

Status Of Existing E-Business And Community Networks: Basis For Product Implementation Of The College Of Business Management And Accountancy Entrepreneurship Students' Website

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Abstract— This research focused on the status of existing e-business and community networks which is the basis for the product implementation of the College of Business Management and Accountancy (CBMA) Entrepreneurship Students' Website. The descriptive method of research was used in this study to gather the necessary data and information on the status of e-business and community networks for the basis of website creation for the entrepreneurship student's business implementation. Input variables on the existing e-business in terms of social media marketing and social networking websites and on different community networks present in Sta. Cruz, Laguna. The goal of the researcher is to propose a website for the product implementation of the BS Entrepreneurship students. The effective designed web site which is maintained could maintain the reputation of their product implementation. The result along with providing certain helpful tips for building an on-line business will benefit the college to acquire wider marketing advertisement. Internet seems an inseparable part of our society with the emergence of new technologies which are about to change the way business is being done. Facing to understand the nature of the access in the internet and adapt into this new medium as quickly as possible.

Index Terms— social media marketing, social networking websites, e-business, product implementation

1 INTRODUCTION

Electronic business / e-business refer to the use of the web or internet to conduct business. It goes beyond the simple buying and selling of products and services online. Includes a much wider range of businesses processes, such as supply chain management, electronic order processing and customer relationship management.

Electronic retailing is a buzzword for any business-to-consumer (B2C) transactions that take place over the internet. Simply is the sale of goods online. Companies like Amazon and Dell created the online retail industry by putting the entire customer experience - from browsing products to placing orders to paying for purchases via the use of the internet [4]. The success of these and other companies encouraged more traditional retailers to create an online presence to augment their outlets.

The term community networking as defined by [9] was first used to refer to making human contacts through face-to-face interaction at events such as meetings and conferences. It is important to note that all communities already have a community information network that involves many forms of face-to-face, written and technology assisted interaction such as telephone, television, radio, and other familiar communications tools.

In the early 1980's, the term community networking took on new meaning when computers and modems were used to allow people to interact through the convenience of anywhere, anytime email and text-based conferencing. This was well before we had the World Wide Web.

However, early attempts included overly ambitious plans for an entirely online shopping experience. Many retailers have chosen a hybrid approach, which involves supplementing traditional sales outlets with an online store. As such,

software has emerged to allow companies of all sizes to begin. Some larger websites offer affiliate programs, where businesses can list goods on a ready-made platform in exchange for a percentage of sales. Although is not ready to fully replace traditional sales outlets, it is growing at a much faster pace.

The product implementation of the BS Entrepreneurship students will provide a wider range of networks and community links with the proper endorsement of their products through the propose website.

2 OBJECTIVES

The main objective of this research to know the status of existing E-business and community networks as a basis for the product implementation of the College of Business Management and Accountancy (CBMA) entrepreneurship students' website.

Specifically, this research aims to know the status of e-business and community networks in Sta. Cruz, Laguna as well as to determine the advantages of e-business and community network as a basis for product implementation of the College of Business Management and Accountancy Entrepreneurship Students' Website in terms of:

- A. Social Marketing
 - a. Consumer's Attitude
 - b. Preferences
 - c. Belief
- B. Social Networking Websites
 - a. Facebook
 - b. Instagram
 - c. Twitter
 - d. Websites
- C. Community Networks

- a. PLDT Sales and Service Center
- b. Digital
- c. Globe
- d. Cablevision Systems Corporation
- e. Laguna Bay Vision Inc.

Furthermore, this study also aims to proposed a CBMA website for the product implementation of the BS Entrepreneurship Students.

3 METHODOLOGY

The study utilized the descriptive method. According to [3], descriptive studies are purposive proves of gathering, analyzing, classifying and tabulating data about prevailing conditions, practices, processes trends and cause-effect relationship making adequate and accurate interpretation about such data with or without the aid of statistical methods. Filip pointed out that survey is more realistic than experiment because it presents phenomenon in its natural setting [5].

The main method that will be used is survey questionnaires to produce answers to the questions laid out in the objective section. For problem 1 and 2, the percentage, weighted mean and standard deviation was used to investigate the status of e-business and community networks and to determine the advantages of using e-business and community networks as a basis for the product implementation of the CBMA entrepreneurship students' website.

