

Using of Facebook App for Online Business

Erica Myles A. Rosas, Xyra Nicole N. Tabor, Luis Gabriel P. Dela Cruz, Reina Cielo Bautista, Jasmin Rio D. Abedes, Jingray Dela Cruz Dayao

Barcelona Academy, Marilao, Bulacan, Philippines
christopher.francisco004@deped.gov.ph

Abstract: *The main objective of the research was Today in rapidly moving the world scenario, we can see change in every moment. The up gradation of new technology for Facebook was real changed for everyone to help one another. Digital marketing is one of the best way where marketer can improve their business through Social Media. This paper is an attempt to study the Using Facebook app for online business. This study also examined how Facebook app helps Business owners to wide their business that are motivated to use social media applications. In the present study, researcher has made the research on a single area in the field of social media, which is Facebook. An attempt has been made for association checking between the Customers and Business in respect of some demographic variables like Gender, Income, Age etc; also how many students used Facebook App for online business, does app help them for their study, if there will be an effect to them, shows if there seller or a buyer, awareness using this apps, if there experiencing knowledgeable using this kind of apps and lastly, if there selling profitable. For the analysis, graphic method applied to check the association between the how many people using this and why with reference to Facebook user. Factor analysis applied to identify the factors that influences to Facebook users for buying the product through online (help of Facebook.com), also the same analysis is used to find out the maximum and minimum variance of the factors which helps the researcher to reach their destination and also examined how Businesses are motivated to use social media applications to improve their Business. For this study researcher have collected 11 samples and given a positive conclusion from the consumer view, preferences about the result will help in Business industry to improve the Business and also help to the new marketer to set their Decision Support System use of Social Media.*

Keywords— Social Media Application, Customer Preferences, Business Factors

1. INTRODUCTION

What is this Facebook app? And why do many people from all over the world use this? In February 2004, a Harvard sophomore named Mark Zuckerberg launches the Facebook, a social media website he had built in order to connect many people from different places, countries and more.

Facebook is used in many different things; example is for online business. Many young people, even an old couple uses Facebook just to hustle and gain more money. They used this application so people from different places can help them grow their business just by sharing, liking and promoting.

Example of this business is a cosmetic line, we all know that colourette cosmetics is one of the country's finest and most innovative line of makeup products, redefining cosmetics to beautify and empower the modern day of women. They also knew for their affordable and good quality lip tints.

Colourette is a home grown brand based in the Philippines and is established in 2015 by Nina Ellaine Dizon, the CEO of the company, they started as a small business. Their business grow by posting it on Facebook and promoting it to different artist and famous influencers, so people in different places will buy and try the products. They started from 0 followers to 1.3 million followers.

This application is also important for us because we can communicate to every people that we know even our love

ones. We can also help every small business and those people who are in need.

2. RELATED WORKS

According to Emily A. Vander Veer, (O'Reilly Media, Inc. 2010), Facebook is not only for the kids, it also for the people who are using gadgets and internet. Most of the companies use this application to promote their companies' products, job applications and advertisements in such website. Professionals use Facebook to help and guide them in their workplace. [1]. According to Quiroz (2015). A lot preference in news sources. But particularly, in the form of social media networks and viral news videos that gain large scale media attention and cultivate mass social discussion. It defines who the millennials are, and specifically how and why they choose certain social media news outlets to consume information from. It is may finding that the viral videos are popular with the millennial generation because they represent the epitome of how they value news: breaking, instant, time valuable, visually stimulating and shareable to social media sites, such as Twitter and Facebook which are extremely important in the generation's overall news culture. [2].

Also, using of smartphones is one way to promote online businesses. Science and technologies contributes some various activities globally. Examples of these activities are live selling of kitchen utilities, different kinds of gifts in different occasions, clothing lines, and other products that we need in every day. (International Journal of Scientific and

Research Publications 4 (12), 1-4, (2014). [3]. According to International Journal of Machine Learning and Computing 9 (1), 91-97, (2019). The fact that online businesses nowadays has increasingly and very fast pace everywhere. This is because that all of the people uses social media especially Facebook, that gives them the most popular platform in business. [4]. According to Wu and Gaytán the European Journal of Information Systems 22 (4), 416-433, (2013). There's an interpersonal communication such as online seller reviews play an important role in buyers' to purchase the decisions in online markets.

