

# Sustainable Development of Marketing Strategy to Increase Sales of Lazada Products

**Alovera Princess Erica Beup<sup>1\*</sup>, Celzo Yuann Yllac Craig Domingo<sup>1</sup>, Cepe Maylene Martinez<sup>1</sup>, Flores Keith Levi Galang<sup>1</sup>, Ikegami Cladd Jin Calalang<sup>1</sup>, Lim Ma Christina Abay<sup>1</sup>, Satulan Eliza Tabon<sup>1</sup>**

<sup>1</sup> College of Management Business Administration Program, Dr. Carlos S. Lanting College, Quezon City, Philippine

## Email Address

Erikka.beup17@gmail.com (Alovera Princess Erica Beup),  
yuanncraigyllacelzo@lanting.ph.education (Celzo Yuann Yllac Craig Domingo),  
maylenecepe@lanting.ph.education (Cepe Maylene Martinez),  
keithleviflores@lanting.ph.education (Flores Keith Levi Galang),  
claddjinikegami@lanting.ph.education (Ikegami Cladd Jin Calalang),  
claddjinikegami@lanting.ph.education (Lim Ma Christina Abay),  
Elizasatulan@lanting.ph.education (Satulan Eliza Tabon)

\*Correspondence: Erikka.beup17@gmail.com

**Received:** 23 July 2022; **Accepted:** 8 August 2022; **Published:** 18 August 2022

## Abstract:

Lazada is an international e-commerce company that is also well known in the Philippines. Research has shown that to be able to build an effective sustainable development to increase sales in Lazada, they must consider some of the factors that are familiar through their sellers themselves. This study aims to identify the long-term evolution of the Lazada marketplace's marketing strategy to improve sales. Based on a review of literature and theories of sustainable development and increasing sales of e-commerce, the indicators for assessing sustainability objectively and qualitatively should then be divided into a common index and a different index for each industrial segment, as well as its supply chain, by contrasting research findings to estimate the economic value of sustainability. To analyze the responses, most respondents are female, and all factors are needed to consider by the Lazada itself. To sum it up, simplifying the keywords for a better understanding of every buyer and seller are the biggest factor for the sustainable development of the marketplace. In terms of assessing the factors that determine the marketing strategy, technology, and brand quality should be the focus.

## Keywords:

Sustainable Development, Lazada, E-commerce, Marketing Strategy, Online Platform

## 1. Introduction

In this advanced time, rapid technological development is going with by a developing number of internet users, the competition between online marketers will

be indeed more tightly. Electronic commerce has ended up an inescapable trend. That is why the development of the internet and e-commerce has impacted consumers' lives, the way they traded, and the decision-making process is thereby creating the difference between online consumer behavior and behavior traditional consumption. Many companies acknowledge the potential of e-commerce's-commerce has created new possibilities for companies. E-commerce has seen remarkable growth in popularity year after year since its inception on (Haque, Sadeghzadeh, and Khatibi 2006).

More individuals are depending to e-commerce to induce get to their day-by-day basics, by browsing on the web, clients can discover essential products, such as nourishment and vitamins, and indeed things for their relaxation exercises like domestic workout hardware and skincare items, (Chairunnisa, Irwansyah 2016).

Based on the official website of Lazada (Founded in 2012), Founded in 2012, Lazada Group is Southeast Asia's leading e-commerce platform. Lazada Philippines is part of Lazada Group operates in several countries in Southeast Asia, namely Indonesia, Malaysia, Indonesia, Singapore, Thailand, and Vietnam. The Lazada Group's headquarters are in Dubai, United Arab Emirates. The items were advertised within the hundreds of thousands that are accessible for different categories. Lazada is an online shopping mall that sells a variety of goods, including electronics, fashion, home appliances, health and beauty, infants and children's toys, sports and travel, wholesalers, and more. [www.lazada.co.id](http://www.lazada.co.id) is the online shopping website of Lazada Indonesia. This ensures that customers are comfortable when dealing and that payments are secure.