This study will involve the students of BS Entrepreneurship students of LSPU-SCC, e-business owners and community networks within the Municipality of Sta. Cruz, Laguna.

4 LITERATURE REVIEW

Everywhere in our everyday life we are used to E-business. Now a day it is utilized for everything from credit card authorization, travel reservation over a network, wire fund transfers across the world and electronic banking. It helps in generate demand for the products and services and improves order management, payment and other support functions. It decreases the cost of creating, processing, distributing and retrieving paper based information and further facilitates the benefits which include customer service, simplified processes, delivery time and increased flexibility.

Such developments are changing the way that service firms and consumers interact and are raising a host of research and practice issues relating to the delivery. Information technology made a tremendous impact on the business world. Business processes and operations that used to take days or weeks can now be done in a matter of seconds with the help of the web.

With the technological advancement e-business has a huge impact on day to day operation of the businesses. Furthermore, it expands the connectivity of the organization to include its suppliers, employees, and the business partners. E-

business is the next wave in the technological revolution created by the internet.

E-business provides links to customers, suppliers, business partners, and employees through the Internet, intranets, and extranets. In a recent survey, 94 per cent of executives stated that the main reason they launched e-business initiatives was to provide or receive superior customer service and satisfaction [3]. This result shows that organizations intend to develop a better tie with their own customers, thus leading to increased loyalty. It also shows that a firm integrating with its own suppliers will receive improved service and satisfaction [4]. The increased data availability improves corporate productivity. Information flowing to and from business partners is facilitated through the growth and improvement of extranets. This allows for logistics improvements such as systems interconnection, production streamlining, and automatic material order. The integration of logistics is commonly referred to as supply chain management.

Many companies do admit that they are inclined to implement an e-business solution in order to operate more efficiently, but a larger percentage of executives indicated that improved customer service is their primary reason. This includes serving the company's customers as well as being better served by its suppliers.

Small businesses can use the internet to expand their markets, improve efficiencies, attract and retain customers and exploit new opportunities. Existing businesses have the opportunity to adopt E-business early and build an infrastructure that dramatically reduces the costs of doing business while improving relationships with buyers and suppliers [5].

Small businesses have the advantage of using the internet to build relationships with suppliers who before gave them little recognition. With the internet, small businesses have the ability to gather information and goods much quicker, reducing inventory and thus reduce costs. Although small businesses and entrepreneurs use of internet is increasing, they will face a number of challenges. Further global expansion will create new challenges for small businesses and entrepreneurs.

When developing a web site, small businesses and entrepreneurs must make sure that they create an attractive site with a sense of community. One of the keys to having a successful online business is brand name recognition. With a lack of brand name recognition, customer perceptions may lead to a lack of trust. Customers may be reluctant to purchase online, especially give out credit card information for fear of hackers. To overcome this objection companies are attempting to create a strong brand name through heavy advertising. As competition increases on the internet, companies will be increasingly forced to develop their brand name on the Internet and the traditional marketplace.

In the Newsletter [9], engagement in community is

increasingly used by customers, shareholders, investors, employees and other community groups to measure a company's performance. The BS Entrepreneurship students can demonstrate strong values and a commitment to the community will enjoy an improved reputation and one that differentiates it from its competitors, potentially increasing customer loyalty and driving sales.

5 DISCUSSION

Table 1. Mean and Standard Deviation of Social Media Marketing in terms of Consumer Attitude

	INDICATOR	MEAN	SD	INTERPRETATION
	Consumers attitude			
1	The quality of our products conforms to our customers expectations.	4.24	0.960	AGREE
2	Customers are satisfied with most of the products they buy.	4.20	0.948	AGREE
3	Most products they buy were out too quickly.	3.30	1.298	NEITHER AGREE OR DISAGREE
4	Products are not made as well these days as they used to be earlier.	3.18	0.983	NEITHER AGREE OR DISAGREE
5	Too many of the products they buy are defective in some way	2.90	1.129	NEITHER AGREE OR DISAGREE
	OVERALL MEAN	3.56		AGREE

The respondents describe social media marketing in terms of consumers attitude as agree with an overall mean of 3.56.

