodate a wide spectrum of companies. While many of the advantages of advertising on Facebook are evident, paid advertising does come with a number of difficulties. Before they can comprehend how Facebook can help reach new audiences, they must first grasp what Facebook provides companies and how its paid ad network is designed to provide a variety of advertising possibilities.

According to Review (2019), a Facebook profile may provide several benefits to the company, including the fact that it is a low-cost marketing technique. Marketing activities that would cost thousands of dollars through other channels may be done at a fraction of the price on Facebook. Secondly, Facebook profile is a location where they may publicize the company's name, address, and contact information, as well as briefly describe the products and services. In addition to enabling to publish texts, Facebook allows to

submit photographs and videos from its business. This may be an effective approach to interact with clients and potential customers, since it allows them to view the product or service without needing to access the location. Furthermore, by sending and receiving messages, Facebook may be utilized to 'speak' to present or future clients. By encouraging existing and future consumers to click the 'Like' button on Facebook page, it can provide customer support and raise the company's visibility on Facebook. It is possible to put a link to the website on Facebook page. Facebook has the ability to analyze all of the data that millions of users submit into their profiles.

Additionally, Facebook Places allows users to 'check in' on mobile devices in a specific area, allowing their friends to see their position on Facebook. As stated in Freedman (2021), using Facebook for business may appear tough due to its regularly changing regulations and algorithms. Conversely, with the appropriate methods, Facebook may be one of the most effective platforms for targeting a specific population via sponsored advertisements. The platform collects a lot of information about its users, which it leverages to their benefit when they buy advertising. Creating a Facebook for Business page may be a powerful weapon in marketing arsenal.

### **Challenges of Facebook for Business**

Kroese (2015) stated that Facebook's dominance in the social marketing industry is evident. The challenge, however, is that most people overlook some important attributes and excellent practices when using Facebook for business, which can hinder its effectiveness. According to Mohsin (2021), running a Facebook for Business strategy requires time. To close the gap, daily monitoring is essential. They need to develop a content marketing plan, target potential clients, develop social marketing methods, and

much more. However, there are some challenges that must be addressed first such as: (1) Initial Investment: creating a Facebook page may be a time-consuming operation that necessitates not only time but also extensive planning. (2) Marketing Skills: if they want to grow their firm, they need to improve their marketing skills; make a plan to create interesting content that meets the company's needs. (3) Due to its continuously growing customer base, Facebook has implemented algorithms that limit the organic reach of postings to select users exclusively. (4) Negative Public Reviews: the two-way conversation may sometimes be disastrous for businesses.

There are distinct benefits to using Facebook in business, particularly if they are in the e-commerce industry. As a result, Facebook could be an excellent venue for business. However, they could not deny that there are some hurdles and risks to using Facebook as an online business platform for new or small firms. Challenges associated in using Facebook for business, as stated above are initial investment of time, lack of marketing skills, algorithms that changes very often and negative public reviews.

### **Online Sellers Coping Mechanisms**

To market the business successfully on Facebook, they need to understand the unique opportunity and coping mechanism that is being used to the said platform. According to Ironclad Inc. (2021), before online sellers promote their products, they need to make a few legal adjustments, starting with a review of the most common online selling regulations. There are six legal things online sellers should know: (1) when selling online, they need a Terms of Service, (2) they need to protect all the data, (3) they need to protect products online, (4) they need to follow the policy on best friends: Trademark, patent, and copyright, (5) they must keep good records of online transactions from the outset, and (6)

have a compliant Privacy Policy. Furthermore, being innovative could help the sellers cope with their business. As mentioned by McCormick (2018), a person tends to be lazy when there is no competition. Thus, the competitors would be the ones who will activate creativity and determination. Through competing, they would be able to learn, create, and stand out. Moreover, good qualities could also maintain customer service (Disha, 2020).

As stated by Logronio (2021), e-commerce, frequently known as online selling, encompasses not only the sale and purchase of physical objects online but also the sale and purchase of non-physical goods such as services and digital products. During this transaction, both the seller and the consumer are defrauded, much like getting scammed. Furthermore, Brock, (2019) mentioned that sellers must also understand how to engage with clients and we have great technologies that allow us to target the appropriate prospects with the correct messaging more effectively.

According to what has been written above, having a business, especially an online business, is exceptionally difficult since there are many factors to consider in order to successfully run a business. As a result, online sellers on Facebook must have a great deal of information before setting up a business in order to avoid problems in the long run.

### **Strategies Used by Sellers in Conquering Challenges Online**

International corporations are required to make a certain strategic decision such as the introduction of digitalized output, between digitalized product uniformity and product personalization. By combining two tactics at the same time, they are now able to be more adaptable and can aimed at multiple segments in overseas markets at the same time such as Nike, Wal-Mart and Mark & Spencer (Song & Lewis, 2013). When selling to a customer, they also use mass customization tactics. A wide range of international markets

by making use of the enormous power of online technologies of advanced firms can combine the advantages of mass customization with the advantages of standardization (e.g. achieving economics of scale) As a result, the company has a long-term competitive edge on the multinational market with a broad base. The application of "crowdsourcing" strategy in social media in which big groups of overseas customers pool their collective expertise is used to generate ideas for new products as well as enhancements to existing ones; international marketers are increasingly embracing it. In addition, the means of use of numerous digital platforms, methods, and technologies such as social media, blogs, and video games has gained an unprecedented popularity. Using client databases, the company can make new product announcements across multiple channels at the same time. International markets with the potential to create quick demand have a far higher impact (Godey et.al, 2016) and all of them are key digital techniques for increasing recognition, reputation, and sales.

## **Chapter 3**

### **METHODOLOGY**

This chapter presents the research design used in this study, as well as the research participants, research locale, the procedures in gathering data, research instruments that were used, ethical considerations, data analysis, and the trustworthiness of the study.

#### **Research Design**

This study was highly qualitative in nature and phenomenological in design. According to Creswell (2007), qualitative research begins with assumptions, a worldview, the possible use of theoretical lens, and the study of research problems inquiring into the meaning of individuals or groups ascribe to a social or human problem. To study this problem, qualitative researchers use an emerging qualitative approach to inquiry, the collection of data in a natural setting sensitive to the people and places under study, and data analysis that is inductive and establishes patterns or themes. The final written report or presentation includes the voices of the participants, the reflexivity of the researcher, and a complex description and interpretation of the problem, and it extends the literature or signals a call for action.

Moreover, phenomenological qualitative type of study describes the meaning for several individuals of their lived experiences of a concept or a phenomenon. Since the main purpose of this study was to explore the different experiences shared by the sellers and the coping mechanisms they used in using Facebook as their business platform, the researchers believed that this was the most appropriate research design for their study.

## Research Participants

The participants of the study were 10 female online sellers who used Facebook as their business platform. As of 2018, the digital buyers' penetration rate worldwide is 47.3 percent, by gender statistics, 72 percent are women, while 68 percent are men. Thus, in this study, the researchers decided to interview only female online sellers, since in their locality, the majority of online sellers that use Facebook were women. Most of them had already been selling for years, and some were still new entrepreneurs. The products they sell on Facebook are customized t-shirts, beauty products, k-pop merch, retail clothes and desserts like cake. In conducting this study, the researchers used snowball sampling in selecting the participants. Snowball sampling is a sampling method used by researchers to generate a pool of participants for a research study through referrals made by individuals who share a particular characteristic of research interest with the target population (Frey, 2018). The researchers interviewed some of their close friends, relatives and neighbors.

## Research Locale



*Figure 1. Map of Calinan District, Davao City*

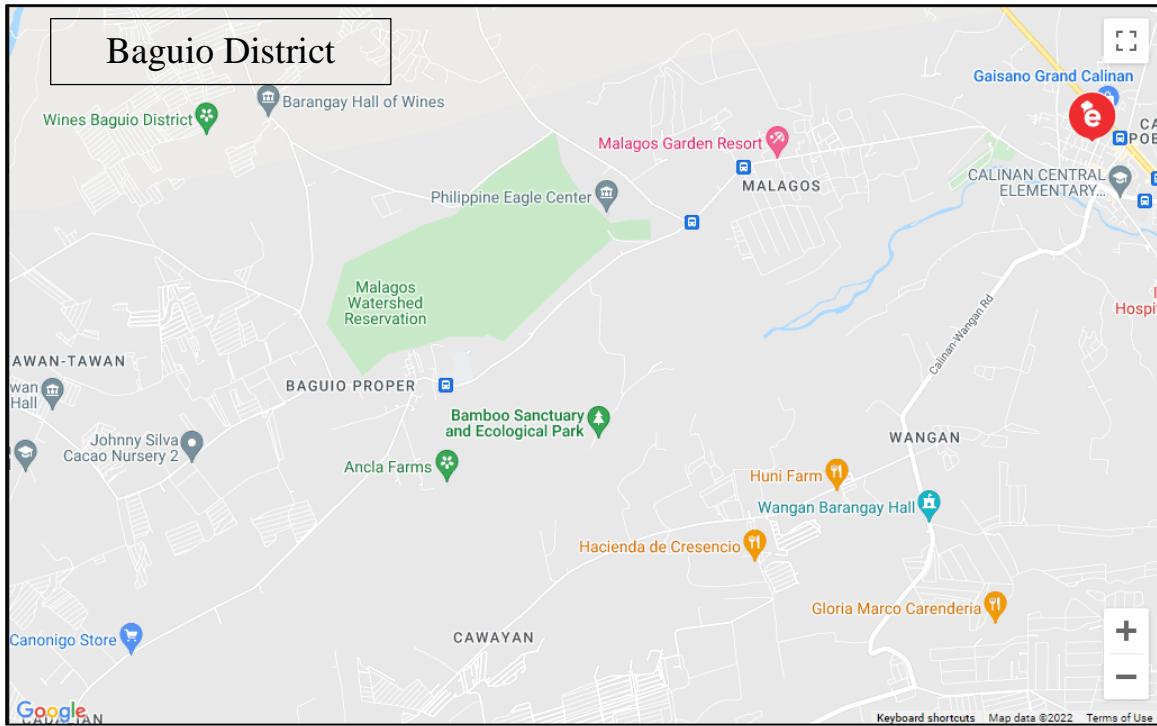


Figure 1. Map of Baguio District, Davao City

This study was conducted virtually in two barangays inside Davao City namely Calinan and Baguio. Calinan is a poblacion located in Davao City. This place is improving in the past years and is progressive now. Calinan has its own beauty and simplicity, it is also known as the “Fruit Capital” of Davao City because of its bountiful harvest of durian and banana. One of the main attractions in Calinan is the falls and its nature located at Tamayong, Calinan. This is famous mountain climbing site known to many mountaineers and nature lovers. Moreover, Baguio District is also a popular tourist spot in Davao, to foreign and even locals because of their nature parks, pools, and resorts. The most popular tourist attraction in Baguio is the Malagos Garden Resort because this is a reputable agri-ecotourism resort in Davao City where families can discover experiences refined by nature.

## **Data Gathering Procedure**

The researchers followed the following procedures in conducting this study. The first step was to seek for approval from the school principal and president. At this point, the researchers filed an official letter requesting permission from the school principal and president to undertake this research study. When the permission was granted, the researchers started to identify the participants that were qualified to take part in the study. After identifying, the researchers distributed informed consent to the potential participants. The researchers provided informed consent to formally request their cooperation. After giving consent forms the researchers together with the participants, then agreed to set time and date for the interview. Lastly, the researchers conducted an interview during the scheduled time with the use of Messenger application.

## **Research Instrument**

In this study, a self-made interview guide was formulated. After the researchers formulated the questions, it went through a process of validation and it was checked by two validators who had a background of the study and also were experienced researchers and had a background in qualitative research. The questions were divided into two parts which were the introductory which had one question and the main part which consisted of two questions. The purpose of the introductory question was to establish rapport between the interviewer and the participants. Furthermore, the main questions consisted of two questions that were related to the statement of the problem.