Although, it is empirically clear that seller reviews (volume and valence) and product price contribute to buyers' willingness-to-pay (WTP) differently across various studies, it is theoretically less understood why such effects qualitatively differ. [5]. According to Asunción Esteve (2017). That the personal data has become a new source of economic value. Once it is processed and classified, provide relevant information for companies about people's interests and activities, that may extremely useful for advertising. Some of the largest Internet companies, such as Google, Facebook, and Twitter, are built on the economics of personal data. Their activities in this area show the importance of collecting, aggregating, analyzing, and monetizing personal data. [6]. Also, Facebook is the biggest social network in the world. If it is one of considers the amount of personal information that both companies gather and the way they organize all their data, the result is that they have the largest databases of personal. [7]. According to John Wiley & Sons, (2009) they Discover how to leverage the power of the Facebook community to achieve a business marketing goals Facebook boasts an extremely devoted user base, with more than 65 billion page visits per month. With Facebook, an organization can market and promote their brand, products, or services via the network's built-in components of profile pages, polls, community building, advertising, word-of-mouth marketing, and business applications. This was insightful resource that focuses on the strategies, tactics, and techniques necessary to lead the organization into the world of Facebook marketing. [8].

Also, it was packed with vital real-world case studies, the book serves as a must-have guide for the most reliable, responsible, and ethical business and marketing practices with Facebook. It was a helpful reference that discusses essential strategies, tactics, and techniques for excelling in the world of Facebook marketing. [9]. According to Wiley and Sons, (2013). It may guide for marketing a small business on Facebook. The number one social networking site offers the opportunity to reach more than 350 million registered users with advertising message. Owners of small and local businesses will benefit from these tips and best practices provided by Facebook insiders. Learn new ways to attract customers, create a business profile, and take advantage of Facebook's many marketing features. [10]. Also, Facebook is packed with information from Facebook's staff guides through creating a profile for the business, taking advantage

of Facebook's unique marketing features, following best practices, and getting the best return on investment Packed with insider tips and creative marketing ideas. If small or local business, it can't go wrong with the marketing advice in the Facebook guide to small business marketing. [11].

According to Clara Shih, (2010). The new Facebook discussion threads and much more, whatever the business or organizational goals, it may help use for social networking to achieve them. Renowned social networking innovator, she brings together powerful new insights, best practices, and easy-to-use "To Do" lists packed with proven solutions from real-world case studies. Writing for entrepreneurs and business professionals across marketing, sales, service, product development, and recruiting. [12]. According to Schneider (2016). Facebook has a dominant position in the German market for social networks because it collects a vast amount of data from various sources and it uses this data for the creation of profiles enabling its advertisement customers to better target their advertisement activities. [13]. Carter (2013). He approved that Facebook sales and marketing plan has helped thousands of companies supercharge in online sales and profits.

Now, it's completely updated it to reflect new Facebook features and tools, share all-new examples and experiences, and deliver actionable new insights about Facebook's users. The customers, Carter focuses on techniques proven to pay off and steers away from expensive techniques that no longer work. [14]. According to Hopkins (2012), Facebook was found to offer the business both direct and indirect value. The direct value, based on the value of transactions, quantified by the increase in turnover experienced through connecting with new customers, and organizational growth; and the indirect value of word-of-mouth, positive recommendations and the relative influence that Facebook community members exert on each other, which enable valuable new insights to be made into their business ecosystem. [15]. According to the SIAM Journal on Financial Mathematics 5 (1), 415-444, (2014). That the high frequency (HF) trading strategy where the HF trader uses her superior speed to process information and to post limit sell and buy orders. By introducing a multifactor mutually exciting process it allows that for feedback effects in market buy and sell orders and the shape of the limit order book (LOB). [16]. According to Kazumori and McMillan (2005). The seller may choose between the auctioning online and live faces of a tradeoff: the lower transaction costs online against more rents left with the bidders. It is a model of tradeoff and apply the theory to auctions of art. The crucial parameter whether the seller does better online than live is not the expected price but the valuation uncertainty. [17]. According to Granados, Gupta, and Kauffman (2008). That sellers may increase compete with innovating the Internet-based selling mechanisms, revealed or concealed by the market information. The transparency strategy involves the design choices that firms that the influence of the availability and accessibility of information was about the products and prices. It is developing decision support models for suppliers