Consumer's attitude towards online shopping refers to their psychological state in terms of making purchases over the internet. The behavior process refers to the products purchased online. Consumer recognize the need for buying some product, they refer to the internet to buy online and start to search for the information and look for all the alternatives and finally make a purchase which best fits to their needs. Before making final purchase, consumers are bombarded by several factors which limits or influence consumers for the final decision on the study.

Table 2. Mean and Standard Deviation of Social Media Marketing in terms of Preference

	INDICATOR	MEAN	SD	INTERPRETATION
	Preferences			

1	Competition between companies keeps our price reasonable.	4.12	0.872	AGREE
2	Unreasonable in charging the prices we charge.	3.52	1.313	AGREE
3	Most of our prices are fair.	4.10	0.953	AGREE
4	Advertising is intended to mislead rather than to inform consumers.	3.52	1.165	AGREE
5	Our store provides an adequate selection of merchandise.	3.68	1.039	AGREE
	OVERALL MEAN	3.79		AGREE

The overall mean rating was 3.79 as manifest by the respondents' response on preference found out to be of great importance. Brand preferences reveal the type of attributes a brand possesses, to strengthen its position and increase its market share. Moreover, it forms a critical input in developing a company's successful brand strategy, and gives insight for product development. This indicates the importance of experiencing the brand to assign influential symbolic meanings to the brand affecting consumer preferences. The importance of the brand as a tool of self-expression is perceived by experiencing it to enhance consumer preference.

Purchasing decisions outcomes that precedes to several alternatives and make the customers preference. The choice they made and their intentions in buying the products.

Table 3. Mean and Standard Deviation of Social Media Marketing in terms of Belief

	INDICATOR	MEAN	SD	INTERPRETATION
	Belief			
1	Our customers are satisfied with the prices they pay.	4.18	1.004	AGREE
2	Our advertising provides consumers with essential information.	3.86	1.195	AGREE
3	We operate on the philosophy that consumer is always right	3.60	1.050	AGREE
4	Our store provides an adequate selection of merchandise	3.54	0.930	AGREE
5	We behave responsibly to our consumers.	3.76	1.170	AGREE
	OVERALL MEAN	3.79		AGREE

The respondents describe that social media marketing in terms in terms belief with an overall mean of 3.79 as agreed by the respondents. Their customers are satisfied with the prices they pay, advertising provides consumers with essential

information, operate on the philosophy that consumer is always right, store provide an adequate selection of merchandise and behave responsibly to our consumers.

Long-run beliefs play an important role to aggregate all available information and it is more likely to make choices. Even though forming additional links is too costly for an individual because each individual is unlikely to be essential, the combination effect of incomplete social learning and disagreement for the society might be large [10].

The respondents highest mean is 4.18 which means that their customers are satisfied for the prices they pay which means that the company meets and surpass customer expectations.

Table 4. Percentage on Social Networking Website as preferred by the Respondents

	INDICATOR	PERCENTAGE
	Social Networking Websites	
1	Facebook	100%
2	Instagram	0.00%
3	Twitter	0.00%
4	Websites	0.00%
	OVERALL PERCENTAGE	100%

The respondents used facebook as their social networking site in doing e-business with a result of one hundred percent (100%).

Facebook also has an entire interface designed for businesses, complete with business profile pages and an advertising system that allows marketers to target their ads based on the wealth of information users provide about themselves on the site. This interface not only generates revenue for the company but also creates a rare opportunity for small businesses with limited advertising budgets and a need to reach specific audiences [6]. Facebook surpassed messages per day and a communication method such as delivery of messages, wall posts and comments.

The respondent’s response on Instagram is zero percent (0%) which means that they are not aware and familiar of using this kind of social media. But now instagram is a growing social media platform that provides a means of self-expression and communication through creative visuals. Businesses are responding to this trend by using it as a cost-effective marketing tool. This mobile photo and video sharing application channels the inner-photographer in users. It grants users the freedom to publicize their personal memories and interests through their edited photos.

The use of twitter on the response of the respondents is zero percent (0%). Twitter as a form of marketing method

which can share ideas and information instantly but not as easy as facebook and instagram. According to data for March 2016, Twitter, 79% of whose users come from outside the USA, has 310 million monthly active users, records a billion unique monthly visits to websites with access to the platform and is available in over 40 languages. Twitter has not only become popular among social network users, but has also become a research subject for a growing number of academic and business researchers.

