



Small to Medium Online Live Selling Consumer Satisfaction in Nueva Ecija: Outlook for Better Online Market Services

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ABSTRACT

The COVID-19 pandemic has expedited the transition towards a more technologically advanced world, with lasting repercussions on online buying habits. Due to constraints on face-to-face communication, the consumer has migrated from in-person to online shopping. In the province of Nueva Ecija in the Philippines, internet shoppers also use the online platform to purchase their fundamental needs and desires. The active online consumers were the target respondents of this study. This research study was conducted in the province of Nueva Ecija, Philippines. The researchers used Statistical tools such as Percentage, Frequency Distribution, Weighted Mean, and Thematic Analysis in analyzing the data gathered. As to the results, most of the respondents stated they feel, that buying online involves a high level of uncertainty when it comes to perceived uncertainty. Also, the majority of the respondents have a significant impact on customer satisfaction, especially in the initial phases of online purchases. Lastly, unexpected poor product quality was the problem that most encountered by the consumers using online live selling. It is recommended that strengthening and enhancing the use of online live selling will lead to the new formulation and digital transformation of the marketing plan which may result in the enhancement of their profitability and customer satisfaction.

Keywords: Online live selling, Market Services, Consumer Satisfaction

INTRODUCTION

The COVID-19 pandemic has expedited the transition towards a more technologically advanced world, with lasting repercussions on online buying habits.

When the virus, dubbed "Covid-19 virus," existed, the economy ceased to function. Small and large business owners have ceased operations since the government has imposed numerous lockdowns to prevent the rapid spread of the virus. According to the poll titled "Covid-19 and E-commerce," the internet shopping habits of around 3,700 people in nine emerging and developing economies have been irrevocably altered. Sadly, brick-and-mortar retail has slowed to a halt in the aftermath of the coronavirus. As a result, many channels retail firms have been scrambling to improve their digital experiences as their customers migrate online.

Due to constraints on face-to-face communication, the consumer has migrated from in-person to online shopping. They rely on the digital world more than ever before. Consequently, the urgency with which firms must alter their strategy to transition toward digital transformation increases. Online purchasing has existed for around twenty-five years.

Today, practically everything can be purchased online. According to industry experts, online shopping will soon surpass traditional shopping in terms of revenue. It has gained tremendous appeal. A person engages in online live selling when they purchase things via the internet. Going to a website, group page, Facebook page, Instagram page, and many other social media platforms and providing products to their lives and talking with people, then establishing an address for the delivery of the product when they acquire clients. The buyer pays for the product or service either online with an online bank, Gcash, credit or debit card, or upon delivery.

In the province of Nueva Ecija in the Philippines, internet shoppers also use the online platform to purchase their fundamental needs and desires. This suggests that Internet channels were effectively exploited by both sellers and buyers in the aforementioned province. Regardless of the scale of online merchants, the internet platform became the means by which they continued to sell their items. Live-online selling is one of the most prevalent and well-known social media methods. Numerous influential people today began their careers through internet live selling.

Customers are delighted when purchasing products from a seller online since the method of online live selling offers them a number of convenient features. The facilities are such that the consumer can obtain multiple variations of any product; the process is extremely time-efficient, and the most important aspect is that the customer can compare prices. The company's website must engage in creative data, be routinely updated, and be easily navigable to suit the ever-changing demands of consumers. However, it is crucial that the corporation enhance the reasonable pricing of its products in order to attract and satisfy a greater number of clients. If the organization is capable of attracting and satisfying a greater number of clients through online buying, it will be a formidable competitor in the business market. Due to the necessity of strong distribution for online live selling, buyers do not wait for extended periods to receive the things they have purchased. In its business procedures, the corporation must preserve transparency so that its customers would demonstrate their loyalty and trust. It is crucial to always delight clients by delivering economical services and products of high quality. Consequently, the company's revenue will rise.

According to Duch-Brown et al. (2017), without the internet channel, 36.5% of online sales of digital cameras, 28.5% of online sales of media players, and, depending on the demand model, between 36.7% and 52.4% of online sales of portable computers would be lost. At the current level of online market share, this indicates that e-commerce increased overall sales for these three consumer electronics products by 2, 4, 5, and 7–10 percent, respectively. Thus, e-commerce complements traditional sales rather than completely replacing them. Live in Facebook offers several filters that can be applied by the user, causing some of the online seller's products to appear in different colors when they are delivered to the buyer.