to set prices for online mechanisms with different transparency levels. [18]. According to Kluge and Fassnacht (2015). Whether or not to sell luxury goods online has been controversially discussed among both marketing scholars and executives. To the authors' knowledge, the present paper is the first to empirically examine consumer responses to the online accessibility and price display of luxury goods. [19]. And according to Pearson Education of 2008, there is a high impact in such a low-cost marketing that Facebook gives. In Facebook marketing the opportunity in selling is high than traditional marketing methods. There are also different strategies that people do in online marketing. They use this to grow fast their business in a minute of time. [20].

3. STATEMENT OF THE PROBLEM

The main goal of this study was to determine the Using of Facebook Application for Online Business. Specifically, the researchers sought answers to the following questions.

1. What is the profile of the students that use Facebook App for their business?

- 1.1 Name
- 1.2 Age
- 1.3 Gender

2. How many students use Facebook App for online business?

3. Does this help them for their study? And there will be an effect to them?

4. METHODOLOGY

To conduct this study, the researchers will be using descriptive-correlation method of study as the research design. The descriptive method is an approach for analysis and interpretation of the data gathered.

Descriptive method is more and beyond just data gathering. It is use to describe, analyze, and interpret the data that the researchers gathered. This method is a fact finding method which is concerned with the conditions of relationship that exist or trends that are developing.

All the resources of data were gathered and studied without changing and manipulating the results. It is also used to quantify the problem by the way of generating data that can be transformed into usable statistical tools.

5. RESULTS AND DISCUSSIONS

Using of Facebook App. For Online Business

The student nowadays belongs to the new normal form of daily living. They do a lot of things using Facebook app as an instrument for online business. It is also an advantage for them to buy and sell the products that they need to support them financially.

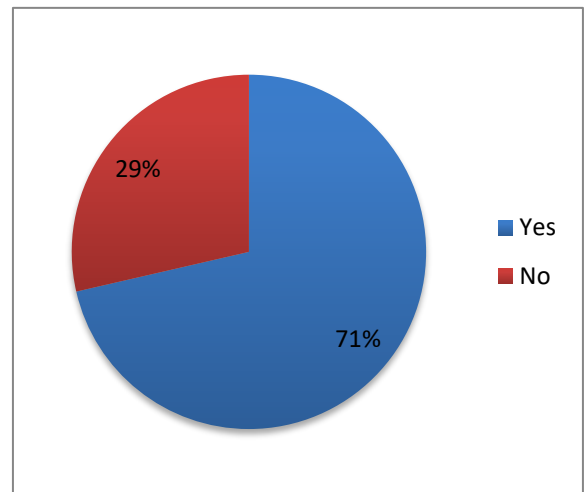
In this representation, the analysis and interpretation of the data gathered using an evaluation from the study using of Facebook App. for Online Business can be measured either to be an effective or not.

Table 1 Using of Facebook App. for Online Business

1. Are you an Online Seller?
7 Responses

Table 1 shows the number of respondent's that respond using the question are you an online seller. The table says the 71% answers yes, that they are online sellers and 29% answers no, they are not an online seller.