## **Ethical Consideration**

The researchers applied voluntary participation in the research where they gave their respondents informed consents where it was mentioned that they are free to decline and refuse and if they do not want to be a part of it, the researchers did not force nor coerce them to do it. Then, during the interview, the researchers gave options to the participants whether it will be done through direct messaging or video call. The researchers asked for approval to record the interview. They also maintained confidentiality by not divulging to others the issues that were shared to the researchers. The only one who had access to their responses were the researchers and their research advisers. According to Evergreen State College (2021), confidentiality refers to a condition in which the researcher knows the identity of a research subject, but takes steps to protect that identity from being discovered by others. Lastly, in order to keep the respondents' identity, the researchers used codes to represent each of the participants. Anonymity refers to data collected from respondents who are completely unknown to anyone associated with the survey (Lavrakas, 2008). In this study, the researchers used code names which were generic Filipino names.

## **Trustworthiness**

Trustworthiness refers to quality, authenticity, and truthfulness of findings of qualitative research (Cypress, 2017). To ensure rigor and trustworthiness, the qualitative researchers considered member checking and triangulation (Gunawan, 2015). According to Sandelowski (1993), trustworthiness is divided into 4 which are credibility, that corresponds roughly with the positivist concept of internal validity; dependability, which

relates more to reliability; transferability, which is a form of external validity; and confirmability, which is largely an issue of presentation.

In quantitative research, credibility is the counterpart of internal validity and is concerned with the aspect of truth-value (Korstjens & Moser, 2017). In conducting the study, the researchers made sure to interview only legit online business owners/seller. We made sure that they had been into this business for a long time to be able to get credible data.

The second part of the four-part series about the individual aspects of trustworthiness in qualitative research is dependability. In dependability there is enough information provided that another researcher may follow the same processes and get to the same conclusions, but with different results (Stenfors, Kajamaa, & Bennett, 2020). Researchers made sure that their conclusions match the raw data they gathered. Furthermore, the researchers ensured that if other researchers examined the data, they would come to comparable results, interpretations, and conclusions. This was necessary to ensure that nothing was overlooked in the research study or that the researchers' report was not sloppy or inaccurate.

The third part is the transferability, in research, it refers to a very specific concept. Reliability is a term used to describe this idea (Nicolas, 2021). For the reliability or transferability of our study, we made sure that the respondents were trusted. We did some background check on them by scrolling their respective Facebook accounts. We also read some comments about the sellers in order to make sure that they were trusted.

The last element of trustworthiness that a qualitative researcher must demonstrate is confirmability. The degree to which the results could be validated or corroborated by others is referred to as confirmability (Bauckes, 2020). The researcher is self-critical and considers how his or her biases influence the research. So the researchers made sure to ask for further explanations when necessary. The researchers also made sure not to conclude any sentiments from the participants that were not clear.

## **Data Analysis**

For data analysis and interpretation, the researchers followed the thematic analysis as suggested by Braun and Clarke (2006) for doing qualitative research. Primitively, this is the step at which the researchers go through the transcribe data from the recorded online interview done using the Messenger application. The researchers then proceeded to the coding step, where they went systematically through the whole data set, giving full and equal attention to each data item, and discovered noteworthy characteristics in the data items that formed the basis of repeating patterns or themes across the data set. Furthermore, the researchers used a table to classify the different codes into prospective themes and then compiled all of the pertinent coded data extracts inside the discovered themes. Fourth, the researchers examined and revised the themes by rereading the data set to see if the themes "worked" in connection to the data set and to code new data inside the themes that were missed in previous coding rounds. Fifth, the researchers defined and further investigated the themes given for examination, as well as the data included within them. The refining procedure involved identifying whether or not the topic had any sub-themes. Finally, this was the stage when the researchers performed the interpretive analysis and report writing by delving beyond the description of the surface data.

## Chapter 4

### PRESENTATION, ANALYSIS AND INTERPRETATION OF FINDINGS

This chapter presents the findings of this study including the analysis and interpretation of the data. Each area of the Entrance of Facebook in the World of E-commerce: Narratives of Experiences of Online Sellers contains a table of the themes and sub-themes solely derived from the responses of the participants. It is followed by a brief description of the table and an in-depth discussion of the analysis and interpretation.

Research Question #1: ***What are your experiences when you started-shifted to online selling using Facebook?***

One of the researchers' intentions in this study was to explore the different experiences encountered by the online sellers in using Facebook as their online business platform. Using Thematic Analysis, the researchers were able to come up with themes about the experiences encountered by the participants as shown in the table below.

*Table 1. Thematic analysis on the Experiences Encountered by Online Sellers in Using Facebook as an Online Business Platform.*

Major Theme	Statements
Fraudulent Customers	<ul style="list-style-type: none"><li>- There are also a lot of scammers particularly bogus buyers.</li><li>- I had encounter that having bogus buyers/scammers.</li><li>- There are some buyers who are consider as bogus buyers.</li><li>- Other customers cancel their orders when it is already ready for delivery.</li></ul>
High Risk of Competition	<ul style="list-style-type: none"><li>- It was really difficult to open up a business since you have a lot of competitors...</li><li>- ... There are some sellers who are under appreciated or unrecognizable because they have the same products with others...</li><li>- I have a lot of competitors because we sell the same products.</li></ul>
Promotional Benefits	<ul style="list-style-type: none"><li>- It's easy for people to know that this is my business...</li><li>- I have more customers because more people sees and know my business.</li><li>- ... I saw a lot of people become interested in my business and gives me great feedbacks.</li><li>- ... It seems that the opportunities have increased because before I sell on Facebook ...</li><li>- It's easy for people to see my products</li></ul>

The first theme is FRAUDULENT CUSTOMERS, most of the participants mentioned that they experienced being scammed by bogus buyers and joy reservers. Based on the responses of the participants, they have experienced receiving orders from unknown customers that disappears unexpectedly during meet-ups. Others experienced cancellation of orders prior to delivery without receiving proper explanations from those customers.

*Daghan pug scammers kanang gung mga bogus buyers mag cgeg order niya mukalit rag ka wala pag ting meet-up na or ting bayad... - Karla*

(There are also a lot of scammers particularly bogus buyers who always placed their orders but disappears during meet-up or during payment.)

...when I first started online business, I had encountered that having bogus buyers/scammers who will reserve for the selling item over the internet and also there are customers who are late during meet ups... - **Marilo**

*... tas ano namn may iba namang buyer na bogus buyer kung tawagin tapos minsan rin kapag may mga buyer ka na bigla bigla nlng mag cancel tapos yung explanation nila eh yung parang di tugma sa sa ginagawa nila. - Inna*

(There are some buyers who are considered as bogus buyers, sometimes there are buyers that unexpectedly cancel their orders within explanation that does not coincide with their actions.)

*ug ang uban dira na i-cancel kung naa na ang items. - Marites*

(Other customers cancel their orders when it is already ready for delivery)

As stated by Payback Website (2021) there are few different kinds of Facebook Marketplace fake buyers. Among them are fake buyers who might try to get seller send them something that the trader is selling and promise to pay when they receive it, but then never actually send any money. This was supported by Bracken (2021) who states that e-commerce sellers are losing billions of dollars a year to these scams, and that number is on the rise as retailers struggle to keep up with the crooks.

The second theme is HIGH RISK OF COMPETITION. Based on the responses of the respondents, they experienced high risk of competition due to the lack of job opportunities brought by this pandemic.

*Lisud jud kaau ang pag open sa business kay kanang daghan man gud ug competitors... - Karla*

(It was really difficult to open up a business since you have a lot of competitors...)

*...bitaw halos nalang pud hinoon mga tao gagamit na ug Facebook sa ilahang business maong nay uban dli na kaau ma appreciate or matangkilik it's because pare-pareha na ang mga gina pang post. so sad kaau siya. – Isabela*

(Almost everyone uses Facebook nowadays as their business platform. There are some sellers who are underappreciated or unrecognizable because they have the same products with others and it is so sad).

*pero daghan sad kog kompetensya kay dghan napud og gabaligya ani nga product. – Marisol*

(I have a lot of competitors because we sell the same products.)

As stated by Kroese (2015), Facebook dominance in the social marketing industry is evident, with 1.49 billion monthly active users, it is no doubt that competition arises. As expressed by Kroese, it is very clear that one of the reasons of high risk competition is due to lack of job opportunities because of this pandemic that led anyone to be more active in their social media accounts particularly in Facebook, that bring more opportunities in doing online business.

The third and last theme is PROMOTIONAL BENEFITS of products on Facebook. Most of the participants stated that promoting products on Facebook really helped their business since a lot of people are now using Facebook. The researchers noticed that promoting the products they sell on Facebook really helps the sellers, especially in gaining more customers, not only from their family and friends but also all around the world. Based on the responses of the participants, Facebook app could really help them promote their products since a lot of people nowadays are using Facebook and Facebook is very accessible, so it can be seen by a lot of people, not just in our country but all around the world.

*... dali nalang makabalo ang mga tao nga ingon ani ingon ana diay akong business kay halos mga tao akrun kay nagagamit ug FB...- **Isabela***

(It is easy for people to know that this is my business because most people nowadays use Facebook ...)

*kanang mas nidaghan akong mga customers HAHAHHAHA... kay mas daghan naman gud makakita niya makabalo pud ba so mao to nidaghan-daghan pud akong kwarta... - **Lordes***

(I have more customers because more people sees and know my business, so that's why I earn more money...)

Before I started selling online, I would usually bake for my family and since I enjoy making it, I decided to sell it online. It was quite a pleasant experience when I saw a lot of people become interested in my business and gives me great feedbacks. – **Perla**

I'm happy with the experiences that I encountered. It seems that the opportunities have increased because before I sell on Facebook, only my friends and family know. Then they are skeptical at this time because they don't know my capabilities yet. They feel that my business is not right but through Facebook since I post so they can see my business services after that because my business is booming but some costumers are irresponsible cause even though they booked they didn't response. Overall I was still happy with my experience. – **Dolores**

*Murag nadalian ko ug pag baligya sa Facebook kay dali rmn gd unsaon ang Facebook. Dali rapd makita sa mga tao akong products kay ipost man nako so naa jd koy mga customers daghan daghan sad.*  
- **Marisol**

(It seem it easy to sell on Facebook because it's easy to learn how to use Facebook. It's easy for people to see my products because I post them so I have a lot of customers.)

As stated by Conlin (2020), Facebook exposes a company to the largest audience and provides the most comprehensive collection of capabilities. Due to its generic strategies and intensive growth strategies, it maintains business competitive advantage based on efficiency and accessibility of online social media services (Greenspan, 2018). Valand and Gaur (2020) supported this claims by stating that Facebook has turned out to

be the globe's largest social network. Facebook has billions of daily online users. The tools of Facebook are in the form of Facebook Pages, Facebook Advertisement and Publicity and Facebook Groups. This can be used to promote products, services and organization, events and many more. Facebook marketing means creating and actively using Facebook for market and marketing related activities and for the purpose of interacting and maintaining contact with and attracting customers.

**Research Question #2: *How did you survive with the challenges encountered while doing business through Facebook?***

Another intention of the researchers in this study was to identify the coping mechanisms used by online sellers in overcoming the different challenges they have encountered or experienced in using Facebook as their online business platform. Using Thematic Analysis, the researchers were able to come up with themes about the coping mechanisms used by the participants as shown in the table below.