This study aims to determine consumer satisfaction using online live selling and the problems encountered by live online selling consumers. The researchers want to find the most effective way of using online live selling to help customers meet their expectations while also assisting businesses to grow and innovate during this pandemic. And this research will assist both aspiring and established online and direct business owners in determining the most effective way to use online selling.

Consumer Satisfaction

Comparing expectations and experiences leads to consumer satisfaction, according to W. Khristianto, I. Kertahadi, and I. Suyadi (2012); in other words, when the delivery meets or surpasses the consumer's expectations, the consumer is satisfied. The execution of a market concept successfully depends on client satisfaction and loyalty.

According to T. Ahn, S. Ryu, and I. Han (2005), satisfied consumers are individuals who will transact with a service provider again if the provider fulfils or exceeds their expectations. It is essential to identify the variables that affect customer happiness since they serve as a benchmark for the business and a road map for future enhancements.

Customer satisfaction, according to Oliver (2014), is the consumer's fulfilment response. It is the customer's assessment of a product or service to determine whether or not it meets the customer's wants and expectations. If the product or service meets the customer's wants and expectations, it is considered that the consumer would be satisfied with it. Customer happiness has become a crucial aspect of e-commerce's Customer satisfaction is essential for online marketers and retailers since it provides a statistic for managing and enhancing their online companies. Nonetheless, contentment is dynamic; it can change and be influenced by a number of things. Customer satisfaction is impacted by the perception of service quality, product quality, and price, in addition to personal and situational considerations (Zeithaml, Bitner, & Gremler, 2013).

According to Khan, Liang, and Shahzad (2015), the factors of pricing, product information, convenience, and return policy have a positive and statistically significant effect on customer repurchase

intent in online stores. In addition, according to Ogunleye (2013), the experience of returning a product can affect the customer's view of the service they receive. When a consumer is unsatisfied with a product because it does not fulfil his or her needs and expectations, the product will be returned, which may leave the customer dissatisfied. Therefore, online retailers should view the product return as an opportunity to recover service revenue. Service recovery is crucial for dealing with a service failure. The customer who has had a service breakdown may be more loyal to the online retailer and more likely to repurchase if they are satisfied with the online retailer's service recovery efforts. In addition, the return policy can help online companies manage customer concerns. It is possible to impact customer satisfaction and foster customer loyalty through the provision of an acceptable return policy.

Customer happiness is one of the most essential factors in a company's success. In reality, consumer satisfaction is defined as the difference between expectations before purchasing and performance after shopping. Simultaneously, it shows following the conclusion of a transaction, i.e., after consumers have purchased their products (Nguyen et al., 2021). Once clients are happier with the products or services, it will be easier for businesses to increase their market share and profitability in the future (Anderson et al., 1994; Rust & Anthony, 1993). Similarly, Liao et al. (2017) note that satisfaction has a positive relationship with profitability and competitive advantages. This is because the more satisfied clients a business has, the greater its potential for success. These results assist the organization in enhancing its reputation and image while reducing its marketing expenses (Nguyen et al., 2021). This study examines, in addition to customer satisfaction, the association between factors and repurchase intent. Copeland (1923) defines repurchase intention as the recurring acquisition of products or services over time. In other words, repurchase intention refers to a consumer's desire to return to a store where they have previously made a purchase. Repurchase intent is crucial since the cost of retaining consumers is much less than the expense of acquiring new ones; consequently, repeat purchases by current customers generate more profit for businesses (Chiu et al., 2009; Spreng et al., 1995; Zhang et al., 2011, Maharani et al., 2020). When consumers are kept, they are likely to promote the service to new buyers such as friends and family, which can assist firms to lower the cost of acquiring new customers, resulting in a profit rise (Pham & Ahammad, 2017; Ho et al., 2020).