2. What profile of students often use Facebook for



online business?
11 Responses

Table 2.1. Age

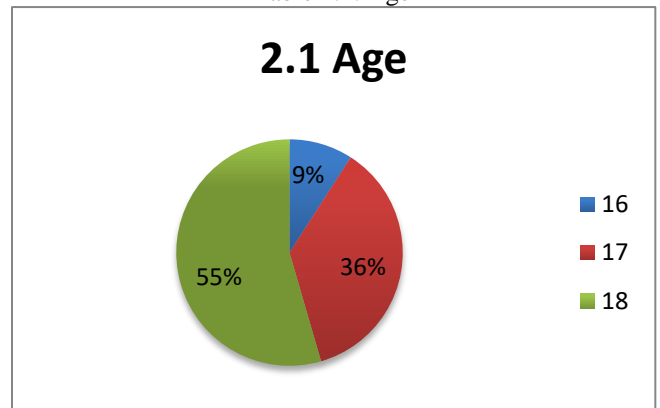


Table 2.1. Shows the different ages of the respondents that uses Facebook app. for online business. The highest percentage of age that uses Facebook app. for their online business is 18 years old with 55%, the next is 17 years old with 36% and the least is 16 years old with 9%.

Table 2.2. Gender

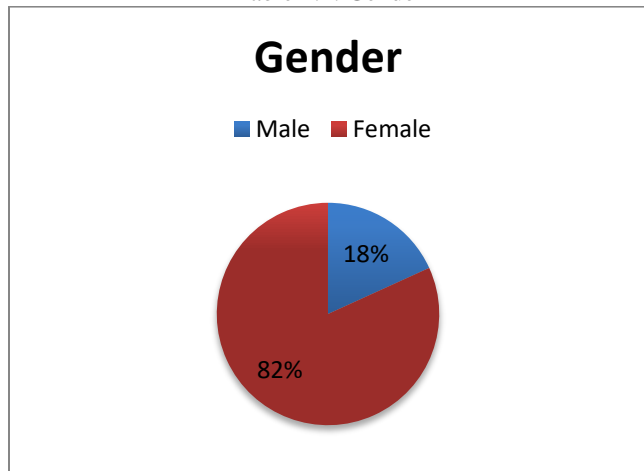


Table 2.2. Shows the representation of the gender that uses Facebook App. in the graph we that 82% were females that uses Facebook App. for their business and 18% were male.

3. Does Facebook really help the entrepreneurs to sell their products effectively?
 11 respondents

Table 3

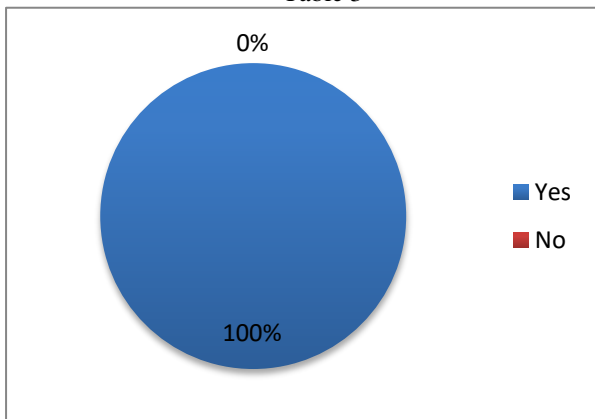


Table 3 shows the effectiveness of Facebook App. for Online Business. The entire respondent's answered Yes (100%) for the Effectiveness of Facebook.

4. Do you use Facebook for selling or buying products?(If yes, just enter below and if No, site what platform do you use for online shopping)
 11 respondents

Table 4

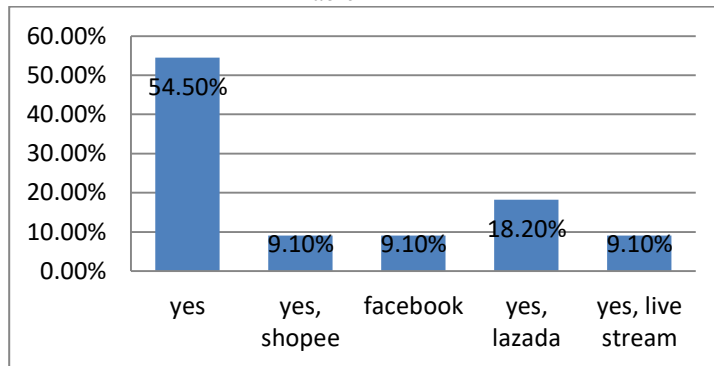


Table 4, shows the different types of online shop that the respondents answer. 54.5% answer yes, 9.1% answer in Shopee, 9.1% answer in Facebook, 18.2% answer in Lazada and 9.1% answered in live streams.