*Table 2. Thematic analysis on the Experiences Encountered by Online Sellers in Using Facebook as an Online Business Platform.*

<b>Major Theme</b>	<b>Statements</b>
Disregarding Irresponsible Customers	<ul style="list-style-type: none"> <li>- ... I just don't entertain these customers with bad habits...</li> <li>- ... I do not pay any attention with them.</li> </ul>
Being Innovative and Optimistic	<ul style="list-style-type: none"> <li>- For the competitors, it is all about whose product is better</li> <li>- I would find better clothes that is not common so that it would attract a lot of customers</li> <li>- ... I think it was time management...</li> <li>- ... always Be positive and be patience with the customer.</li> <li>- More on being honest and also being friendly to them...</li> <li>- I make sure that I do things properly when it comes to my customers...</li> <li>- For me, competitors make me more motivated...</li> </ul>
Following the Rules and Regulation	<ul style="list-style-type: none"> <li>- So I change the rule and set my own</li> <li>- Then we survive through adhering to the policies of social media platforms or creating ways that avoids violating the rules and regulations.</li> </ul>

The first theme is DISREGARDING IRRESPONSIBLE CUSTOMERS on Facebook. Based on the responses of the participants, some of the customers on Facebook are irresponsible since these customers will not continue or buy the product that the sellers sell on Facebook, some also just disappear without telling the seller to cancel their order, and that is the reason why sellers disregard this kind of customer

*wala nalang nko gina entertain tong mga customers nga laig  
Batasan para iwas stress HAHAHAHA ...-Karla*

(To avoid stress, I just don't entertain these customers with bad habits..)

*Gina make sure nako na tarong ko sa mga customer nako especially  
sa mga bago para dli sila mawala ug kalit. Then sa mga mang ghost,  
wala nlng pd nako sila gitagad.- Dolores*

(I make sure I'm right with my customers, especially the new ones, so they don't disappear suddenly. Then, to those who disappeared, I do not pay any attention with them.)

As stated by Logronio (2021), E-commerce, frequently known as online selling, encompasses not only the sale and purchase of physical objects online but also the sale and purchase of non-physical goods such as services and digital products. During this transaction, both the seller and the consumer were defrauded, much like getting scammed. Furthermore, Brock (2019) mentioned that sellers must also understand how to engage with clients using technologies that allow businessmen to target the appropriate prospects with correct and effective messaging.

The second theme is BEING INNOVATIVE AND OPTIMISTIC. Most of the respondents have mentioned that being innovative and also maintaining good traits helped them in coping up with their online business. They have mentioned how through the competitors they are able to be more innovative and it helps them to create new products. While, they also stated that through patience, honesty, friendliness, time management, and being polite help them maintain their customers.

*....sa mga competitors kay pagwaphay nalang jud ug product...-*

**Karla**

(For the competitors, it is all about whose product is better.)

*mangita ko ug mga better nga clothes kanang dli gud common paramas daghan ang ma attract ba so daghan kog customer...-*  
**Isabela**

(I would find better clothes that is not common so that it would attract a lot of customers.)

...I think it was time management, how you manage time to your personal prioritize and also to online selling. -**Marites**

... always Be positive and be patience with the customer because they are the reason to grow your businesses. -**Marilo**

*More on being honest and also being friendly to them since sila mn ang nagahatag ug profit.* - **Perla**

(More on being honest and also being friendly to them since they are the one who gives profit.)

*Gina make sure nako na tarong ko sa mga customer nako especially sa mga bago para dli sila mawala ug kalit.* - **Dolores**

(I make sure that I do things properly when it comes to my customers especially the new ones so that they would not suddenly disappear.)

*Para sa ako mas maka motivate ang mga competitors kay kung wala mn gd kompitensya murag magsalig nlng ko unya dli nako maka innovate ug mga bago nga products.* -**Marisol**

(For me, competitors make me more motivated because if it weren't for them I would not be able to innovate and make new products.)

Based on the responses above, the respondents mentioned that being innovative and maintaining optimism and good character traits can really help in gaining customer as stated by McCormick (2018), competition can be beneficial to the business owner since it enables them to be more creative and innovative. Furthermore, Disha (2020) mentioned how traits such as patience, multi-tasking, being positive, and many more helps in maintaining the loyalty and trust of the customers.

The third theme is FOLLOWING THE RULES AND REGULATION on how to survive with challenges encountered while doing business through Facebook. The respondent stated that following the rules and regulations is important in online selling.

Also, identifying trusted customers, enhancing the way they market, adhering to the policies of social media platforms, are just some of the ways to avoid violating the rules and regulations.

*Binago ko, binago kong mga patakaran kung paano gamiting kung pano sila o-order. -Inna*

(So I change the rule and set my own, on how they can order)

So we come up with strategies and ways to enhance the way we market whatever we are selling online. Then we survive through adhering to the policies of social media platforms or creating ways that avoids violating the rules and regulations. – **Maria**

According to Ironclad Inc. (2021), before online sellers start marketing their products, they need to make few legal adjustments, starting with a review of the most common online selling regulations. Thus, they came up with the idea of changing their rules and regulations for their business to gain more loyal and trusted customers during this pandemic.

## **Chapter 5**

### **CONCLUSIONS AND IMPLICATIONS**

This chapter presents the conclusion from the study conducted as well as the recommendations implied out of the results of the findings.

#### **Conclusions**

Although Covid-19 has hugely change our way of living, it also opens many windows of opportunity in the business world specifically in the aspects of online business. As we conducted this study, the researchers were able to identify the different experiences encountered by online sellers and coping mechanisms they adopted to overcome the challenges in using Facebook as their online business platform.

In terms of their experiences, some sellers were able to come across fraudulent customers that causes deficit with their business. Online sellers also shared that due to Facebook's popularity, risk of competition rises. Some also shared their positive experience in using Facebook such as promotional benefits. Due to Facebook, they can have a wide and unlimited customers coming from different parts of the country and even the world.

Moreover, researchers were also able to know the different coping mechanisms adopted by online sellers in order to overcome the challenges they have faced. Some sellers tend to disregard those irresponsible customers who just messed up with their business. They also stated that being innovative and optimistic could help their business grow despite the high competition on Facebook. Lastly, following the rules and regulation set by the

application is also a huge help in overcoming those barriers and bringing success into their hands.

## **Implications**

The challenges that online sellers faced were inevitable, but there were ways for them to lessen these things which were practiced by the participants of this study. Payback Website (2021) and Bracken (2021) showed how online sellers lost money because of the incompetent customers and buyers. In order to lessen this, online sellers can do a background checking of their potential customers.

Further, online sellers can try to keep the customers' loyalty by being creative and also by giving them excellent customer service. McCormick (2018) stated how competition can make the sellers more creative and Disha (2020) mentioned that by showing good traits such as being hard working, can help with keeping ties in the customers.

Lastly, in order to avoid the mishaps, the sellers should also be more mindful about the regulations that are set by the platform. Also, by creating their own sets of rules and processes in the business, it is easier for the sellers to identify the things that they are doing wrong and also what the customers are doing wrong as well.

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## Appendix 1a: Letter of Permission



**HOLY CROSS COLLEGE OF CALINAN, INC**  
Davao- Bukidnon Highway, Calinan Poblacion, Davao City

---

November 17, 2021

Sr. Cherie Eloisa Garrote, PM  
School President  
Holy Cross College of Calinan

Dear Sister,

Greetings of peace and solidarity!

We are writing this letter to inform you that we will be conducting a research study entitled: **ADVANTAGES AND DISADVANTAGES OF USING FACEBOOK AS AN ONLINE BUSINESS PLATFORM DURING PANDEMIC: NARRATIVES OF EXPERIENCES OF ONLINE SELLERS IN CALINAN POBLACION AND BAGUIO DISTRICT** as the major requirement in our Practical Research 1 and 2. The objective of our study is to determine the advantages and disadvantages of using Facebook as an online business platform during pandemic. Questionnaires will be used to gather data from the online business sellers of Calinan Poblacion and Baguio District. The result of the study may increase the knowledge and provide a better understanding of Facebook as an online business platform to the present and aspiring online business owners and sellers, consumers and to the people of the community where they belong.

In lieu of this, we would like to ask permission to administer the questionnaires that we will be using on November 19, 2021 (Friday) as we conduct our interview.

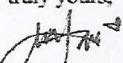
Participation in this study is completely voluntary, therefore, participants are free to withdraw from the study at any time without moral obligation to the researcher and to the school. Further the participants have the right to verify the data to be included in the final manuscript.

Should you wish to know more about the study, please feel free to contact:

Juleanne Sam Lomod - 09122676016

Thank you very much.

Very truly yours,

  
Jhovern Grace E. Amban  
Researcher

  
Juleanne Sam J. Lomod  
Researcher

  
Jannika R. Paquibot  
Researcher

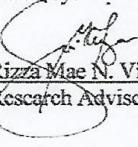
  
Guen P. Maranguit  
Researcher

  
Iana Alcyo V. Nocos  
Researcher

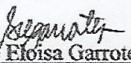
  
Criselle Mae F. Villaflor  
Researcher

  
Alexis M. Acala  
Researcher

Noted by:

  
Rizza Mae N. Villegas  
Kesearch Adviscr

Approved by:

  
Sr. Cherie Eloisa Garrote, PM  
School President

#### Complaints about this research:

The Holy Cross College of Calinan requires that all the participants are informed and if they have complaints regarding the manner in which the research is conducted, it may be given to the researcher, or if an independent person is preferred, to the Research and Publication Head, Research Office, Holy Cross College of Calinan with the following numbers: 295-0797 or 09491985644.

## Appendix 1b: Letter for Permission

**HOLY CROSS COLLEGE OF CALINAN, INC.**  
Davao- Bukidnon Highway, Calinan Poblacion, Davao City

---

November 17, 2021

Ma. Corazon C. Sunga, Ph.D.  
Basic Education Principal  
Holy Cross College of Calinan

Dear Ma'am,

Greetings of peace and solidarity!

We are writing this letter to inform you that we will be conducting a research study entitled: **ADVANTAGES AND DISADVANTAGES OF USING FACEBOOK AS AN ONLINE BUSINESS PLATFORM DURING PANDEMIC: NARRATIVES OF EXPERIENCES OF ONLINE SELLERS IN CALINAN POBLACION AND BAGUIO DISTRICT** as the major requirement in our Practical Research 1 and 2. The objective of our study is to determine the advantages and disadvantages of using Facebook as an online business platform during pandemic. Questionnaires will be used to gather data from the online business sellers of Calinan Poblacion and Baguio District. The result of the study may increase the knowledge and provide a better understanding of Facebook as an online business platform to the present and aspiring online business owners and sellers, consumers and to the people of the community where they belong.

In lieu of this, we would like to ask permission to administer the questionnaires that we will be using on November 19, 2021 (Friday) as we conduct our interview.

Participation in this study is completely voluntary, therefore, participants are free to withdraw from the study at any time without moral obligation to the researcher and to the school. Further the participants have the right to verify the data to be included in the final manuscript.

---

Should you wish to know more about the study, please feel free to contact:

Juleanne Sam Lomod - 09122676016

Thank you very much.

Very truly yours,

  
Jhoveryn Grace E. Amban  
Researcher

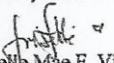
  
Guen P. Maranguit  
Researcher

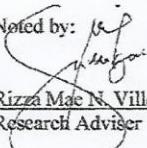
  
Alexis M. Acala  
Researcher

  
Juleanne Sam J. Lomod  
Researcher

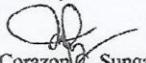
  
Iana Aleya V. Nocos  
Researcher

  
Jannika S. Paquibot  
Researcher

  
Criselle Mae F. Villaflor  
Researcher

  
Noted by:  
Rizza Mae N. Villegas  
Research Adviser

Approved by:

  
Ma. Corazon C. Sunga, Ph.D  
Basic Education Principal

**Complaints about this research:**

The Holy Cross College of Calinan requires that all the participants are informed and if they have complaints regarding the manner in which the research is conducted, it may be given to the researcher, or if an independent person is preferred, to the Research and Publication Head, Research Office, Holy Cross College of Calinan with the following numbers: 295-0797 or 09491985644.

## Appendix 2a: Letter to the Validator



**HOLY CROSS COLLEGE OF CALINAN, INC**  
**Davao- Bukidnon Highway, Calinan Poblacion, Davao City**

---

November 18, 2021

Dr. Alladin G. Loro, DBA  
Doctor of Business Administration  
Holy Cross College of Calinan, Inc.

Dear Dr. Loro,

Greetings of peace and solidarity!