Customers evaluate satisfaction in general and customer satisfaction when purchasing items on Facebook in particular based on the factors that are important to them when purchasing a product. Customers are interested in knowing whether or not the things they purchase through Facebook or other online channels fit their specifications (Moriuchi & Takahashi, 2016). Similarly, where buyers believe they can buy things on Facebook, the ease of trade and appropriate pricing of products being sold on Facebook will also influence their level of satisfaction (especially when compared with traditional purchases).

This study's product concept refers to the distinctions between products. Product differentiation, a marketing approach that seeks to distinguish a product from its competitors, refers to the company's strong brand and diverse, high-quality product lines. This is the capacity for internet retailers to become competitive and create obstacles against conventional suppliers (Moriuchi & Takahashi, 2016). Consequently, products can be considered one of the strengths of Facebook online businesses. Trust is a customer's confidence in making a purchase after evaluating the characteristics of the trade environment (Pavlou, 2003). Additionally, the brand of the store selling on Facebook inspires confidence (Moriuchi & Takahashi, 2016). In this context, "supply" refers to the Facebook online store that adheres to the product quality promises made to clients, hence boosting customer confidence (Moriuchi & Takahashi, 2016).

The purchasing experience on Facebook is where customers have many alternatives; concurrently, through each transaction, users build their future purchasing experience. Online shopping gives consumers more information and possibilities to compare products and pricing, as well as a larger

product selection, convenience, and the ability to quickly locate desired items. The purchasing experience improves as Facebook sales increase (Moriuchi & Takahashi, 2016).

Price is the determining element in all purchases. In this study, prices are characterized as "price competition" when purchasing products on Facebook versus in traditional stores. Many customers anticipate that online retailers would sell their products at a lesser price than traditional retailers. In addition, pricing can be negotiated when purchasing products through Facebook (Moriuchi & Takahashi, 2016).

Facebook's product diversity contributes to the convenience of online shopping. Convenience helps clients align their aims with their requirements (Forsythe et al., 2006; Szymanski & Hise, 2000). The convenience of purchasing on Facebook is accompanied by the benefits of product diversity and product availability that online retailers provide to clients, without the psychological hurdles that exist when selecting a product.

Online Live Selling

According to Novak (2012), live selling is derived from the practice of using video to increase sales, which began with TV Shopping Channels, where products were demonstrated in front of live viewers at home, and if they were interested, they were encouraged to place an order by phone. Due to the growth of the Internet, marketers were eventually able to reach their target audiences through influencers' video product reviews. In terms of using video for commercial purposes, little had changed until the COVID-19 pandemic drove people to remain indoors, requiring individuals to choose between online shopping and viewing the live social video.

Cai and Wohn (2019) state that E-commerce with live streaming is very new, particularly in the majority of the world. This subcategory of e-commerce is exclusive to the live stream format since it involves interaction between the consumer and the merchant in real-time. Despite the fact that live streaming e-commerce has expanded significantly over the past few years, particularly in 2020, it is still China's largest industry.

According to Liu (2011), approximately 30 percent of China's population, or 430 million people, viewed live broadcasts in 2019, while 37 percent of Chinese who made online purchases did it via live streaming. The majority of the population is comprised of those under the age of 25 and millennials, but middle-aged and elderly customers have also been discovered.

As reported by Rahman et al (2018). World Wide Web in the year People's attitudes and behaviors have been profoundly altered by the World Wide Web, leading to the emergence of online buying. Using a self-designed questionnaire and 160 participants from Dhaka, this study seeks to comprehend the internet shopping behavior of consumers. Survey results indicate that people shop online to save time. Males and females have the same preferences for like and disliking characteristics; they prefer home delivery and dislike being unable to touch and feel the merchandise. They collect online buying information from websites, particularly social networks, and purchase garments and accessories primarily via cash on delivery. The majority of consumers are concerned about the security of the payment system, and their overall happiness with online purchasing is variable.

MATERIALS AND METHODS

Research Method

This research used the mixed method design. This design was used to carefully appraise the worthiness of this study. According to Cliff (2018), the descriptive-evaluative method of research includes interviews and mailed questionnaires. Often, it involves a group that is preselected without any base group to compare the result. In this study, the questionnaire instrument was utilized to collect the information needed. The research instrument helped the researchers to keep track of the evaluation in order to validate the information gathered. Furthermore, the researchers also conducted a series of interviews to validate the answers of the respondents.