On the other hand, the respondents reply on website is zero percent (0%). As indicated [2], the web, or “world wide web” the website was not much at the time. Just a few sentences organized into topic areas that laid out the arguments for the concept. But it established vital first principles still essential to the web as it exists today: the notion of hyperlinks that reimagined documents as nonlinear texts and the ability for anyone and anywhere in the world. Website function is to scrutinize the content by way of a browser, a piece of software that cohered to universal formatting standards.

Table 5. Mean and Standard Deviation of Social Networking Website in terms of Facebook

	INDICATOR	MEAN	SD	INTERPRETATION
	FACEBOOK			
1	Reliability	3.80	1.107	AGREE
2	Credibility	3.48	1.266	NEITHER AGREE OR DISAGREE
3	Attractiveness	3.80	1.195	AGREE
4	Desirability	3.70	1.147	AGREE
5	Posting information	3.92	1.275	AGREE
	OVERALL MEAN	3.74		AGREE

The indicators for social networking website in terms of facebook is 3.74 as agreed by the respondents.

The highest indicator with a mean of 3.92 is posting of information as indicated by the respondents. Digital devices and services mediate a growing proportion of human activities social interactions, entertainment, shopping and other information can easily be recorded and analyzed through the use of electronic business [11]. Fueling the emergence of computational social science and facilitating the transition from small-scale experiments and observational studies to large-scale projects based on thousands or millions of individuals who are using the internet.

Followed by reliability and attractiveness with a mean of 3.80. Reliability in social media is becoming a more and more important news medium and lead to question

whether social media is capable of educating and informing these adults [5]. The results show that the assessment made is often very quick and deliberate, and that few news posts live up their definition of reliability, objectivity and transparency. Although facebook is a common news source, few consider it to be a good and reliable one.

Next indicator is desirability with a mean of 3.70. Desirability as an indicator of facebook is the tendency for people to respond in ways that they feel are appropriate or socially acceptable. Social desirability means that some behaviors are vulnerable to being under-reported and others over-reported. In marketing research, we are often interested in product usage across various consumer segments [8]. We are asked about behaviors related to eating fast food, gambling, alcohol consumption, tobacco use or impulse buying then we have to realize there could be a tendency for some people to under-report these types of behaviors. If we are asking about exercising, eating healthy, voting or donating to charities we have to be aware of potential over-reporting. With so much information coming from social media all the time and there are so many demands on the mind of the buyers. The drive to conserve mental energy is also a pervasive influence on the way our customers respond to questions.

Lastly, the indicator of credibility as agreed by the respondents with a mean of 3.48. According to Nguyen, as significantly more people have turned to online shopping, building credibility on the Internet is important [7]. One of the ways to build online credibility is to use rating and review systems. Reviews of customers can offer past experience which help our consumers shape impression about our products. The word of mouth to make purchase decisions to help us in doing research before buying and to lower the risk of purchase. Buyers relied more on reviews and it serve as a platform to boost their sales.

Table 6. Percentage on Community Networks as preferred by the Respondents

	INDICATOR	PERCENTAGE
	Community Networks	
1	PLDT SALES & SERVICE CENTER	70%
2	DIGITEL MOBILE PHILIPPINES, INC.	2%
3	GLOBE TELECOM	28%
4	CABLEVISION SYSTEMS CORP.	0%
5	LAGUNA VISION BAY, INC.	0%
	OVERALL PERCENTAGE	100%

The respondents preferred PLDT as their network in doing their e-business with a percentage of seventy percent

(70%), followed by Globe with twenty eight percent (28%) and Digital with two percent (2%) result.

Philippine Long Distance Telephone Co. (PLDT) has positioned itself to take advantage of the exploding number of internet access devices in the country and majority of the business and consumers also prefer to communicate via social networking sites such as facebook and other social networking sites in favor of the traditional email messages.

Globe Telecom acquired twenty eight percent (28%) as preferred by the respondents. Globe Telecom, commonly shortened as Globe is a major provider of telecommunications services in the Philippines. It operates one of the largest mobile, fixed line and broadband networks in the country.

