STABILITY OF MARKETING STRAEGIES OF SELECTED ONLINE LIVE SELLERS BASIS ENHANCING STRATEGIC RESILIENCE

ABSTRACT

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This study investigates the stability of marketing strategies among selected online live sellers in the suburban area of Rodriguez, Rizal, with particular focus on business profiles, strategic practices, and the challenges faced in a competitive digital selling environment. As e-commerce continues to expand, live selling has emerged as a crucial platform for small businesses by enabling real-time customer interaction and immediate product promotion. However, online sellers frequently encounter obstacles such as fluctuating audience engagement, pricing competition, technological limitations, and logistical inefficiencies. This study aims to provide data-driven insights into the resilience and effectiveness of their current marketing strategies. A quantitative descriptive research design was used, with data collected from 15 purposively selected online live sellers through structured survey questionnaires distributed via Google Forms. The survey focused on business profile variables, including years of operation, starting capital, quarterly profits, and time allotted to live selling. It also measured the perceived stability of marketing strategies based on the 4Ps: product, price, promotion, and people (customer engagement). Findings revealed that the majority of respondents were relatively new in the business (1–2 years), operated with low initial capital (₱10, 000 or less), and earned quarterly profits ranging from ₱10, 000 to ₱30, 000. Most sellers conducted live selling as a part-time activity. Respondents expressed strong agreement with the stability of strategies related to product quality and customer engagement, while indicating moderate agreement with pricing and promotional strategies. Key challenges identified included market competition, unreliable internet connectivity, limited digital tools, and unpredictable buyer behavior. The results underscore the need for strategic support mechanisms to enhance the resilience of online live sellers in suburban markets. Business owners, consultants, and policymakers may use these findings to develop training programs and infrastructure improvements aimed at increasing competitiveness and sustainability. Recommendations include upskilling sellers in digital marketing, improving access to stable internet and logistics, and encouraging innovation in promotional strategies to adapt to shifting consumer behavior.

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