Respondents of the Study

The active online consumers were the target respondents of this study. This research study was conducted in the province of Nueva Ecija, Philippines. The said province has 31 Municipalities where the sample size of the respondents came from.

Sample and sampling procedure

The total sample size of the respondents of the study is 385 of the total population of 1,531,020. This study uses the Raosoft application to determine the sample size with a 95% confidence level and 5 % error margin. This study used a voluntary sampling technique, a voluntary sample is one of the main types of non-probability sampling methods. A voluntary sample is made up of people who self-select into the survey. Often, these folks have a strong interest in the main topic of the survey (StatTrek, 2021) voluntarily participate in the survey and are willing to provide personal judgement. The researchers difficult to utilize various sampling methods, since the circumstances of COVID-19 pandemic also make it riskier to recruit respondents and gathered face-to-face interviews.

Data Gathering Procedure

After the proposal and approval of the research topic and problem entitled “Small and Medium Online Live Selling Consumer Satisfaction in Nueva Ecija; Perspective of a Progressing Livelihood ” the researchers proceed to the gathering of data and information from related research, articles, and the internet. The questionnaire was formulated through the gathered information and checked by the researcher’s mentors. The researchers conduct a dry run to check the reliability and validity of the formulated questionnaire. The reliability coefficient of the instrument was tested and measured to check the internal consistency. The validity of the research instrument was established by presenting the developed research instrument for the comments of the experts who rate the instrument. The reliability coefficient of the instrument was tested and measured with a score of .866, which means that the instrument has a good internal consistency. The validity of the research instrument was established by presenting the developed research instrument for the comments of the experts who rated the instrument with 4.80 as it’s weighted mean having a verbal interpretation of “very good”. Before the distribution of the questionnaires, the researchers obtain approval from their subject teacher and adviser, since the survey questionnaires are posted online on some social media platforms like Facebook, and lastly the researchers are free to conduct a survey.

After the dry run of the questionnaire, it was tallied, and further revisions of the questionnaire were done.

After the distribution, the information that was gathered from the answered questionnaire was tallied for further interpretation.

Research Instrument

The findings of this study were conducted through an online survey form, with a database that can collect and store data, it also provides statistical software analysis of the findings. Survey research is the most fundamental tool for all quantitative outcome research methodologies and studies. Survey questionnaires are a set of questions to accomplish the objectives of the study, participants encourage to complete them over the internet via a google form. The online survey questionnaires constructed in the Google form consisted of three parts;

Part I includes the socio-demographic profile of the consumer. It was constructed by the researchers, and a checklist form.

Part II consists of the questions that assess the level of small to medium online live selling consumer satisfaction. This part of the instrument will be formulated in the modified 4-point Likert scale (Strongly Agree (5); Agree (4); Slightly Agree (3); Disagree (2), and Strongly Disagree (1). Participants were instructed to rate the statements and answer the question. It was a pattern and modified from the questionnaire of Rao YH, Saleem A, Saeed W and Ul Haq J (2021) entitled “Online Consumer Satisfaction During COVID-19: Perspective of a Developing Country” with special reference to Islamabad, Pakistan.

Part III comprised of the problems encountered by the respondents in terms of consumer satisfaction. This part was made up of an open-ended question. The respondents were asked to write their honest opinions regarding the questions being asked. The research instrument was validated; corrections and suggestions were incorporated in the final draft; interviews were done with the other consumers to check the reliability and validity of the instrument.

After the dry run of the questionnaire, it was tallied, and further revisions of the questionnaire were done.

After the distribution, the information that was gathered from the answered questionnaire was tallied for further interpretation.

Data Analysis Techniques

The data collected from the locale were encoded, tallied, and analyzed. Statistical tools such as Percentage, Frequency Distribution, Weighted Mean, and Thematic Analysis were used in analyzing the data gathered. The scale below was employed to interpret the results.

Table 1. Scales for Interpretation

Scale	Mean Range	Interpretation	Description
5	4.21-5.00	Strongly Agree	Highly in favor
4	3.41-4.20	Agree	In favor
3	2.61-3.40	Slightly Agree	Not so in favor
2	1.81-2.60	Disagree	Not in Favor
1	1.00-1.80	Strongly Disagree	Highly not in favor

Table 1 shows the scales used by the researchers in interpreting the data collected using the 4 -point Likert scale.

