

ABSTRACT

This study was conducted to find out the Opportunities, Challenges, and Coping Strategies of BSBA Online Seller during the COVID-19 Pandemic. (1) Determine the Socio-demographic profile of the respondents in terms of Age, Location, and Social Media Platform. (2) Determine the Opportunities and Challenges of BSBA Online Seller. (3) Determine the Coping Strategies of BSBA Online Seller during the COVID-19 Pandemic.

Frequency count, percentage, and mean were the statistical tools used in analyzing the data. A set questionnaire is composed of the demographic profile of the respondents, opportunities, challenges, and coping strategies of BSBA Online Sellers.

Out of 271 populations of BSBA students, the result showed that there are only 20 active online sellers, and the majority of BSBA online sellers were 18-26 years old and mostly females and they use Facebook as a social Media Platform where they use in posting and selling their products and services.

The respondents of the study had many opportunities during COVID-19 pandemic, they had an authorized supplies where they get their supplies/products anytime, they had extra reserved money in case of emergency. (Palulos), they advertised and posted their products on social media for a wider target base, online platforms really helped them in advertising like Tiktok, Instagram, Facebook and etc. They personally photographed and responsible customers. Online sellers encounter challenges such as struggling with unreasonable customers in time of paying their products/services in its highest quality, presence feedback & review, they had loyal orders and COD payment basis leading to have “bugos” buyers. BSBA online sellers were finding unique selling propositions and putting customers’ review on product pages, understanding the target

audience, connecting their online store to social media account, showcasing their products with high-quality photos, focusing on customer service, using responsive design, putting customer review on product pages and selecting the right e-commerce platform.