Southeast Asia is a high-growth region for e-commerce. Many international vendors want to enter this market, and Lazada is the ideal option to do it. Lazada offers so many things such as, Lazada Free shipping, Lazada Vouchers and Lazada Flash sales. According to Google and Temasek Southeast Asia's online economy hit \$100 billion in 2019, and it is estimated to triple year in 2025. The population in this region is moderately youthful and has a very high web and smartphone penetration rate, making it an appealing target for cross-border dealers. As the world's most prominent e-commerce portal to Southeast Asia, Lazada has created a dynamic and one-of-a-kind online shopping mall that connects shoppers from Southeast Asia with merchants from all over the world. It's one of the most effortless ways for e-commerce retailers to thrust deals within the region.

According to (iPrice's Map of e-commerce), the greatest online buying destinations within the country are controlled by international online marketplaces that accept cross-border vendors. As of (Q3 2019), these are Lazada, Shopee, Zalora, Argomall, and eBay, all of which manage exchanges between customers and third-party sellers. We Are Social and Hoot suite found that "Lazada" was the only keyword alluding to a particular location within the best 10 list of online shopping look questions. During the 2018, 11.11 deal, Lazada was too the foremost talked approximately e-Commerce site on Philippine social media (InterAkysen), accounting for 61.2percentt of notices vs. Shopee's 35.4 percent share. The sheer volume of discourse created by these shopping events and other E-Commerce shopping occasions on social media, particularly Facebook and Twitter, should enable you to capitalize on these hot discussions by promoting your own reduced-down E-Commerce items on social media.

### ***1.1. Statement of the Problem***

The purpose of the study is to determine the sustainable development towards the marketing strategy of Lazada marketplace to achieve an increase in sales.

Specifically, this study will attempt to answer the following question:

- i. What is the demographic profile of the respondents?
  - a. Civil Status
  - b. Gender
  - c. Monthly Income
  - d. Years of selling in Lazada
  - e. Capital
- ii. What is the marketing strategy of Lazada marketplace towards sustainable development in terms of?
  - a. Service Quality
  - b. Simplify the Title and Set Keywords
  - c. Lazada Marketing Campaign
  - d. Competitive Price
  - e. High-Quality Product Pictures
- iii. What are the different factors that affect marketing strategy to achieve the increase of Lazada sales?
  - a. Technology
  - b. Guarantee Return Policy
  - c. Transaction Security
  - d. Brand Quality
- iv. Is there a significant relationship between the factors and the marketing strategy that affects the sustainable development to achieve the increase of Lazada sales?

### ***1.2. Significance of the Study***

The results of this study will be beneficial and useful to the following groups of people:

**To future researchers**, this study can serve as a reference for those that are interested to determine the sustainable development towards the marketing strategy of the Lazada marketplace to achieve the increase of sales.

**To the community** - To the community, to reach out to rural regions to broaden the possible client base. Additionally, they will be provided with knowledge and will act as feedback for future company sellers who want to know how to do business online with sustainable development marketing methods.

**To Application Developer**, this study will provide them with information and feedback on the opinions of Lazada users, on which they may base the results and discussion of this study on what to do and develop further as part of their employment, where it plays a significant role in improving online shopping transactions.

**To the Online Seller**, the study will provide them with information on how to determine the long-term development of the Lazada marketplace's marketing strategy to increase sales, which this study can provide and be a source of information for online sellers to easily understand the needs and desires of their prospects.

**Aspiring online merchants**, this research will provide feedback to online merchants on Lazada sellers' marketing strategies, and it may be used as a reference for people interested in starting a company online through e-commerce.

### ***1.3. Scope and Delimitations***

The General Intent of this study is to know the Sustainable Development of Marketing Strategy to Increase Sales of Lazada Products. This study will mainly identify and assess different factors of marketing strategy to that affects the marketing strategy to achieve the increase of Lazada sales. Also, this study yearns to identify how researchers can develop the marketing strategy of Lazada sellers. This study will be conducted with a limited number of financial resources and a time framework. The researchers limit the scope of this study to Lazada Sellers. A total of 100 respondents were involved in the study and the distribution of questionnaires was done thru online and social media.