Aside from the said scale, the researchers used the following statistical tools to classify, tabulate, and analyze the data in accordance with the objectives of the research study:

1. In determining the number of respondents, the researcher used the **weighted mean, frequency, and percentage**.

2. In evaluating the respondents’ degree of perception about the effectiveness of online advertisement to deliver promotional marketing messages, the **weighted mean, frequency and ranking** were used
3. In assessing the respondents’ problems encountered in online advertising, **thematic analysis** was applied and treated with **frequency, percentage, and ranking**.

RESULTS AND DISCUSSION

1. Profile of the Respondents

1.1 Percentage Distribution of the respondent’s profile variable in terms of Age

Table 2. Profile of the respondent in terms of Age

Age	Frequency	Percentage
15-20 years old	248	64%
21-25 years old	107	28%
26- 30 years old	14	4%
31-35 years old	11	3%
26- 40 years old	5	1%
41-45 years old	0	0%
46- 60 years old	0	0%
Total	385	100%

Table 2 indicates the distribution of the respondents according to their age. The majority of the respondents ranged from fifteen (15) to twenty (20) years old. This shows that the participants were at the appropriate age to know their satisfaction with purchasing online. According to the respondents, they are the ones who usually purchase online and they are the ones who are usually aware of the various online live sales. Based on the gathered data most of the respondents are teenagers and we all know that teenagers today are very active on social media or on the internet, that’s why they are most exposed to online live selling or any online shopping found on the internet. As a result, they became the potential customer of the seller.

This is consistent with the results of Tankovska, (2021). This figure indicates the percentage of adults in the United States who used social media, broken down by age group. During that time period, 90 per cent of people between the ages of 18 and 29 used social media.

1.2 Percentage Distribution of the respondent’s profile variable in terms of Sex

Table 3. Profile of the respondent in terms of Sex

Sex	Frequency	Percentage
Male	101	26%
Female	284	74%
Total	385	100%

Table 3 shows that the majority of the respondents were female and got 284 responses or 74%. This result shows that women are more focused on satisfaction when purchasing products online because women are more likely to be satisfied when buying online. And Females were more engaged in the buying decision of a household since they handle the budget of the family.

According to Kumaravel (2017), women think differently than men in terms of online shopping. These distinctions have an effect on their shopping habits because women have the power to control the amount of money that they spend.

1.3 Percentage Distribution of the respondent’s profile variable in terms of Income Level

Table 4. Profile of the respondent in terms of Income level

Income Level	Frequency	Percentage
Below 5,000	264	69%
10,000 – 20,000	100	26%
25,000 – 30,000	21	5%
35,000 – 45,000	0	0
50,000 above	0	0
Total	385	100%

Table 4 shows that the majority of respondents have an income level of 5,000 (five thousand) and below. The majority of respondents have an income level of 5,000 (five thousand) or below. The above findings indicate that respondents' online purchases typically come from their income. According to the respondents, due to a lack of finances, they are not able to purchase a product online.

According to Fisher et al. (2012), those with lower income levels were more likely to demonstrate environmentally friendly behaviours. According to Boztepe (2016), consumers with low-income levels are not affected by price as thought; they are affected by promotion activities.

1.4 Percentage Distribution of the respondent’s profile variable in terms of Online Purchases

Table 5. Profile of the respondent in terms of Online Purchases

Online Purchases	Frequency	Percentage
Everyday	47	12%
Weekly	84	22%
Monthly	156	41%
Once in	98	25%
Total	385	100%

Table 5 indicates the distribution of the respondents according to their online purchases. Based on the survey conducted, the majority (41%) of our respondents purchase monthly and only 12% of our respondents purchase every day. It shows that not all of our respondents can afford to purchase every day or weekly due to unemployment and financial problems and they only purchased according to their needs.

According to Estay(2022), over 75% of people are shopping at least once a month online. As the need for convenience becomes more prominent for consumers, it makes sense that over 75% of them are shopping online at least once a month.

2. Consumer Satisfaction

2.1 Online consumer satisfaction assessed in terms of Perceived risk.

Table 6. Online consumer satisfaction is assessed in terms of Perceived risk.