We, Alexis M. Acala, Criselle Mae F. Villaflor, Guen Bacus Maranguit, Jana Aleya V. Nocos, Jhovern Grace E. Amban, Juleanne Sam J. Lomod, and Rainielle Jannika R. Paquibot enrolled in the class of Grade 12 Our Lady of Fatima and conducting a research entitled: Advantages and Disadvantages of Using Facebook as an Online Business Platform During Pandemic: Narratives of Experiences of Online Sellers in Calinan and Baguio District. This study aims to explore the advantages and disadvantages of using Facebook as an online business platform especially during this pandemic based on the narratives of experiences of online sellers in Calinan and Baguio District and to allow a better understanding of said platform in the online business world and will attempt to gather the responses from the respondents toward the following questions:

1. What are the advantages of using Facebook as an online business platform during a pandemic?
2. What are the disadvantages of using Facebook as an online business platform during a pandemic?

May we request your kind assistance in validating the questionnaire of the research study. Would you please fill up the attached validation sheet and give suggestions/comments for the improvement of our questionnaire.

Should you wish to know more about the study, please feel free to contact:

Juleanne Sam Lomod - 09122676016

Thank you very much for your help.

Very truly yours,

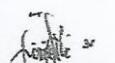
  
Jhever Grace E. Amban  
Researcher

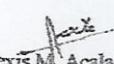
  
Julieann Sam J. Lomod  
Researcher

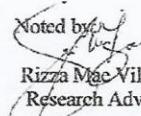
  
Jannika Paquibot  
Researcher

  
Guen Maranguit  
Researcher

  
Iana Alvey V. Nocos  
Researcher

  
Crisell Mae F. Villafior  
Researcher

  
Alexis M. Acala  
Researcher

  
Rizza Mac Villegas  
Research Adviser

Approved by:

  
Dr. Atadil Loro  
Validator

Appendix 2b  
Letter to the Validator



**HOLY CROSS COLLEGE OF CALINAN, INC**  
**Davao- Bukidnon Highway, Calinan Poblacion, Davao City**

November 18, 2021

Ms. Mcrina Gonzales, EdD  
Research Department  
Holy Cross College of Calinan

Dear Ma'am Gonzales,

Greetings of peace and solidarity!

We, Alexis M. Acala, Criselle Mae F. Villaflor, Guen Bacus Maranguit, Iana Aleva V. Nocos, Jhovern Grace E. Amban, Juleanne Sam J. Lomod, and Raimielle Jannika R. Paquibot, enrolled in the class of Grade 12 – Our Lady of Fatima and conducting a research entitled: Advantages-and-Disadvantages of Using Facebook as an Online Business Platform During Pandemic: Narratives of Experiences of Online Sellers in Calinan-and-Baguio-District. This study aims to explore the advantages and disadvantages of using Facebook as an online business platform especially during this pandemic based on the narratives of experiences of online sellers in Calinan and Baguio District and to allow a better understanding of said platform in the online business world and will attempt to gather the responses from the respondents toward the following questions:

- 1. What are the advantages of using Facebook as an online business platform during a pandemic?
- 2. What are the disadvantages of using Facebook as an online business platform during a pandemic?

May we request your kind assistance in validating the questionnaire of the research study. Would you please fill up the attached validation sheet and give suggestions/comments for the improvement of our questionnaire.

Should you wish to know more about the study, please feel free to contact:

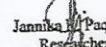
**Juleanne Sam Lomod - 09122676016**

Thank you very much for your help.

Very truly yours,

  
Jhovern Grace E. Amban  
Researcher

  
Juiedrine Sam J. Lomod  
Researcher

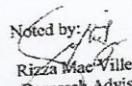
  
Jannika Paquibot  
Researcher

  
Guen B. Maranguit  
Researcher

  
Iana Aleya V. Nocos  
Researcher

  
Crisella Mae F. Villaflor  
Researcher

  
Alexis M. Acala  
Researcher

  
Noted by:  
Rizza Mac Villegas  
Research Adviser

Approved by:  
  
Ms. Melina Gonzales, EdD  
Validator

<sup>3a</sup>  
Appendix \_ : Questionnaire



HOLY CROSS COLLEGE OF CALINAN, INC.  
Davao- Bukidnon Highway, Calinan Poblacion, Davao City

**KEY INFORMANT INTERVIEW GUIDE (KII)**

**ADVANTAGES AND DISADVANTAGES OF USING FACEBOOK AS AN ONLINE BUSINESS PLATFORM DURING PANDEMIC: NARRATIVE OF EXPERIENCES OF ONLINE SELLERS IN CALINAN AND BAGUIO DISTRICT**

We are carrying out an evaluation of the Facebook application as an online business platform during pandemic. Your response to this survey is crucial in providing the necessary information.

If you have any query about the questionnaire, please do not hesitate to message any of the researchers. Your honest and sincere response and time given to answer the evaluation is greatly appreciated.

Thank you very much for your cooperation.

Instruction: Please supply the information needed in the space provided.

Name (Optional) \_\_\_\_\_

**Part I: Warm-Up Questions**

1. How are you in this time of pandemic?

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---

**Part 2: Main Questions**

1. What is your online business?

---



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2. What is the online platform that you use in your business?

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3. What is/are the advantage of using Facebook in your online business?

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4. What is/arc the disadvantage of using Facebook in your online business?

---

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THANK YOU...

Appendix 3b Questionnaire



**HOLY CROSS COLLEGE OF CALINAN, INC.**  
Davao- Bukidnon Highway, Calinan Poblacion, Davao City

**KEY INFORMANT INTERVIEW GUIDE (KII)**

**ADVANTAGES AND DISADVANTAGES OF USING FACEBOOK AS AN ONLINE BUSINESS PLATFORM DURING PANDEMIC: NARRATIVE OF EXPERIENCES OF ONLINE SELLERS IN CALINAN AND BAGUIO DISTRICT**

We are carrying out an evaluation of the Facebook application as an online business platform during pandemic. Your response to this survey is crucial in providing the necessary information.

If you have any query about the questionnaire, please do not hesitate to message any of the researchers. Your honest and sincere response and time given to answer the evaluation is greatly appreciated.

**Thank you very much for your cooperation.**

Instruction: Please supply the information needed in the space provided.

Name (Optional) \_\_\_\_\_

**Part I: Warm-Up Questions**

1. How are you in this time of pandemic? — Ask on the kind of business they are engaged in?
- 

**Part 2: Main Questions**

1. What is your online business?  
What are your experience after you started / shifted to online selling using fb?
- 

2. What is the online platform that you use in your business?  
How did you survive the challenges encountered while doing business in through fb?
- 

3.

3. What is/are the advantage of using Facebook in your online business?

---

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4. What is/are the disadvantage of using Facebook in your online business?

---

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THANK YOU...

Appendix<sup>3c</sup> Questionnaire



**HOLY CROSS COLLEGE OF CALINAN, INC.**  
Davao- Bukidnon Highway, Calinan Poblacion, Davao City

**KEY INFORMANT INTERVIEW GUIDE (KII)**

**ADVANTAGES AND DISADVANTAGES OF USING FACEBOOK AS AN ONLINE BUSINESS PLATFORM DURING PANDEMIC: NARRATIVE OF EXPERIENCES OF ONLINE SELLERS IN CALINAN AND BAGUIO DISTRICT**

We are carrying out an evaluation of the Facebook application as an online business platform during pandemic. Your response to this survey is crucial in providing the necessary information.

If you have any query about the questionnaire, please do not hesitate to message any of the researchers. Your honest and sincere response and time given to answer the evaluation is greatly appreciated.

Thank you very much for your cooperation.

Instruction: Please supply the information needed in the space provided.

Name (Optional) \_\_\_\_\_

**Part I: Warm-Up Questions**

1. How is your business during time of pandemic?

---



---

**Part 2: Main Questions**

1. What is your online business?

---



---

2. What is/are the advantage of using Facebook in your online business?

---



---

3. What is/are the disadvantage of using Facebook in your online business?

---

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THANK YOU...

## Appendix 3d: Questionnaire



**HOLY CROSS COLLEGE OF CALINAN, INC**  
Davao- Bukidnon Highways, Calinan Poblacion, Davao City

**KEY INFORMANT INTERVIEW GUIDE (KII)**

**ADVANTAGES AND DISADVANTAGES OF USING FACEBOOK AS AN  
ONLINE BUSINESS PLATFORM DURING PANDEMIC: NARRATIVE OF  
EXPERIENCES OF ONLINE SELLERS IN CALINAN AND BAGUIO DISTRICT**

This interview protocol is designed to uncover your life experiences as an online seller in using Facebook as an online business platform during pandemic. Rest assured that your responses and insights to the queries will be dealt with utmost care and confidentiality. If you have concerns to this protocol or to the study as a whole, please do not hesitate to call my attention. The interview will be done when you are ready and at your most convenient time and place.

Thank you very much.

**The following are the research questions to be addressed in this study:**

**Part I: Warm-Up Questions**

1. What is your online business?

---

---

---

**Part 2: Main Questions**

1. What are your experiences when you started/shifted to online selling using Facebook?

---

---

2. How did you survive with the challenges encountered while doing business through Facebook?

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**THANK YOU...**

<sup>4a</sup>  
Appendix \_\_\_: Validator's Sheet



**Holy Cross College of Calinan, INC**  
Davao-Bukidnon Highway, Calinan, Davao City

**Research Assessment Tool and Validation Sheet**

Name of Evaluator : ALCADIO G. LOPIS  
 Degree : Degree in Business Administration  
 Position : BSBA - Program Head  
 Institution : Holy Cross College of Calinan

To the Evaluator: Please check the appropriate box for your ratings.

POINT EQUIVALENT: 1 - Poor      3 - Good      5 - Excellent  
 2 - Fair      4 - Very Good

	Criteria/ Indicators	1	2	3	4	5
1	<b>CLARITY OF DIRECTIONS AND ITEMS</b> The vocabulary level, language structure and conceptual level of questions suit to level of respondents. The test directions and items are written in clear and understandable manner.					/
2	<b>PRESENTATION/ ORGANIZATION OF ITEMS</b> The items are presented and organized in logical manner.				/	
3	<b>SUITABILITY OF ITEMS</b> The items appropriately represent the substance of the research. The questions are designed to determine the condition, knowledge, perception and attitudes that are supposed to be measured.				/	
4	<b>ADEQUATENESS OF ITEMS PER CATEGORY</b> The items represent the coverage of the research adequately. The number of questions per area category is representative enough of all the question needed for the research.				/	
5	<b>ATTAINMENT OF PURPOSE</b> The instrument as a whole fulfills the objectives for which it was constructed.				/	
6	<b>OBJECTIVE</b> Each item question requires only one specific answer or measure only one behavior and no aspect of questionnaire suggest bias on the part of the researcher.			/		
7	<b>SCALE AND EVALUATION RATING SYSTEM</b> The scale adapted is appropriate for the items.			/		

Comments and Suggestions: In war-up question change your question to  
- How is your business doing this time of year?

In front, question no. 2.  
u, need to ask that question.

