

**PA-MINE PO: DETERMINING THE COMMUNICATION STRATEGIES USED  
BY ONLINE SELLERS IN PROMOTING THEIR PRODUCTS ONLINE  
DURING THE PANDEMIC**

An Undergraduate Thesis Presented to the  
Faculty of the Department of Communication and Development Studies  
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In Partial Fulfillment  
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Bachelor of Science in Development Communication


by

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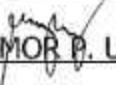
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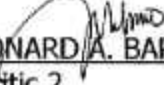
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## THESIS ABSTRACT

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7. Abstract

### 7.1. Rationale/ Background

Social media in business is rapidly becoming a new trend, particularly among small business owners. For the reason that the Internet is viewed as the future frontier for conducting business, many merchants are transitioning from a typical physical store to an online shop or E-commerce. According to Hudson (2010), the term E-Commerce is defined as "the use of an electronic platform to conduct business transactions" that is also known as a "Virtual Market Place". This type of selling allows business owners to reach a wider range of customers while minimizing some issues such as schedule, convenience, availability, and location concerns in business transactions.

The Pandemic has forced small business owners to transition from traditional selling to online selling. There are no age restrictions as long as they have internet access and a gadget to utilize. Unfortunately, because the majority of small business owners are unfamiliar with modern technologies, the chances of their business being put at risk have increased.

Consequently, no business would afford to ignore the internet's massive 'Online Market.' E-commerce was inevitable, and "Virtual Markets" have largely surpassed traditional physical markets. Since it redefined the term "market," e-commerce has had a huge impact on businesses nowadays. E-commerce has enabled vendors to reach out to the worldwide market and consumers, altering business operations and communication marketing is done.

## **7.2. Summary**

Generally, the purpose of this paper is to figure out the communication strategies used by online sellers in promoting their products online through the use of different social media sites during the Pandemic.

Specifically, it aims to answer the following:

1. What is the socio-demographic profile of the respondents in terms of;
  - 1.1 Name
  - 1.2 Age
  - 1.3 Sex
  - 1.4 Number of years/months as an Online Seller
  - 1.5 Monthly income in Online Selling

2. What are the communication attributes of the respondents;
3. How was the online seller's communication approach in online selling;
4. What are the communication barriers encountered by online sellers in online selling; and
5. How do they respond to the communication barriers they experienced which be coded as their Communication Strategies.

Moreover, for the methodology of this paper, the researcher utilized and Mix-method Research Design. The Research Locale was held in Science City of Muñoz, Nueva Ecija where the respondents are chosen through Snowball Sampling. Also, a Google Form was utilized as a research tool to collect data, and the thematic analysis method is how the data was analyzed in this study. Last but not least, the researcher also takes ethical considerations into account to protect his respondents' privacy and security.

### **7.3. Major Findings**

The result shows that the respondents (Online Sellers) of this research were doing a good job on their online business. It revealed that, while the majority of them were experiencing difficulties with their product promotion online, there was still a large number who have strategies in place to avoid or deal with it.

For instance, all of the respondents were female and 63% of them were at the age of between 19-25 years old. They had different products they sell online however, most of them are thrift clothes or "Ukay-ukay". Moreover, although 57%

of the respondents are doing online selling for 1-5 years, 43% of them are still having a low profit ranging from 1,000 to 3,000 pesos per month.

On the other hand, since product promotion is one of the most important aspects of doing online business, the respondents did not fail to provide one. However, they used various strategies for their particular online product promotion. This paper discovers that the respondents' product promotion was mostly made up of images with captions written in Tagalog for the customer's overall understanding and convenience. It was also revealed that the majority of them were taking their own photos and writing their own captions. Hence, the respondents most utilized platform for doing their online business is Facebook.

#### **7.4. Conclusions**

The respondents were indeed experiencing difficulties with regard to their product promotion online. Thus, most of them were able to deal with it by utilizing strategies of their own. The strategies they utilized to deal with the difficulties regarding their product promotion are pretty basic and mostly business-centered approaches. However, although they already have their own strategies, it can be still developed to create a more strategic way how to persuade their customers to buy their products through their product promotion online.

Furthermore, the respondents were able to allocate sufficient time and effort to meet their customers' expectations through product promotion. Based to the data collected, the majority of respondents were making efforts to take their own photos and create their own captions for product promotion. It was also

revealed that they primarily used Tagalog words to make their promotions more understandable, especially since they had a diverse customer who may or may not understand foreign languages.

The respondents also made certain that their online product promotion was done professionally. They make an effort to appear professional both on and off-camera, especially when delivering products to customers. They also make it a point to respond to their customers' questions by allocating time specifically for this purpose.

Despite their major competitors in online buy and sell, Shopee and Lazada App, the respondents were able to manage and continue their business. It only demonstrates how creative, devised, and adaptable the respondents are in making adjustments and adapting to what society demands in terms of their preferred interests.

Finally, in doing business, difficulties are part of the process so as the respondents of this study were experiencing. However, the respondents frequently use business-focused strategies when conducting online business. Having said that, despite the fact that the respondents encountered a variety of issues with the promotion of their products online, they still managed to find a solution by focusing their attention on their business. Being business-oriented meant that respondents did not allow barriers such as language barriers, physical noise barriers, psychological barriers, technological barriers, and so on to impede their online product promotion.

## **7.5. Recommendations**

The respondents must also utilize different social media sites as business platforms. Although Facebook is way easier to use as a platform, it doesn't cater to many audiences especially as the respondents were using their personal accounts. Personal Facebook accounts are only accessible to friends, therefore access for some people is restricted unless they specifically intend to visit the account.

The respondents might do some editing and enhancing their product promotion materials instead of just taking a picture of it. Through this, they were able to improve the quality of the promotion to gather more attention and persuade their customers. Editing helps build a consistent tone throughout their marketing materials as well as can give a distinct perception of the business itself. Therefore, by doing this, it may give their online business class, integrity, and character.

The future researcher may do a separate thesis that aims to know whether the communication strategies used by the Online sellers are effective.

## **8. Translated Abstract (Filipino)**

### **8.1. Rasyonale**

#### **Rasyonale**

Ang paggamit ng social media sa negosyo ay mabilis na naging bagong kalakaran ng pagbebenta partikular sa mga maliliit na may-ari ng negosyo sa panahon ng Pandemya. Sa kadahilanang ang pagbebenta online ay pumatok at

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## **LIST OF ABBREVIATIONS**

**SRD:** Statistica Research Department

**SGCS:** Statistica Global Consumer Survey

**US:** United States

**ITA:** International Trade Administration

**IET:** Indeed Editorial Team

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