Perceived risk	WM	VI	RANK	VB

1. Internet shopping is risky.	4.23	Agree	1	In favor
2. There is so much uncertainty associated with shopping on the Internet.	2.57	Disagree	5	Not in favor
3. Internet shopping is more risky than conventional forms of purchase.	3.78	Agree	2	In favor
4. Customers who are unhappy with the results of their purchases.	3.24	Slightly Agree	4	Not so in favor
5. Customer pleasure suffers as a result of perceived risk.	3.75	Agree	3	In favor
Perceived risk- WM	3.51	Agree		In favor

Table 6 presents the online consumer satisfaction assessed in terms of Perceived risk. Consumers feel more the risk by shopping through the internet which ranks number one with a weighted mean of 4.24 and verbal interpreted Agree. While there is so much uncertainty associated with shopping on the Internet got the lowest weighted mean of 2.57 with Disagree verbal interpreted.

Based on the results, the greater part of the respondents agreed that the riskiest is when we are shopping through the internet. It shows that there's a high risk of shopping through the internet due to a lack of security or personal identification privacy and not all seller is trustworthy as well as their products, and it is an outcome of scam. A lot of difficulties occur when you shop online and the things that you purchased are not the same as shown in the photo, and the majority of people believe that delivering incorrect items occurs when you buy online. In addition, Online buying is unsafe for today's generation due to untrustworthy information and the provision of personal information such as credit card numbers, email addresses, and phone numbers. Purchasing an item from a physical store is a less hazardous option.

According to Laroche et al., (2005) online shopping has more risks because it is hard for consumers to assess the security and privacy issues at the same time as the items they bought.

According to Youngsoo K. et, al. (2015) Consumers are doubting the quality of products they saw online based on their past experiences.

2.2 Online consumer satisfaction assessed in terms of Perceived Uncertainty.

Table 7. Online consumer satisfaction is assessed in terms of Perceived Uncertainty.

Perceived Uncertainty	WM	VI	RANK	VB
1. I feel, buying through online involves a high level of uncertainty.	3.67	Agree	1	In favor
2. There is a high degree of product uncertainty.	3.63	Agree	2	In favor
3. I am exposed to many transactions uncertainties if I fill in my details while shopping through an online live.	3.53	Agree	5	In favor

4. I feel the uncertainty associated with online shopping is high.	3.56	Agree	4	In favor
5. Customers may not expect the outcome of any form of trade to be expected.	3.59	Agree	3	In favor
Perceived Uncertainty-WM	3.60	Agree		In favor

Table 7 presents the online consumer satisfaction assessed in terms of Perceived Uncertainty. The consumers feel buying online involves a high level of uncertainty that ranked number one with a weighted mean of 3.67 and a verbal interpretation of Agree. On the other hand, they were exposed to many transaction uncertainties if they fill in their details while shopping through an online life got the lowest weighted mean of 3.53 with verbally interpreted Agree.

The results indicate that most consumers agreed they feel that buying online involves a high level of uncertainty. When it comes to online shopping, there is no certainty if the quality they delivered to you is okay or not because some product appears to be attractive in the photo but when the actual product arrives, the quality is not what you've expected. Moreover, uncertainty occurs for the reason that the items or products are not seen in actuality which makes a customer buy hesitantly.

According to Alex B. (2016), Consumers online are worried about security breaches and identity theft and have doubts about their privacy on what the sellers doing with their data.

According to Fleming J. et, al. (March 11, 2015) consumers have more trust in certain businesses than they do others in terms of the security of their personal information.

2.3 Online consumer satisfaction assessed in terms of Price Value

Table 8. Online consumer satisfaction is assessed in terms of Price Value.

Price Value	WM	VI	RANK	VB
1. Buying products from online live selling stores is reasonably priced.	3.79	Agree	2	In favor
2. Shopping on the internet offers good value for money.	3.68	Agree	4	In favor
3. At the current pricing, online buying gives good value.	3.65	Agree	5	In favor
4. Online shoppers expect from online retailers to sell their products at prices cheaper than those in traditional stores.	3.74	Agree	3	In favor
5. Price has a significant impact on customer satisfaction, especially in the initial phases of online purchase.	3.89	Agree	1	In favor
Price Value-WM	3.75	Agree		In favor

Table 8 shows that result for the online consumer satisfaction assessed in terms of Price Value was present. Price has a significant impact on customer satisfaction, especially in the initial phases of online purchases ranked as number one with a weighted mean of 3.89 and verbally interpreted as Agree.