5. Do you think online selling help the student with their study?

Table 5



Table 5, shows the percentage of online selling that help students with their study. The table present 91% approved that online selling help students and 9% answer not.

6. I am aware that Facebook app can use for online business.

Table 6

Table 6

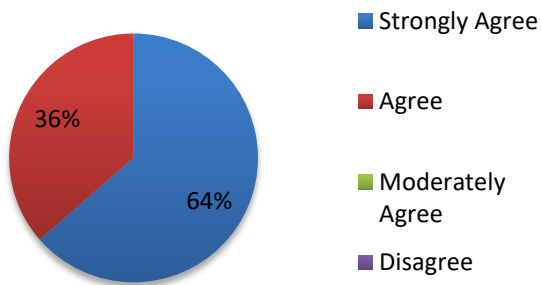


Table 6, represents the awareness of students in Facebook App in online business. there are 64% strongly agree that they are aware in using Facebook app for online business.

- I find Facebook application efficient to use for online shopping/selling.

Table 7

Table 7

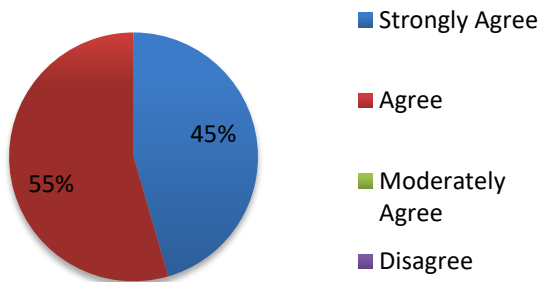


Table 7, shows 55% agree that they find Facebook application efficient to use for online shopping and selling.

- I am knowledgeable how to use Facebook app for selling or buying product.

Table 8

Table 8

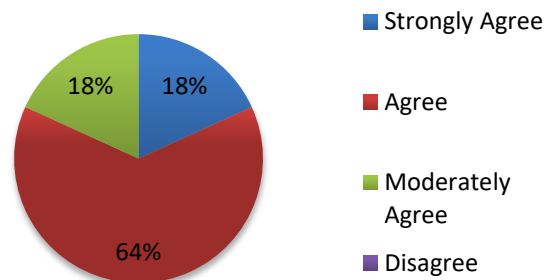


Table 8, shows 64% that they are knowledgeable in using Facebook App. and 18% in strongly agree and moderately agree in using Facebook app.

- I have experienced selling/buying product using Facebook application.

Table 9

Table 9

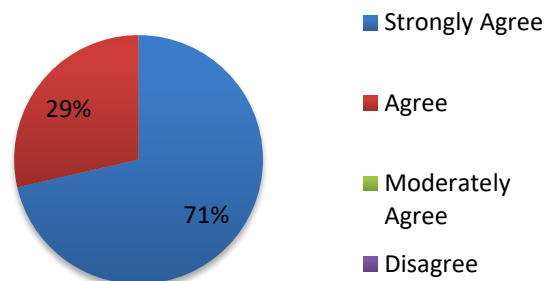


Table 9, shows that 71% strongly agree they have experienced selling or buying product using Facebook App.

- I know that selling product in Facebook can be profitable.

Table 10

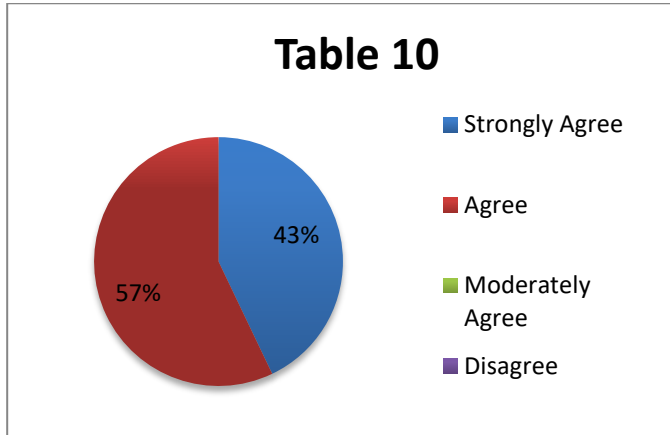


Table 10, represents 57% they agree in selling product in Facebook. And 43% they strongly agree.