Signature Evaluator

## Appendix4b : Validator's Sheet



**Holy Cross College of Calinan, INC**  
Davao-Bukidnon Highway, Calinan, Davao City

**Research Assessment Tool and Validation Sheet**

Name of Evaluator : \_\_\_\_\_  
 Degree : \_\_\_\_\_  
 Position : \_\_\_\_\_  
 Institution : \_\_\_\_\_

To the Evaluator: Please check the appropriate box for your ratings.  
 POINT EQUIVALENT: 1 - Poor      3 - Good      5 - Excellent  
                           2 - Fair      4 - Very Good

	Criteria/ Indicators	1	2	3	4	5
1	<b>CLARITY OF DIRECTIONS AND ITEMS</b> The vocabulary level, language structure and conceptual level of questions suit to level of respondents. The test directions and items are written in clear and understandable manner.			/		
2	<b>PRESENTATION/ ORGANIZATION OF ITEMS</b> The items are presented and organized in logical manner.			/		
3	<b>SUITABILITY OF ITEMS</b> The items appropriately represent the substance of the research. The questions are designed to determine the condition, knowledge, perception and attitudes that are supposed to be measured.			/		
4	<b>ADEQUATENESS OF ITEMS PER CATEGORY</b> The items represent the coverage of the research adequately. The number of questions per area category is representative enough of all the question needed for the research.			/		
5	<b>ATTAINMENT OF PURPOSE</b> The instrument as a whole fulfills the objectives for which it was constructed.			/		
6	<b>OBJECTIVE</b> Each item question requires only one specific answer or measure only one behavior and no aspect of questionnaire suggest bias on the part of the researcher.			/		
7	<b>SCALE AND EVALUATION RATING SYSTEM</b> The scale adapted is appropriate for the items.			/		

4.3  
 Comments and Suggestions: Please see comments and suggestion in the proposal.

*[Signature]*  
 Signature Evaluator

## Appendix 4c: Validator's Sheet



**Holy Cross College of Calinan, INC**  
Davao-Bukidnon Highway, Calinan, Davao City

**Research Assessment Tool and Validation Sheet**

Name of Evaluator : ALLADIN G. UYO  
 Degree : Bachelor in Business Administration  
 Position : BSBA. Program Head  
 Institution : Holy Cross Collg. of Calinan  
 To the Evaluator: Please check the appropriate box for your ratings.  
 POINT EQUIVALENT: 1 - Poor      3 - Good      5 - Excellent  
                                   2 - Fair      4 - Very Good

	Criteria/ Indicators	1	2	3	4	5
1	<b>CLARITY OF DIRECTIONS AND ITEMS</b> The vocabulary level, language structure and conceptual level of questions suit to level of respondents. The test directions and items are written in clear and understandable manner.					/
2	<b>PRESENTATION/ ORGANIZATION OF ITEMS</b> The items are presented and organized in logical manner.					/
3	<b>SUITABILITY OF ITEMS</b> The items appropriately represent the substance of the research. The questions are designed to determine the condition, knowledge, perception and attitudes that are supposed to be measured.					/
4	<b>ADEQUATENESS OF ITEMS PER CATEGORY</b> The items represent the coverage of the research adequately. The number of questions per area category is representative enough of all the question needed for the research.					/
5	<b>ATTAINMENT OF PURPOSE</b> The instrument as a whole fulfills the objectives for which it was constructed.					/
6	<b>OBJECTIVE</b> Each item question requires only one specific answer or measure only one behavior and no aspect of questionnaire suggest bias on the part of the researcher.				/	
7	<b>SCALE AND EVALUATION RATING SYSTEM</b> The scale adapted is appropriate for the items.					/

Appendix 5.1

Comments and Suggestions: \_\_\_\_\_

Signature Evaluator

## Appendix 5: Letter to the Respondent



**HOLY CROSS COLLEGE OF CALINAN, INC**  
Davao- Bukidnon Highway, Calinan Poblacion, Davao City

=====

====

September 21, 2021

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**ADVANTAGES AND DISADVANTAGES OF USING FACEBOOK AS AN  
ONLINE BUSINESS PLATFORM DURING PANDEMIC: NARRATIVES OF  
EXPERIENCES OF ONLINE SELLERS IN CALINAN AND BAGUIO DISTRICT**

Dear Respondent,

Greetings of peace and solidarity!

You are invited to participate in the research project identified above which will be conducted by Guen B. Maranguit, Juleanne Sam J. Lomod, Jhovern Grace E. Amban, Raimielle Jannika R. Paquibot, Alexis M. Acalá, Iana Aleya V. Nocos, and Criscelle Mae F. Villaflor together with Rizza Mae Villegas as our research adviser. This research study is one of the major requirements in Practical Research 2. Key Informant Interview Guide will be used to gather data from the respondents about the advantages and disadvantages they have experienced in using Facebook as their Online Business platform during pandemic.

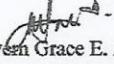
Participation in this study is completely voluntary, therefore, participants are free to withdraw from the study at any time without moral obligation to the researcher and to the school. Further the participants have the right to verify the data to be included in the final manuscript.

Should you wish to know more about the study, please feel free to contact:

Juleanne Sam Lomod - 09122676016

Thank you very much.

Very truly yours,

  
Jhoven Grace E. Amban  
Researcher

  
Juleanne Sam J. Lomod  
Researcher

  
Jannika Paquibot  
Researcher

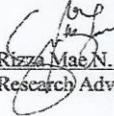
  
Guen B. Maranguit  
Researcher

  
Iana Alyya V. Nocos  
Researcher

  
Criselle Mae F. Villaflor  
Researcher

  
Alexis M. Acalan  
Researcher

Noted by:

  
Rizza Mae N. Villegas  
Research Adviser

**Complaints about this research:**

The Holy Cross College of Calinan requires that all the participants are informed and if they have complaints regarding the manner in which the research is conducted, it may be given to the researcher, or if an independent person is preferred, to the Research and Publication Head, Research Office, Holy Cross College of Calinan with the following numbers: 295-0797 or 09491985644.

## Appendix 6a: Participant Informed Consent



**HOLY CROSS COLLEGE OF CALINAN, INC**  
**Davao- Bukidnon Highway, Calinan Poblacion, Davao City**

**Subject :**

I, \_\_\_\_\_, agree to participate in the study in which purpose is to explore the experiences and the coping mechanisms of the online sellers. I am fully aware that the study will be conducted by Jhovern Grace E. Amban, Juleanne Sam J. Lomod, Guen B. Maranguit, Jannika Raimielle R. Paquibot, Iana Aleya V. Nocos, Criselle Mae F. Villaflor and Alexis M. Acala and will be supervised by Ms. Rizza Mae N. Villegas, their research adviser.

Before the onset of the study, the researchers explained to me the nature and extent of my involvement in this project. Also during the orientation, participants were informed of the following:

- a. that there are no known risks in our participation;
- b. that my participation will involve looking for themes and sub-themes of the data gathered, creating concepts maps on themes and sub-themes identified and discussing the themes and sub-themes generated from the concept map about the advantages and disadvantages of using Facebook as an online business platform during pandemic;
- c. that the information they obtained from me will be kept confidential and that only them and their research adviser will have access on it; and
- d. that my name and the organization where I am connected will never be mentioned in the final report.

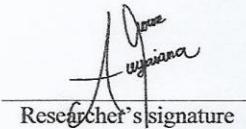
In this study, my participation is entirely voluntary and I am free to withdraw at any time without affecting my relationship with the researchers and Holy Cross College of Calinan.

For possible queries and complaints regarding the conduct of the study, contact details of the researchers and their adviser, Ms. Rizza Mae N. Villegas are provided.

\_\_\_\_\_  
 Participant's signature

January 30,2022

Date



\_\_\_\_\_  
Researcher's signature

January 30,2022  
Date

**Complaints about this research:**

The Holy Cross College of Calinan requires that all the participants are informed and if they have complaints regarding the manner in which the research is conducted, it may be given to the researcher, or if an independent person is preferred, to the Research and Publication Head, Research Office, Holy Cross College of Calinan with the following numbers: 295-0797 or 09491985644.

## Appendix 6b: Participant Informed Consent



**HOLY CROSS COLLEGE OF CALINAN, INC**  
Davao- Bukidnon Highway, Calinan Poblacion, Davao City

**Subject :**

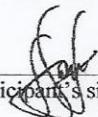
I, \_\_\_\_\_, agree to participate in the study in which purpose is to explore the experiences and the coping mechanisms of the online sellers. I am fully aware that the study will be conducted by Jhovern Grace E. Amban, Juleanne Sam J. Lomod, Guen B. Maranguit, Jannika Raimielle R. Paquibot, Iana Aleya V. Nocos, Criselle Mae F. Villaflor and Alexis M. Acala and will be supervised by Ms. Rizza Mae N. Villegas, their research adviser.

Before the onset of the study, the researchers explained to me the nature and extent of my involvement in this project. Also during the orientation, participants were informed of the following:

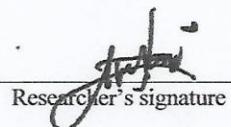
- e. that there are no known risks in our participation;
- f. that my participation will involve looking for themes and sub-themes of the data gathered, creating concepts maps on themes and sub-themes identified and discussing the themes and sub-themes generated from the concept map about the advantages and disadvantages of using Facebook as an online business platform during pandemic;
- g. that the information they obtained from me will be kept confidential and that only them and their research adviser will have access on it; and
- h. that my name and the organization where I am connected will never be mentioned in the final report.

In this study, my participation is entirely voluntary and I am free to withdraw at any time without affecting my relationship with the researchers and Holy Cross College of Calinan.

For possible queries and complaints regarding the conduct of the study, contact details of the researchers and their adviser, Ms. Rizza Mae N. Villegas are provided.

  
Participant's signature

February 2, 2022  
Date



Researcher's signature

February 2,2022  
Date

**Complaints about this research:**

The Holy Cross College of Calinan requires that all the participants are informed and if they have complaints regarding the manner in which the research is conducted, it may be given to the researcher, or if an independent person is preferred, to the Research and Publication Head, Research Office, Holy Cross College of Calinan with the following numbers: 295-0797 or 09491985644.

Appendix 6c: Participant Informed Consent



**Subject :**

I, \_\_\_\_\_, agree to participate in the study in which purpose is to explore the experiences and the coping mechanisms of the online sellers. I am fully aware that the study will be conducted by Jhovern Grace E. Amban, Juleanne Sam J. Lomod, Guen B. Maranguit, Jannika Raimielle R. Paquibot, Iana Aleya V. Nocos, Criselle Mae F. Villaflor and Alexis M. Acalá and will be supervised by Ms. Rizza Mae N. Villegas, their research adviser.

Before the onset of the study, the researchers explained to me the nature and extent of my involvement in this project. Also during the orientation, participants were informed of the following:

- i. that there are no known risks in our participation;
- j. that my participation will involve looking for themes and sub-themes of the data gathered, creating concepts maps on themes and sub-themes identified and discussing the themes and sub-themes generated from the concept map about the advantages and disadvantages of using Facebook as an online business platform during pandemic;
- k. that the information they obtained from me will be kept confidential and that only them and their research adviser will have access on it; and
- l. that my name and the organization where I am connected will never be mentioned in the final report.

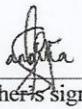
In this study, my participation is entirely voluntary and I am free to withdraw at any time without affecting my relationship with the researchers and Holy Cross College of Calinan.

For possible queries and complaints regarding the conduct of the study, contact details of the researchers and their adviser, Ms. Rizza Mae N. Villegas are provided.

  
Participant's signature

February 2, 2022

Date



\_\_\_\_\_  
Researcher's signature

February 2,2022  
Date

**Complaints about this research:**

The Holy Cross College of Calinan requires that all the participants are informed and if they have complaints regarding the manner in which the research is conducted, it may be given to the researcher, or if an independent person is preferred, to the Research and Publication Head, Research Office, Holy Cross College of Calinan with the following numbers: 295-0797 or 09491985644.

## Appendix 6d: Participant Informed Consent



**HOLY CROSS COLLEGE OF CALINAN, INC**  
**Davao- Bukidnon Highway, Calinan Poblacion, Davao City**

**Subject :**

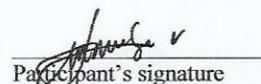
I, \_\_\_\_\_, agree to participate in the study in which purpose is to explore the experiences and the coping mechanisms of the online sellers. I am fully aware that the study will be conducted by Jhovern Grace E. Amban, Juleanne Sam J. Lomod, Guen B. Maranguit, Jannika Raimelle R. Paquibot, Ian Aleya V. Nocos, Criselle Mae F. Villaflor and Alexis M. Acalá and will be supervised by Ms. Rizza Mae N. Villegas, their research adviser.