While at the current pricing, online buying gives good value got the lowest weighted mean of 3.65 and verbally interpreted of Agree.

According to the results, most parts of the respondents agreed that price has a significant impact on customer satisfaction, especially in the initial phases of online purchase. Online shopping gives consumers more information and the opportunity to compare items and pricing, as well as a larger product selection, convenience, and simplicity of discovering desired things online.

According to Yulisetiari D. et al. (2019) Price does have a significant influence on consumer satisfaction. It demonstrates that the industry is highly sensitive to pricing, and the higher the given price, the larger the influence on consumer satisfaction.

According to Melanie (2017) Pricing structure of the company has a significant influence on client retention. Customers are dissatisfied when costs increase

3. Problems Encountered by the respondents in terms of consumer satisfaction

Table 9. Problems Encountered by the respondents in terms of Consumer satisfaction.

PROBLEM ENCOUNTERED	FREQUENCY	PERCENTAGE	RANK
Unexpected poor product quality	225	58	1
Delivery Issues	87	23	2
Mismatched product information	68	17	3
Others	5	3	4

Table 9 presents problems encountered by online consumers in terms of consumer satisfaction. Unexpected poor product quality ranked as number 1 with 225 responses, Delivery issues comes 2nd with 87 responses and the last problem encountered is the mismatched product information with 68 responses.

Data revealed that most online live sales don't provide 100% of their product quality details. Since these products are only presented in a photo, consumers cannot test the quality of the product. The respondents revealed that they expect good quality, which attracts them to purchase, but upon receiving the product, the quality that they want to see did not meet their standard.

Quality Gurus (2021) revealed that quality is the most important part of any business. It's the backbone of a company. Despite all the quality models and practices out there, most companies face the problem of poor quality. Delivery Issues were also a problem for some respondents. It shows that the respondents received their ordered product with defects, some received their order late compared to the estimated day of arrival. According to the respondents, reckless handling of their goods creates a negative reputation for their business as well as a late delivery issue. As added by the respondents, they shoulder the delivery services which should be given a worthy service.

Peng et al. (2017) revealed that delivery performance affects customer transaction quantity and unit price differently. Furthermore, these impacts can differ significantly between trade customers.

Lastly, Mismatched product information was also a problem for some respondents. It shows that the product specifications are different from what has been posted in the online store. The respondents mentioned that the specifications posted were different which makes them dissatisfied with their purchase. Making false advertisements is not helping the business.

According to Google Merchant (2021) a common cause for incorrect availability is the time difference between updates on your website and updates of your product data in Merchant Center. This may lead to account suspension and negative company feedback.

CONCLUSION AND RECOMMENDATIONS

The following conclusions were drawn on the basis of the results: The majority of the respondents were females, fifteen (15) to twenty (20) years of age, that had less than 5000 income and their purchases monthly. Additionally, most of the respondents agreed that internet shopping is risky when it comes to perceived risk. Most of the respondents stated they feel, that buying online involves a high level of uncertainty when it comes to perceived uncertainty. Also, the majority of the respondents have a significant impact on customer satisfaction, especially in the initial phases of online purchases. Lastly, unexpected poor product quality was the problem that most encountered by the consumers using online live selling.

Based on the findings and conclusions presented, the following was recommended: Use of other online stores is encouraged to increase the number of people who are interested in small to medium online live selling and recognize the use of other social media channels to promote their satisfaction.

Strengthening and enhancing the use of online live selling will lead to the new formulation and digital transformation of the marketing plan which may result in the enhancement of their profitability and customer satisfaction.

Lastly, it is recommended to use the different interventions which are applicable in solving the problems encountered by the respondents. It may assist them in recognizing efficiency gains and cost savings that contribute to their profitability and business longevity. The researchers recommend strengthening the total quality management of the business to eliminate the problems stated by the respondents.

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