6. CONCLUSIONS

The researchers have drawn the following conclusions depending on the finding of the research. The first research finding is to know if the students are online sellers which there are 71%. The second is to identify the profile of the students, which is 82% female online seller and 55% for the age of 18 years old. Third is to know if the application of Facebook is effective in online business there are 100% answer yes. Fourth is shows the different types of online shop that the respondents answer. 54.5% answer yes, 9.1% answer in Shopee, 9.1% answer in Facebook, 18.2% answer in Lazada and 9.1% answered in live streams.

Lastly, is to show the data that the students knowledgeable, Aware, and Experiencing right in Using Facebook App. for Online Business. The researchers see in this research the effectiveness of online business for their study and also in Using Facebook App. for Online Business.

7. RECOMMENDATIONS

In the light of the discussions presented, the following recommendations were made by the researchers:

1. Using of Facebook App. for Online Business of the students would help them in their study and financially to provide their needs while experiencing this pandemic. Because the new normal situation that were facing is a guide for us to be more practical and flexible in different aspects of everyday living.
2. Using online business while studying would help them to explore and create new experience to

promote your products in different sites that help them in their online business.

References

- [1] Umali, R. K., Sayas, J., Salazar, R., Pigao, R., Lubi, J., Katigbak, K., & Acar, J. "Effects of Lack of Internet Access in the Academic Performance of STEM Students." Retrieved October 13, 2020, from https://www.academia.edu/36039629/Effects_of_Lack_of_Internet_Access_in_the_Academic_Performance_of_STEM_Students, pp 1-4, 2018.
- [2] Awadhya, Ashish Kumar; Miglani, Anshu. "Mobile Learning: Challenges for Teachers of Indian Open Universities." Retrieved October 22, 2020, from <https://eric.ed.gov/?id=EJ1108182>, v3 n2 p35-46, 2016
- [3] Kaliisa, R. & Picard, M. "A Systematic Review on Mobile Learning in Higher Education: The African Perspective." Retrieved October 22, 2020, from <http://researchrepository.murdoch.edu.au/id/eprint/56285>, vol 16 issue 1, pp. 1-11, 2017.
- [4] Aquino, B. S., III. Republic Act No. 10650: GOVPH. Retrieved October 13, 2020, from <https://www.officialgazette.gov.ph/2014/12/09/republic-act-no-10650/>, p. 1, 2014.
- [5] Kocakoyun, S., & Bicen, H. "Development and Evaluation of Educational Android Application." Retrieved October 13, 2020, from <https://eric.ed.gov/?id=EJ1146960>, vol 12, issue 2, pp. 58-68, 2017
- [6] Aljraiwi, S. "The Effect of Classroom Web Applications on Teaching, Learning and Academic Performance among College of Education Female Students." Retrieved October 13, 2020, from <https://eric.ed.gov/?id=EJ1127074>, vol. 6, no. 2, pp. 132-138, 2017
- [7] Zhang, M., Trussell, R., Gallegos, B. & Asam, Rasmiyeh. "Using Math Apps for Improving Student Learning: An Exploratory Study in an Inclusive Fourth Grade Classroom." TechTrends. Retrieved October 12, 2020. From 59. 10.1007/s11528-015-0837-y, vol 59, no. 2, pp. 32-38, 2015
- [8] Waters, S., Kenna J. & Bruce D. "Apps-olutely Perfect! Apps to Support Common Core in the History/Social Studies Classroom, The Social Studies" Retrieved October 13, 2020. From DOI: 10.1080/00377996.2016.1149046, pp. 1-7, 2016
- [9] Bush N. E., Armstrong C. M., & Hoyt T. V. "Smartphone Apps for Psychological Health: A Brief State of the Science Review" Retrieved October 13, 2020. From <http://dx.doi.org/10.1037/ser0000286>, vol. 16, no. 2, pp. 188 -195, 2019
- [10] Teri, S., Acai, A., Griffith, D., Mahmoud, Q., Ma, D. W., & Newton, G. "Student Use and Pedagogical Impact of a Mobile Learning Application." Retrieved