Before the onset of the study, the researchers explained to me the nature and extent of my involvement in this project. Also during the orientation, participants were informed of the following:

- m. that there are no known risks in our participation;
- n. that my participation will involve looking for themes and sub-themes of the data gathered, creating concepts maps on themes and sub-themes identified and discussing the themes and sub-themes generated from the concept map about the advantages and disadvantages of using Facebook as an online business platform during pandemic;
- o. that the information they obtained from me will be kept confidential and that only them and their research adviser will have access on it; and
- p. that my name and the organization where I am connected will never be mentioned in the final report.

In this study, my participation is entirely voluntary and I am free to withdraw at any time without affecting my relationship with the researchers and Holy Cross College of Calinan.

For possible queries and complaints regarding the conduct of the study, contact details of the researchers and their adviser, Ms. Rizza Mae N. Villegas are provided.

  
 Participant's signature

February 3,2022  
 Date



Gwen J. M. Marquez  
Researcher's signature

February 3,2022  
Date

**Complaints about this research:**

The Holy Cross College of Calinan requires that all the participants are informed and if they have complaints regarding the manner in which the research is conducted, it may be given to the researcher, or if an independent person is preferred, to the Research and Publication Head, Research Office, Holy Cross College of Calinan with the following numbers: 295-0797 or 09491985644.

## Appendix 6e: Participant Informed Consent



**HOLY CROSS COLLEGE OF CALINAN, INC**  
Davao- Bukidnon Highway, Calinan Poblacion, Davao City

**Subject :**

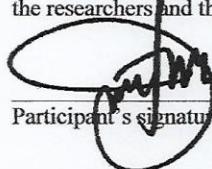
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Before the onset of the study, the researchers explained to me the nature and extent of my involvement in this project. Also during the orientation, participants were informed of the following:

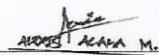
- q. that there are no known risks in our participation;
- r. that my participation will involve looking for themes and sub-themes of the data gathered, creating concepts maps on themes and sub-themes identified and discussing the themes and sub-themes generated from the concept map about the advantages and disadvantages of using Facebook as an online business platform during pandemic;
- s. that the information they obtained from me will be kept confidential and that only them and their research adviser will have access on it; and
- t. that my name and the organization where I am connected will never be mentioned in the final report.

In this study, my participation is entirely voluntary and I am free to withdraw at any time without affecting my relationship with the researchers and Holy Cross College of Calinan.

For possible queries and complaints regarding the conduct of the study, contact details of the researchers and their adviser, Ms. Rizza Mae N. Villegas are provided.

  
Participant's signature

January 29, 2022  
Date



AURORA ACAYA M.  
Researcher's signature

January 29,2022  
Date

**Complaints about this research:**

The Holy Cross College of Calinan requires that all the participants are informed and if they have complaints regarding the manner in which the research is conducted, it may be given to the researcher, or if an independent person is preferred, to the Research and Publication Head, Research Office, Holy Cross College of Calinan with the following numbers: 295-0797 or 09491985644.

## Appendix 6f: Participant Informed Consent



**HOLY CROSS COLLEGE OF CALINAN, INC**  
**Davao- Bukidnon Highway, Calinan Poblacion, Davao City**

**Subject :**

I, \_\_\_\_\_, agree to participate in the study in which purpose is to explore the experiences and the coping mechanisms of the online sellers. I am fully aware that the study will be conducted by Jhovern Grace E. Amban, Juleanne Sam J. Lomod, Guen B. Maranguit, Jannika Raimielle R. Paquibot, Iana Aleya V. Nocos, Criselle Mae F. Villaflor and Alexis M. Acala and will be supervised by Ms. Rizza Mae N. Villegas, their research adviser.

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- u. that there are no known risks in our participation;
- v. that my participation will involve looking for themes and sub-themes of the data gathered, creating concepts maps on themes and sub-themes identified and discussing the themes and sub-themes generated from the concept map about the advantages and disadvantages of using Facebook as an online business platform during pandemic;
- w. that the information they obtained from me will be kept confidential and that only them and their research adviser will have access on it; and
- x. that my name and the organization where I am connected will never be mentioned in the final report.

In this study, my participation is entirely voluntary and I am free to withdraw at any time without affecting my relationship with the researchers and Holy Cross College of Calinan.

For possible queries and complaints regarding the conduct of the study, contact details of the researchers and their adviser, Ms. Rizza Mae N. Villegas are provided.

  
 Participant's signature

January 28, 2022

Date

Researcher's signature

January 28,2022

Date

#### **Complaints about this research:**

The Holy Cross College of Calinan requires that all the participants are informed and if they have complaints regarding the manner in which the research is conducted, it may be given to the researcher, or if an independent person is preferred, to the Research and Publication Head, Research Office, Holy Cross College of Calinan with the following numbers: 295-0797 or 09491985644.

## Appendix 6g: Participant Informed Consent



**HOLY CROSS COLLEGE OF CALINAN, INC.**  
Davao- Bukidnon Highway, Calinan Poblacion, Davao City

**Subject :**

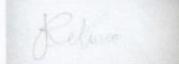
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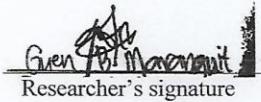
- y. that there are no known risks in our participation;
- z. that my participation will involve looking for themes and sub-themes of the data gathered, creating concepts maps on themes and sub-themes identified and discussing the themes and sub-themes generated from the concept map about the advantages and disadvantages of using Facebook as an online business platform during pandemic;
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- ab. that my name and the organization where I am connected will never be mentioned in the final report.

In this study, my participation is entirely voluntary and I am free to withdraw at any time without affecting my relationship with the researchers and Holy Cross College of Calinan.

For possible queries and complaints regarding the conduct of the study, contact details of the researchers and their adviser, Ms. Rizza Mae N. Villegas are provided.

  
Participant's signature

February 1, 2022  
Date



Gven A. Maravall  
Researcher's signature

February 1,2022  
Date

**Complaints about this research:**

The Holy Cross College of Calinan requires that all the participants are informed and if they have complaints regarding the manner in which the research is conducted, it may be given to the researcher, or if an independent person is preferred, to the Research and Publication Head, Research Office, Holy Cross College of Calinan with the following numbers: 295-0797 or 09491985644.

Appendix 6h: Participant Informed Consent



**Subject :**

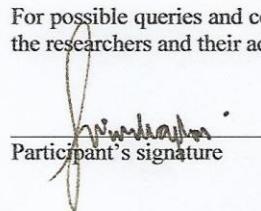
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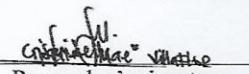
- ac. that there are no known risks in our participation;
- ad. that my participation will involve looking for themes and sub-themes of the data gathered, creating concepts maps on themes and sub-themes identified and discussing the themes and sub-themes generated from the concept map about the advantages and disadvantages of using Facebook as an online business platform during pandemic;
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- af. that my name and the organization where I am connected will never be mentioned in the final report.

In this study, my participation is entirely voluntary and I am free to withdraw at any time without affecting my relationship with the researchers and Holy Cross College of Calinan.

For possible queries and complaints regarding the conduct of the study, contact details of the researchers and their adviser, Ms. Rizza Mae N. Villegas are provided.

  
Participant's signature

January 28,2022  
Date



Crispinel Macatuno

Researcher's signature

January 28,2022

Date

**Complaints about this research:**

The Holy Cross College of Calinan requires that all the participants are informed and if they have complaints regarding the manner in which the research is conducted, it may be given to the researcher, or if an independent person is preferred, to the Research and Publication Head, Research Office, Holy Cross College of Calinan with the following numbers: 295-0797 or 09491985644.

## Appendix 6i: Participant Informed Consent



**HOLY CROSS COLLEGE OF CALINAN, INC**  
Davao- Bukidnon Highway, Calinan Poblacion, Davao City

**Subject :**

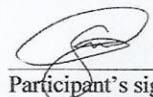
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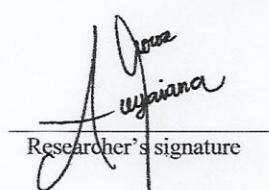
- ag. that there are no known risks in our participation;
- ah. that my participation will involve looking for themes and sub-themes of the data gathered, creating concepts maps on themes and sub-themes identified and discussing the themes and sub-themes generated from the concept map about the advantages and disadvantages of using Facebook as an online business platform during pandemic;
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- aj. that my name and the organization where I am connected will never be mentioned in the final report.

In this study, my participation is entirely voluntary and I am free to withdraw at any time without affecting my relationship with the researchers and Holy Cross College of Calinan.

For possible queries and complaints regarding the conduct of the study, contact details of the researchers and their adviser, Ms. Rizza Mae N. Villegas are provided.

  
\_\_\_\_\_  
Participant's signature

February 3, 2022  
Date



A handwritten signature consisting of stylized initials and the name "Ayana".

\_\_\_\_\_  
Researcher's signature

February 3,2022  
Date

**Complaints about this research:**

The Holy Cross College of Calinan requires that all the participants are informed and if they have complaints regarding the manner in which the research is conducted, it may be given to the researcher, or if an independent person is preferred, to the Research and Publication Head, Research Office, Holy Cross College of Calinan with the following numbers: 295-0797 or 09491985644.

## Appendix 6j: Participant Informed Consent



**HOLY CROSS COLLEGE OF CALINAN, INC**  
Davao- Bukidnon Highway, Calinan Poblacion, Davao City

**Subject :**

I, \_\_\_\_\_, agree to participate in the study in which purpose is to explore the experiences and the coping mechanisms of the online sellers. I am fully aware that the study will be conducted by Jhovern Grace E. Amban, Juleanne Sam J. Lomod, Guen B. Maranguit, Jannika Raimielle R. Paquibot, Iana Aleya V. Nocos, Criselle Mae F. Villaflor and Alexis M. Acala and will be supervised by Ms. Rizza Mae N. Villegas, their research adviser.

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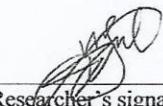
- ak. that there are no known risks in our participation;
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\_\_\_\_\_  
Participant's signature

January 29, 2022  
Date



Researcher's signature

January 29,2022

Date

**Complaints about this research:**

The Holy Cross College of Calinan requires that all the participants are informed and if they have complaints regarding the manner in which the research is conducted, it may be given to the researcher, or if an independent person is preferred, to the Research and Publication Head, Research Office, Holy Cross College of Calinan with the following numbers: 295-0797 or 09491985644.

## Appendix 7a: Transcription



**HOLY CROSS COLLEGE OF CALINAN, INC**  
Calinan, Davao City

**The Emergence of Facebook in the World of E-commerce: Narratives of Experiences of Online Sellers**

**Marites\_P1**

*Introductory Question: What is your online business?*

INTERVIEWER: Ang question kay, What is your inline business?

PARTICPANT: My onl... ay I am reselling personal personalize such as tumbler, phone case and other stationary products

INTERVIEWER: thank u yang

*Main Question 1.1: What are your experiences when you started/shifted to online selling using Facebook?*

INTERVIEWER: sa Part 2 main questions... so number 1, what are your experiences when you started/shifted to online selling using Facebook?

PARTICIPANT: sa una lisod kay kuan ano kanang ang uban customer kay kanang magdali ug ang uban dira na i-cancel kung naa na ang items.

*2.1 How did you survive with challenges encountered while doing business through Facebook?*

INTERVIEWER: segii number 2 sa part2, How did you survive with challenges encountered while doing business through Facebook?

PARTICIPANT: not really survive but sometimes I can handle also...I think it was time management, how you manage time to your personal prioritize and also to online selling.

INTERVIEWER: ahh okay thankyouuuu yang.

Appendix 7b: Transcription



**HOLY CROSS COLLEGE OF CALINAN, INC**

Calinan, Davao City

**The Emergence of Facebook in the World of E-commerce: Narratives of Experiences of Online Sellers**

**Marilo\_P2**

*Introductory Question: What is your online business?*

INTERVIEWER: ang question kay, What is your online business?

PARTICIPANT: my online business is I sell oversize T-shirts, crop tops and etc.

*Main Question 1.1: What are your experiences when you started/shifted to online selling using Facebook?*

INTERVIEWER: Okay thank u,, part 2 main questions. What are your experiences when you started/shifted to online selling using Facebook?

