

STATUS OF ONLINE SELLING IN ILOILO CITY

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Abstract

From the advent of the Internet now comes its commercialization. E-commerce has emerged under which online selling is classified. This is a descriptive study which used survey interviewing method in order to assess the status of online selling in Iloilo City. In the process of data gathering, the snowball sampling was used in determining the respondents. Supplemental data from Department of Trade and Industry (DTI) - Iloilo, Bureau of Internal Revenue (BIR) - Iloilo and Business Licensing and Permit Office (BPLO) of Iloilo City were also gathered for reference. Major findings of the study show that the number of online sellers in Iloilo is growing since 2010 and these sellers use social networking sites and online classified ads site for online selling. The result of the study also shows that online sellers are not fully aware of the laws that affect online selling and the aforementioned government agencies lack regulation over the said form of business. The researchers discern the need for policy convergence just as digital convergence is occurring.