October 13, 2020, from <https://eric.ed.gov/?id=EJ1028974>, vol **42**, issue **2** pp. **121-135, 2014**

[11] Küçük, S., Kapakin, S., & Gökaş, Y. "Learning anatomy via mobile augmented reality: Effects on achievement and cognitive load." Retrieved October 13, 2020, from <https://pubmed.ncbi.nlm.nih.gov/26950521/>, vol **9**, issue **5**, pp. **411-42, 2016**

[12] Crompton, H., & Burke, D. "The use of mobile learning in higher education: A systematic review." Retrieved October 13, 2020, from <https://www.sciencedirect.com/science/article/abs/pii/S0360131518300873>, vol **123**, pp. **53-64, 2018**

[13] Zhang, M., Trussel, R. P., Gallegos, B., & Asam, R. R. "Using Math Apps for Improving Student Learning: An Exploratory Study in an Inclusive Fourth Grade Classroom." Retrieved October 13, 2020, from <https://www.researchgate.net/deref/http://dx.doi.org/10.1007/s11528-015-0837-y>, vol **59**, no. **2, 2015**

[14] Harvey, J., Smith, A., Goulding, J., & Illodo, I. B. "Food sharing, redistribution, and waste reduction via mobile applications: A social network analysis." Retrieved October 13, 2020. From <https://doi.org/10.1016/j.indmarman.2019.02.019>, vol **88**, pp.**437-448, 2020**

[15] Hans, G., & Sidana, H. (2018). Mobile Learning Application And Its Usage Among Students In Education. Retrieved October 13, 2020, from <http://www.jetir.org/papers/JETIR1801186.pdf>, vol **5** issue **1**, pp. **984-998, 2018**.

[16] Zhang, J., & Liao, B. (2015). "Learning on The Fingertips: The Opportunities and Challenges of Educational Apps." Retrieved October 13, 2020, from <https://files.eric.ed.gov/fulltext/EJ1079047.pdf>, vol **6**, no. **20**, pp. **62-67, 2015**.

[17] Criollo-C, S., Luján-Mora, S. & Jaramillo-Alcázar, A. "Advantages and Disadvantages of M-Learning in Current Education." Retrieved October 13, 2020. From 1-6. 10.1109/EDUNINE.2018.8450979, pp. **1-6, 2018**

[18] Francisco, C.D.C. & Celon, L.C. "Teachers' Instructional Practices and Its Effects on Students' Academic Performance." Retrieved October 23, 2020, from https://www.researchgate.net/publication/343524740_Teachers'_Instructional_Practices_and_Its_Effects_on_Students'_Academic_Performance, vol. **6**, issue.**7**, pp.**64-71, 2020**.

[19] Guri, EL-yaqub Abdullahi. "Questionnaire Research Methodology." Retrieved October 13, 2020. From https://www.academia.edu/39137163/Questionnaire_Research_Methodology, pp. **1-10, 2019**

[20] Hyman, Michael & Sierra, Jeremy. "Open- versus close-ended survey questions." NMSU Business Outlook. Retrieved October 13, 2020. From https://www.researchgate.net/publication/282249876_Open-versus_close-ended_survey_questions, vol. **14**, issue **2, 2016**

[21] Ilker Etikan, Sulaiman Abubakar Musa, Rukayya Sunusi Alkassim "Comparison of Convenience Sampling and Purposive Sampling." American Journal of Theoretical and Applied Statistics. Retrieve October 13, 2020. From 5. 1. 10.11648/j.ajtas.20160501.11, vol **5**, no. **1**, pp. **1-4, 2016**

[22] Joshi, Ankur & Kale, Saket & Chandel, Satish & Pal, Dinesh. "Likert Scale: Explored and Explained." British Journal of Applied Science & Technology. Retrieved October 23, 2020. From 7. 396-403. 10.9734/BJAST/2015/14975, vol **7**, issue **4**, pp. **396-403, 2015**

[23] Yellapu, Vikas. "Descriptive statistics." International Journal of Academic Medicine. 4. 60. Retrieved October 23, 2020, from 210.4103/IJAM.IJAM_7_18. Vol **4**, issue **1**, pp. **60-63, 2018**.