PARTICIPANT: when I first started online business, I had encounter that having bogus buyers/scammers who will reserve for the selling item over the internet and also there are customers who are late during meet ups, sometime lack of internet connection that makes difficult in reaching the customers concern.

INTERVIEWER: sana all

PARTICIPANT: hmmmm HHAHHHAHA

*2.1 How did you survive with challenges encountered while doing business through Facebook?*

INTERVIEWER: Last yet kay, How did you survive with the challenges encountered while doing business through Facebook?

PARTICIPANT: How do I overcome with the challenges encountered while doing business through facebook is that always be positive and be patience with the customer because they are the reason to grow your businesses.

INTERVIEWER: Chaarrrr, thankyou kaayu yet mwhihiih

## Appendix 7c: Transcription



**HOLY CROSS COLLEGE OF CALINAN, INC**

Calinan, Davao City

**The Emergence of Facebook in the World of E-commerce: Narratives of Experiences of Online Sellers**

**Inna\_P3**

*Introductory Question: What is your online business?*

INTERVIEWER: sge Warm up question muna tayo, What is your online business?

PARTICIPANT: ang online business po ay iisang k-pop merch kung saan nagtitinda ako ng iba't ibang merch na k-pop boy and girl group

INTERVIEWER: ay , sanaowllllll HEKEHEKHHAAJ

*Main Question 1.1: What are your experiences when you started/shifted to online selling using Facebook?*

INTERVIEWER: ito proceed na tayo sa Main questions, first is what are your experiences when you started/shifted to online selling using Facebook?

PARTICIPANT: so actually, kakaumpisa lang ng business nato, pero ang ibang experience since kakaumpisa pa nga lang yung iba eh parang hindi kapa trusted, tingin nila ay parang nang ka scam ka ganun, ta tas ano namn may iba namang buyer na bogus buyer kung tawagin, tapos minsan rin kapag may mga buyer ka na bigla bigla nlng mag cancel tapos yung explanation nila eh yung parang di tugma sa sa ginagawa nila.

INTERVIEWER: Owwwhh, ok ok ok

*2.1 How did you survive with challenges encountered while doing business through Facebook?*

INTERVIEWER: so sa second question ayy so last question nato ahh, How did you survive with challenges encountered while doing business through Facebook?

PARTICIPANT: So naka survive ako sa mga challenges nato sa pamamagitan ng binago ko binago kong mga patakaran kung pano gamitin kungggg, pano sila o-order, katulad ng gumamit ako ng mga google form para ma identify kung sino talaga yung trusted na o-order, gumamit din pala ako ng down payment para mas masigurado na di nila.... ano yun tawag dito? Di nila lolokohin lang yung pagka order nila, yun lang

INTERVIEWER: Owwww , thank youuuu!!

## Appendix 7d: Transcription



**HOLY CROSS COLLEGE OF CALINAN, INC**

Calinan, Davao City

**The Emergence of Facebook in the World of E-commerce: Narratives of Experiences of Online Sellers**

**Maria\_P4**

*Introductory Question: What is your online business?*

INTERVIEWER: So te mag start na po tayo. First question. What is your online business?

PARTICIPANT: I am a reseller online with products that ranges from clothes, cosmetics, footwear and anything that are available from the supplier where I obtained most of the products I sell.

*Main Question 1.1: What are your experiences when you started/shifted to online selling using Facebook?*

INTERVIEWER: Sge te proceed nata sa second question. What are your experiences when you started/shifted to online business?

PARTICIPANT: My experiences has been somewhat hard since doing business on Facebook or any social media platform comes a little tricky most of the time knowing that Facebook especially had become more strict with their rules on the market place and you can be banned from posting anything class A or items with fake designer brands that were only meant for affordable fashion.

*2.1 How did you survive with the challenges encountered while doing business through Facebook?*

INTERVIEWER: Ahh so lisod jd diay sya te. So next question te. How did you survive with the challenges encountered while doing business through Facebook?

PARTICIPANT: So we come up with strategies and ways to enhance the way we market whatever we are selling online. Then we survive through adhering to the policies of social media platforms or creating ways that avoids violating the rules and regulations. Also not to mention that since we are included in the generation z which are exposed to technology and know social media quite well enough to embark on new ventures, it gives an advantage to us since we can easily navigate through these platforms. Okay na na? Sorry kung wrong grammar.

INTERVIEWER: Sge te okay na hehe. Salamat kaayo.

## Appendix 7e: Transcription

**HOLY CROSS COLLEGE OF CALINAN, INC**

Calinan, Davao City

**The Emergence of Facebook in the World of E-commerce: Narratives of Experiences of Online Sellers**

**Perla\_P5***Introductory Question: What is your online business?*

INTERVIEWER: Kuan te mag start nata. Sa first question sa ta te. What is your online business?

PARTICIPANT: My online business are cakes and ukay.

*Main Question 1.1: What are your experiences when you started/shifted to online selling using Facebook?*

INTERVIEWER: Ay nindot sad diay ka ug mga baligya te hehe. So next question te. What are your experiences when you started/shifted to online business?

PARTICIPANT: Before I started online selling, I would usually bake for my family and since I enjoy making it, I decided to sell it online. It was quite a pleasant experience when I saw a lot of people become interested in my business and gives me great feed backs.

INTERVIEWER: Ahhh okay te. So blessing jd diay ang imong business te.

PARTICIPANT: Oo blessing jd sya saakoa.

*2.1 How did you survive with the challenges encountered while doing business through Facebook?*

INTERVIEWER: Last na ni sya nga question te. How did you survive with the challenges encountered while doing business through Facebook?

PARTICIPANT: More on being honest and also being friendly to them since sila mn ang nagahatag ug profit.

INTERVIEWER: Ahh sge te okay na to. Salamat kaayo te hehe.

## Appendix 7f: Transcription



**HOLY CROSS COLLEGE OF CALINAN, INC**

Calinan, Davao City

**The Emergence of Facebook in the World of E-commerce: Narratives of Experiences of Online Sellers**

**Dolores\_P6**

*Introductory Question: What is your online business?*

INTERVIEWER: Mag start nata sa main question te. So first, what is your online business?

PARTICIPANT: Naga decorate ko para sa big events like debut, wedding, christening ug uban birthday.

*Main Question 1.1: What are your experiences when you started/shifted to online selling using Facebook?*

INTERVIEWER: Ahh kuyawa pd diay saimong business te nu. So second question nata te. What are your experiences when you started/shifted to online business?

PARTICIPANT: I'm happy with the experiences that I encountered. It seems that the opportunities have increased because before I sell on Facebook, only my friends and family know. Then they are skeptical at this time because they don't know my capabilities yet. They feel that my business is not right but through Facebook since I post so they can see my business services after that because my business is booming but some costumers are irresponsible cause even though they booked they didn't response. Overall, I was still happy with my experience

*2.1 How did you survive with the challenges encountered while doing business through Facebook?*

INTERVIEWER: Char makahilak pd ta te oi hahaha. Sge te last nata basig maghilakanay nata hahaha. How did you survive with the challenges encountered while doing business through Facebook?

PARTICIPANT: Gina make sure nako na tarong ko sa mga customer nako especially sa mga bago para dli sila mawala ug kalit. Then sa mga mang ghost, wala nlng pd nako sila gitagad.

INTERVIWER: Hahahaha mura mn kag gi ghost te. Atik lang te basig mangluod ka hehe. So mao nato te thank you kaayo. Magpabook lang ko puhon if naa sad mi event.

## Appendix 7g: Transcription



**HOLY CROSS COLLEGE OF CALINAN, INC**

Calinan, Davao City

**The Emergence of Facebook in the World of E-commerce: Narratives of Experiences of Online Sellers**

**Marisol\_P7**

*Introductory Question: What is your online business?*

Interviewer: Start nata sa first question. Ayaw lang kakulba te hahaha. So, what is your online business?

Participant: Nagabaliya ko ug mga phone accessories.

*Main Question 1.1: What are your experiences when you started/shifted to online selling using Facebook?*

Interviewer: Ahh mag tan aw tan aw pd diay ko sa mga baligya nmo kay murag kailangan npd nako mupalit ug phone case. So second question, what are your experiences when you started/shifted to online business?

Participant: Murag nadalian ko ug pag baligya sa Facebook kay dali rmn gd unsaon ang Facebook. Dali rapd makita sa mga tao akong products kay ipost mn nako so naa jd koy mga customers daghan daghan sad pero daghan sad kog kompetensya kay daghan napd ug gabaliya ani nga product.

*2.1 How did you survive with the challenges encountered while doing business through Facebook?*

Interviewer: Mao gni te nu daghan na btaw hahaha. So last nata te isa ning jd. How did you survive with the challenges encountered while doing business through Facebook?

Participant: Para saakong mas maka motivate ang mga competitors kay kung wala mn gd kompetensya murag magsalig nilng ko unya dli nako maka innovate ug mga bago nga products then gasalig sad ko sa mga suki nako na customer.

Interviewer: Ahh mao jd te nu. So mao rato te salamat kaayo te sa pag participate. Palit rko sunod saimio te hehe.

## Appendix 7h: Transcription

**HOLY CROSS COLLEGE OF CALINAN, INC**

Calinan, Davao City

**The Emergence of Facebook in the World of E-commerce:  
Narratives of Experiences of Online Sellers**

**Karla\_P8***Introductory Question: What is your online business?*

INTERVIEWER: Ang first question te kay unsa imong online business?

PARTICIPANT: Ang akong ginabaliya kay mga beauty products lng gud.

INTERVIEWER: Gina resell nimo n ate or imoha jung binuhat? HAHAHAHAH

PARTICIPANT: Resell lng dzaii kay wala koy talent anang imbento-imbento..... hahahaha

INTERVIEWER: cge te HAHAHAHA proceed nata sa sunod nga question.

*Main Question 1.1: What are your experiences when you started/shifted to online selling using Facebook?*

INTERVIEWER: Unsa poy experiences nimo katong nag start kag gamit ug FB para sa imong pagbaligya?

PARTICIPANT: Lisud jud kaau ang pag start sa business kay kanang daghan man gud ug competitors tapos daghan pug mga customers nga puryagaba kaaug batasan kay kanang mandaot gud HAHAHHA...makalagot kaau... HAHAHAA

INTERVIEWER: Aiii oo HAHHAHA nakabasa bitaw ko ato HAHAHHA...unsa pa te?..

PARTICIPANT: Dagahan pug scammers kanang gung mga bugos buyers mag cgeg order niya mukalit rag ka wala pag ting meet-up na or ting bayad...like abi nkog siya ray mang ghost customer pud diay HAHAHAAHHHA

INTERVIEWER: ka hugot oi HAHAHAAHHHA... proceed nata sa sunod te..

*2.1 How did you survive with the challenges encountered while doing business through Facebook?*

INTERVIEWER: Gi-unsa pud nimo pag survive ato te? Kato nga mga challenges?

PARTICIPANT: Kuan.... Kanang...at first lisud jud ang adjustments tapos katong dugay na wala nalang nko gina entertain tong mga customers nga laig batasan para iwas stress HAHAHHA niya careful na pud ko sa akong mga customers kay lisud ng ma scam ug balik... Tapos...sa mga competitors kay pagwapuhay nalang jud ug product HAHAHHA...may gani gwapa ko HAHAHHA

INTERVIEWER: HAHAHAAHHHA...jud te aiii ana jud HAHHAHAA... niya mao lang to te salamat kaau..

PARTICIPANT: your welcome dzaii order2x pud HAHAHAA

INTERVIEWER: puhon te salamat HAHAHAA.....

## Appendix 7i: Transcription

**HOLY CROSS COLLEGE OF CALINAN, INC.**

Calinan, Davao City

**The Emergence of Facebook in the World of E-commerce:  
Narratives of Experiences of Online Sellers**

**Isabela\_P9***Introductory Question: What is your online business?*

INTERVIEWER: Ang first question te kay unsa imong online business?

PARTICIPANT: Kanang kuan naga post kog mga clothes then minsan naga live selling ko..

