

ASSESSING THE SWOT ANALYSIS OF ONLINE SELLERS: BASIS FOR ENHANCING STRATEGIC PLATFORM SUPPORT

ABSTRACT

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KEYWORDS

*online sellers; strategic
support; swot analysis;
e-commerce; shopee; swot
online*

ARTICLE ID

AASGBCPJMRA-B49813

The rapid expansion of e-commerce platforms such as Shopee is reshaping the retail landscape in Southeast Asia by enabling small and medium-sized enterprises to reach broader markets. Despite these opportunities, online sellers encounter challenges, including logistical inefficiencies, limited product visibility, evolving consumer preferences, and intense competition. This study assesses the strengths, weaknesses, opportunities, and threats (SWOT) faced by Shopee sellers in Novaliches, Quezon City, to inform the development of enhanced strategic support mechanisms based on the SWOT framework proposed by Kumar and Praveena. This study employs a descriptive quantitative design, administering structured questionnaires to 30 purposively selected Shopee sellers in Novaliches. Data analysis includes frequency distributions, percentages, weighted means, Kruskal–Wallis H tests for group comparisons, and ranking of identified SWOT factors to determine their relative importance. Most respondents operated with start-up capital and monthly revenues below ₱50 000 and had one to two years of online selling experience. Sellers reported strong pricing strategies, high customer satisfaction, and positive review management as key strengths. Negative reviews, shipment delays, and deep platform discounts emerged as primary weaknesses. Live selling features, influencer marketing, and round-the-clock customer access were identified as top opportunities. Major threats included unstable internet connections, policy suspensions, and fierce market competition. The Kruskal–Wallis H test found no significant differences in SWOT factor ratings based on capital size, years of operation, or income level. Unstable internet connectivity, high competition, logistics delays, and adverse customer feedback were ranked as the most critical barriers. The findings suggested that targeted strategic enhancements—such as seller loyalty programs, live-stream sales initiatives, influencer collaborations, and platform-led training—could bolster seller competitiveness. Recommendations also included integrating multiple logistics providers and deploying chatbot-based customer support to streamline operations. As a result, Shopee sellers would be better equipped to navigate dynamic market conditions. This study offers practical insights for entrepreneurs and platform developers aiming to strengthen the online retail ecosystem.

RECOMMENDED CITATION

Antonio, A. R., Benitez, Y. A., Duarte, R., Gaton, N., & Ympal, S. M. (2025). Assessing the SWOT Analysis of Online Sellers: Basis for Enhancing Strategic Platform Support. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 136.