[24] Jayaprakash, S. & Chandar, V. "Use of Educational Apps in Today's Classroom." Retrieved December 7, 2020, from https://www.academia.edu/24310549/Use_of_Educational_Apps_in_Today's_Classroom. pp. **1-6, 2015**.

[25] Hajjaji, S. E. & Ouardaoui, A. "Impact of Online Homework on Students' Performance and Work Habits in Chemical Education." Retrieved December 7, 2020, from https://www.researchgate.net/publication/323150909_Impact_of_Online_Homework_on_Students'_Performance_and_Work_Habits_in_Chemical_Education, pp. **392-399, 2017**.

[26] Brown, M.E. & Hocutt, D.L. "Learning to Use, Useful for Learning: A Usability Study of Google Apps for Education." Retrieved from December 7, 2020, from <https://uxpajournal.org/usability-study-google-apps-education/>, vol. **10**, no. **4** pp. **160-181, 2015**.

[27] Alqahtani, M. & Mohammad, H. "Mobile Applications' Impact on Student Performance and Satisfaction." Retrieved December 9, 2020 from <https://eric.ed.gov/?id=EJ1077662>, vol. **14**, no. **4**, pp. **102-112, 2015**

[28] Al-Eiadeh, Abdel-Rahman & Al, Mahmoud & Sobh, & Al Zoubi, Samer & Al-Khasawneh, Fadi. "Improving English Language Speaking Skills of Ajloun National University Students. International." Retrieved December 9, 2020 from https://www.researchgate.net/publication/306079718_Improving_English_Language_Speaking_Skills_of_Ajloun_National_University_Students, vol. **5**, issue **3**, pp. **181-193, 2016**

[29] Alkhezzi, F. & Al-Dousari, W. "The Impact of Mobile Learning on ESP Learners' Performance." Retrieved December 9, 2020 from <https://files.eric.ed.gov/fulltext/EJ1106736.pdf>. vol. **13**, no. **2**, pp. **73-94, 2016**

[30] Crompton, H., Burke, D., Gregory K.H., & Gräbe, C. "The Use of Mobile Learning in Science: A Systematic Review." Retrieved December 9, 2020 from <https://doi.org/10.1007/s10956-015-9597-x>, vol. **25**, pp. **149-160, 2016**.

[31] Suprianto, A., Ahmadi, F., & Suminar., T. “The Development of Mathematics Mobile Learning Media to Improve Students’ Autonomous and Learning Outcomes.” Retrieved December 9, 2020 from <https://journal.unnes.ac.id/sju/index.php/jpe/article/view/19641>, vol. **8**, no. **1**, pp. **84-91**, **2019**.

[32] Francisco, C.D. C., & Celon, L.C. (2020). Teachers' instructional practices and its effects on students' academic performance. *International Journal of Scientific Research in Multidisciplinary Studies*, 6(7), 64-71. <http://dx.doi.org/10.21474/IJAR01/987>.

[33] Francisco, C. D. C., & Barcelona, M. C. (2020). Effectiveness of an online classroom for flexible learning. *International Journal of Academic Multidisciplinary Research (IJAMR)*, 4 (8),100-107. <http://ijeais.org/wp-content/uploads/2020/8/IJAMR200813.pdf>.

[34] Paragas, J. P., Francisco, C. DC. (2020). Utilizing Social Media in Improving Creative Writing Skills of Grade 7 Students in English. *International Journal of Academic Multidisciplinary Research*, 4(10), 4-7. <https://hcommons.org/deposits/objects/hc:33222/datastreams/CONTENT/content>