INTERVIEWER: Resell man pud na imoha te nu? HAHAHAHA

PARTICIPANT: oo resell pud gang

INTERVIEWER: cge te proceed nata sa next questions

*Main Question 1.1: What are your experiences when you started/shifted to online selling using Facebook?*

INTERVIEWER: Unsa poy experiences nimo katong nag start kag gamit ug FB para sa imong pagbaligya?

PARTICIPANT: Unsa man gang good or bad kay kung bad daghan kaau kog ma share HAHAHAAH

INTERVIEWER: pwede both HAHAHAAH

PARTICIPANT: Sa good kay dali nalang makabalo ang mga tao nga ingon ani ingon ana diay akong business kay halos mga tao akrun kay nagagamit ug FB...Also, dli na jud ka kailangan gud muadto jud para Ing makakita or makastorya ug customer kay pwede ra sila mu chat niya ok na HAHAHAAHAA...

INTERVIEWER: ka char ana niya oi HAHHAHA...niya unsa pa te...

PARTICIPANT: mao ratong maaug HAHHAHA...bitaw halos nalang pud hinoon mga tao gagamit na ug Facebook sa ilahang business maong nay uban dli na kaau ma appreciate or matangkilik it's because pare-pareha na ang mga gina pang post.. so sad kaau siya

INTERVIEWER: bitaw te nu tinuod jud na bantog gani wala nalang ko namaligya HAHHAHA...bitaw te proceed na ta sa next question.

*2.1 How did you survive with the challenges encountered while doing business through Facebook?*

INTERVIEWER: Gi-unsafe pud nimo pag survive ato te? Kato nga mga challenges?  
PARTICIPANT: so mao to siya...tungod ato... nag start kog find ug ways murag BDO... we find ways HAHAAHHAHA.

INTERVIEWER: HAHAAHHAHA..bitaw te gi unsafe nimo? HAHAAHA

PARTICIPANT: bitaw kanang...mangita ko ug mga better nga clothes kanang dli gud common para mas daghan ang ma attract ba so daghan kog

customer...labun na kanang mga ano gud kanang mga ano ba HAHAAHHAHA nakalimut ko sa word...

INTERVIEWER: Go te kaya nimo na HAHAAHHAHA

PARTICIPANT: aiii kanang... kanang ano gud popular...aiii trending ba nga mga clothes kanang gung pang tiktok...mga kita-kita ang pusod crop top ba HAHAAHHAHA...kanang bitaw mao to siya naga find ko ug ways nga malahi ang akong product para mas daghan ang ma interested...ana lang HAHAAHHAHA

INTERVIEWER: bitaw te nu uso2x bitaw imong mga baligya HAHAAHHAHA...

PARTICIPANT: mao gni kanus-a kaha ka mupalit HAHAAHHAH

INTERVIEWER: puhon te pagnaana koy kwarta HAHAAHHA salamat kaau te

PARTICIPANT: cge gang...

## Appendix 7j: Transcription

**HOLY CROSS COLLEGE OF CALINAN, INC**

Calinan, Davao City

**The Emergence of Facebook in the World of E-commerce: Narratives of Experiences of Online Sellers****Lordes\_P10***Introductory Question: What is your online business?*

INTERVIEWER: Ang first question day kay unsa imong online business?

PARTICIPANT: Samuka sa day oi pero kuan bitaw...kanang naga customize kog mga flower bouquet pang gift-gift lng gud HAHAHHA.

INTERVIEWER: cge day dli na nato ni dugay-dugayun sugdan na nato ni HAHAHHA

*Main Question 1.1: What are your experiences when you started/shifted to online selling using Facebook?*

INTERVIEWER: Unsa poy experiences nimo katong nag shift kag gamit ug FB para sa imong pagbaligya?

PARTICIPANT: kanang mas nidaghan akong mga customers HAHAHHA...kay mas daghan naman gud makakita niya makabalo pud ba so mao to nidaghan-daghan pud akong kwarta..

INTERVIEWER: aiii oh kanus-a kaha ni siya mang libre HAHAHHA...bitaw mao ra to?

PARTICIPANT: o mao ra HAHAHHAHA

*2.1 How did you survive with the challenges encountered while doing business through Facebook?*

INTERVIEWER: Naa bakay mga challenges nga na experience niya gi-unsafe pud nimo pag survive ato ? Kato nga mga challenges?

PARTICIPANT: wala man kay wala pa mn jud kaaup koy competitor pud gud nu kay wala pa jud biya kaaup nagabaligayag ingon ana diria sa atoa HAHAHHA.

INTERVIEWER: mao gni swerte kaaup ka HAHAHHAHA may gani nakahunahuna ka ana nga business...salamat kaaup

PARTICIPANT: sunod nalang HHAHAHHAH kung magkita tag balik HAHAHHA...welcome kaaup

Appendix 8: Editor's Certificate



## HOLY CROSS COLLEGE OF CALINAN, INC.

Davao- Bukidnon Highway, Calinan Poblacion, Davao City

### RESEARCH AND PUBLICATION OFFICE

### CERTIFICATION

This is to certify that the research paper of **Amban, Jhovern Grace, Lomod, Juleanne Sam, Maranguit, Guen, Nocos, Iana Aleya, Paquibot, Jannika, Villaflor, Criselle Mae, and Acala, Alexis** entitled **THE EMERGENCE OF FACEBOOK IN THE WORLD OF E-COMMERCE: NARRATIVES OF ONLINE SELLERS** has undergone the editing process and been approved by the undersigned.

This certification is issued upon the request by the researcher on July 7, 2023.

**Yonilyn A. Loyloy, PhD**

Editor

## CURRICULUM VITAE

### **PERSONAL INFORMATION**

Name: Jhovern Grace E. Amban  
 Age: 17 years old  
 Date of Birth: August 21, 2004  
 Place of Birth: Calinan, Davao City  
 Address: Prk. Marang, Wines, Baguio District, Davao City  
 Sex: Female  
 Civil Status: Single  
 Citizenship: Filipino  
 Religion: Protestant  
 Father's Name: Jonathan I. Amban Sr.      Occupation: Farmer  
 Mother's Name: Virginia E. Amban      Occupation: House Wife



### **EDUCATIONAL BACKGROUND**

<b>SCHOOL</b>	<b>Year Graduated</b>
Intermediate: Wines Elementary School	2016
Junior High School: Baguio National School of Arts and Trades	2020
Senior High School: Holy Cross College of Calinan, Inc.	2022
Track: Academic Track	
Strand: Accountancy, Business and Management	

## CURRICULUM VITAE

### **PERSONAL INFORMATION**

Name: Juleanne Sam J. Lomod  
 Age: 17 years old  
 Date of Birth: June 8, 2004  
 Place of Birth: San Pedro Hospital, Inc. Davao City  
 Address: Campo 1, Talomo River, Calinan, Davao City  
 Sex: Female  
 Civil Status: Single  
 Citizenship: Filipino  
 Religion: Protestant  
 Father's Name: Eladio G. Lomod Jr. Occupation: Businessman  
 Mother's Name: Lenny J. Lomod Occupation: House Wife



### **EDUCATIONAL BACKGROUND**

	<b>SCHOOL</b>	<b>Year Graduated</b>
Intermediate:	Cavite Bible Baptist Academy	2016
Junior High School:	Cavite Bible Baptist Academy	2020
Senior High School:	Holy Cross College of Calinan, Inc.	2022
Track:	Academic Track	
Strand:	Accountancy, Business and Management	

## CURRICULUM VITAE

### **PERSONAL INFORMATION**

Name: Iana Aleya V. Nocos  
 Age: 17  
 Date of Birth: July 30, 2004  
 Place of Birth: Davao City  
  
 Address: Purok 2 Malagos Baguio District Davao City  
 Sex: Female  
 Civil Status: Single  
 Citizenship: Filipino  
 Religion: Catholic  
 Father's Name: Anecito Nocos Jr. Occupation: Utility  
 Mother's Name: Irene Nocos Occupation: Business Woman

### **EDUCATIONAL BACKGROUND**

	<b>SCHOOL</b>	<b>Year Graduated</b>
Intermediate:	Malagos Elementary School	2016
Junior High School:	Baguio National School of Arts and Trades	2020
Senior High School:	Holy Cross College of Calinan, Inc.	2022
Track:	Academic Track	
Strand:	Accountancy, Business and Management	

## CURRICULUM VITAE

### **PERSONAL INFORMATION**

Name: Guen B. Maranguit  
 Age: 17  
 Date of Birth: October 14, 2004  
 Place of Birth: Tugbok, Davao City  
 Address: Prk-3, Biao Guianga, Tugbok District, Davao City  
 Sex: Female  
 Civil Status: Single  
 Citizenship: Filipino  
 Religion: Roman Catholic  
 Father's Name: Virgilio E. Maranguit      Occupation: Farmer  
 Mother's Name: Ponciana B. Maranguit      Occupation: House Wife



### **EDUCATIONAL BACKGROUND**

	<b>SCHOOL</b>	<b>Year Graduated</b>
Intermediate:	Biao Guianga Elementary School	2016
Junior High School:	Biao National High School	2020
Senior High School:	Holy Cross College of Calinan, Inc.	2022
Track:	Academic Track	
Strand:	Accountancy, Business and Management	

## CURRICULUM VITAE

### **PERSONAL INFORMATION**

Name: Raimielle Jannika R. Paquibot  
 Age: 18  
 Date of Birth: February 10, 2004  
 Place of Birth: Calinan, Davao City  
 Address: Purok 25, Teachers Village, Calinan, Davao City  
 Sex: Female  
 Civil Status: Single  
 Citizenship: Filipino  
 Religion: Roman Catholic  
 Father's Name: Ramil L. Paquibot      Occupation: Farmer  
 Mother's Name: Joime R. Paquibot      Occupation: Teacher



### **EDUCATIONAL BACKGROUND**

<b>SCHOOL</b>	<b>Year Graduated</b>
Intermediate: Calinan Central Elementary School	2016
Junior High School: Holy Cross College of Calinan, Inc.	2020
Senior High School: Holy Cross College of Calinan, Inc.	2022
Track: Academic Track	
Strand: Accountancy, Business and Management	

## CURRICULUM VITAE

### **PERSONAL INFORMATION**

Name: Criselle Mae F. Villaflor  
 Age: 17  
 Date of Birth: April 04, 2004  
 Place of Birth: Purok 5, Subasta, Calinan, Davao City  
 Address: Purok 5, Subasta, Calinan, Davao City  
 Sex: Female  
 Civil Status: Single  
 Citizenship: Filipino  
 Religion: Roman Catholic  
 Father's Name: Siegfred D. Villaflor      Occupation: Driver  
 Mother's Name: Joey F. Villaflor      Occupation: House Wife



### **EDUCATIONAL BACKGROUND**

<b>SCHOOL</b>	<b>Year Graduated</b>
Intermediate: Subasta Elementary School	2016
Junior High School: Wangan National High school	2020
Senior High School: Holy Cross College of Calinan, Inc.	2022
Track: Academic Track	
Strand: Accountancy, Business and Management	

## CURRICULUM VITAE

### **PERSONAL INFORMATION**

Name: Alexis Acala M.  
 Age: 18 years old  
 Date of Birth: January 05, 2003  
 Place of Birth: Davao City  
 Address: Purok 1 Malagos ,Calinan Pob. Davao City  
 Sex: Male  
 Civil Status: Single  
 Citizenship: Filipino  
 Religion: Jehovah's Witnesses  
 Father's Name: Ernesto Acala S.      Occupation: Farmer  
 Mother's Name: Ma. Fe Acala M.      Occupation: House Wife



### **EDUCATIONAL BACKGROUND**

	<b>SCHOOL</b>	<b>Year Graduated</b>
Intermediate:	San Jose Elementary School	2014
Junior High School:	Elias B. Lopez Memorial National High School	2018
Senior High School:	Holy Cross College of Calinan Inc.	2022
Track:	Academic Track	
Strand:	Accountancy, Business and Management	