Digital Mobile Philippines, Inc., gained two percent (2%) of the network as opted by the respondents. A wholly owned subsidiary of Digital Telecommunications Philippines, which in turn is owned by PLDT and is one of the Philippines largest mobile telecommunications companies.

Cable Vision Systems Corp. and Laguna Vision Bay, Inc. incurred zero percent (0%) respectively. These are current establishments in the community and setting good standards for providing and serving better networks and flexible access to their subscribers.

Table 7. Mean and Standard Deviation of Community Network in terms of PLDT

	INDICATOR	MEAN	SD	INTERPRETATION
	Community Networks			
1	Feel that the privacy of personal information is protected	4.04	1.009	AGREE
2	Trust it will not use my personal information for any other purpose	3.90	1.035	AGREE
3	Continue to use it regardless of its privacy policy if it helps me meet new customers	3.98	0.937	AGREE
4	Continue to use it regardless of its privacy policy if it helps me stay in touch with customers	3.72	0.927	AGREE
5	Continue to use it regardless of its privacy policy if it is popular	3.70	1.111	AGREE
	OVERALL MEAN	3.87		AGREE

The respondents describe PLDT as their means of community networking with an overall mean of 3.87. Feel that

the privacy of personal information is protected, trust it will not use my personal information for any other purpose, continue to use it regardless of its privacy policy if it helps me meet new customers, continue to use it regardless of its privacy policy if it helps me stay in touch with customers and continue to use it regardless of its privacy policy if it is popular.

PLDT is the leading telecommunications and digital services provider in the Philippines. Through its principal business groups - fixed line, wireless and others – PLDT offers a wide range of telecommunications and digital services across the Philippines' most extensive fiber optic backbone, and fixed line and cellular networks [1]

As to its customers, PLDT serve a broad range of customers from residential, small and medium enterprises (SMEs), corporate customers covering large local and international companies, organizations and government. Continually strives to satisfy their customers' expectations and concerns regarding quality of service, pricing, application process, service provisioning process, repair and restoration service and the billing process. Their commitment is to continuously engage with their customers through various touchpoints with the end in view of knowing and understanding customers' communication products and service needs, promptly addressing their concerns and identifying areas where they could further enhance customer experience.

6 CONCLUSION

In the light of the findings and analysis of the study, the following conclusions were drawn:

The respondents describe social media marketing in terms of consumers attitude, preference and belief was very good as agreed by the respondents. Everybody wants to trend on the different social media marketing. A well-defined campaign to a precisely-targeted audience can help trend with the right people who works with small and medium sized businesses. Once we see what is working, we can use that data to inform a larger-scale campaign for our business.

Facebook is the social media network preferred by the respondents in doing their e-business. Instagram, Twitter and Websites are not the adopted marketing method of the respondents. Posting of information is the main factor that benefit the establishments in doing their marketing campaign. Facebook ads are extremely versatile but they work best when the owner is focused about what they want to achieve. Objectives must be set to clarify marketing goals for campaigns or even individual ads.

PLDT is the preferred network of the respondents when doing their e-business. Globe Telecom is their second choice, followed by Digital Mobile Philippines, Inc. And the no response for Cable Vision Systems Corporation and Laguna Vision Bay, Inc. We all know that PLDT is the number one network provider. Provides comprehensive technical support and increase operational efficiency to reduce disruption. Network providers can keep the business relevant and on track with continually evolving technology, support, and

productivity demands. No small or medium sized business can afford to fall behind with technology trends in today's business set-up

7 RECOMMENDATION

In the light of the conclusions stated, the following recommendations were forwarded:

1. The creation and carry out of LSPU SCC - CBMA website for the product implementation of the BS Entrepreneurship students. Social media is becoming an influential part of people's everyday lives and technology is also affecting consumer trends. Social media influences customer behavior, changing how people are driven to visit sites, create web traffic and even make purchases.
2. Website design for the BS Entrepreneurship students is a vital influencing factor of online shopping. This will help the implementation of their products via online shopping. Website design, website reliability and fulfillment, website customer service and website security and privacy are the most attractive features to be considered which influence the perception of the consumer of online buying and motivate the consumers for online shopping.
3. Better website quality can guide the consumers complete transactions smoothly and attract them to revisit this Internet store. In contrast, worse quality would hinder their online shopping moves.

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