## **2. Review of Related Literature**

### ***2.1. Foreign Literature***

Addressing the basics of competitive advantage and how a corporation may establish and sustain it concentrates on how to deal with the dangers of disruptive e-business innovation. It emphasizes the significance of understanding the core process of disruptive innovation and finding the underlying causes of the incumbent's downfall. (Jelassi, & Martinez-Lopez 2020).

Determining the effects of social media promotion strategies on purchasing decisions according to price and emphasizing the aspects of promotional content used by Lazada will help impact the purchasing decisions. (Febrianti & Gofur 2021).

The allure of e-inexpensive commerce's initial costs, ease of entry, and potential profits may entice anybody to create a web page with some PayPal "Buy" buttons and start selling things and services online right away. (Sims 2019).

Sellers cannot overestimate the pace with which the digital world is evolving. As time passes, new technology replaces old. Sellers must welcome change. They must learn new tools and functionalities as they are introduced, or they will fall behind. One method to ensure they can do so is to keep ahead of the curve. The slant sellers be better off if you can get a head start on whatever comes next will have the upper hand over the competition. (Lee 2019)

As a new expanding industry, particularly in e-commerce, has been pushing its aggressive players such as Lazada, are used in its expanding Southeast Asian e-commerce business. Nonetheless, Vietnam, like other developing nations, has a strong cultural foundation of risk-averse attitudes, delaying long-term transition into the e-business revolution. (Yongrok 2018).

### ***2.2. Local Literature***

E – commerce firms or the sellers increased their sales, but their expenditures increased and find it challenging to meet the demands and expand due to the problems of the pandemic. (Flores & Tucay 2021).

Identifying the factors of communication tools of Lazada that influence the consumer' s decision when buying a certain product in the marketplace. Assessing the communication tool that can lead them to a successful online entrepreneur with the convenience of the buyers on when doing online shopping transactions. (Maala, Novenario, Muya 2018).

Online selling, often known as E-commerce, has become popular in this age, and it has had a significant impact on consumer behavior. The service quality aspects (reliability, assurance, tangibility, empathy, and responsiveness) serve as the foundation for measuring consumer satisfaction, and under these are customer expectations and perceptions. (Fandalian, Milan & Alusen 2019).

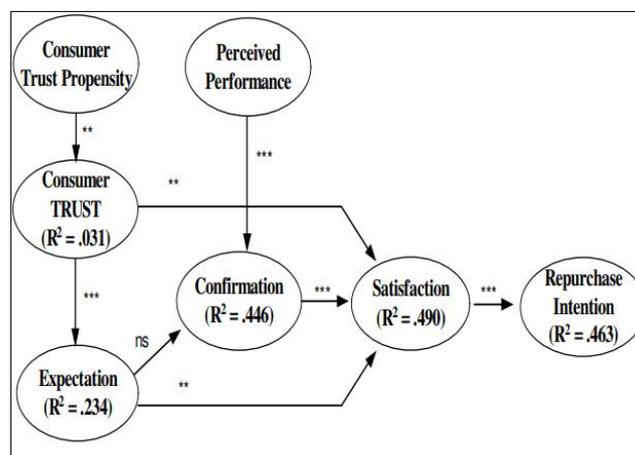
It is critical for e-commerce businesses to develop ways to persuade its consumers to make repeat purchases, with a long-term objective of establishing long-term connections in mind together with them. (Mendoza 2021)

Focusing on the many positive and negative consequences of digital platforms in attaining equitable and sustainable economic growth. The advent of numerous digital platforms and the technology that power them will continue to affect our economy and society in ways we cannot completely predict. Regulating policy to ensure the sellers and buyers safety should be one of the priorities of every e-commerce company. (Serafica & Oren 2020).

### 2.3. Synthesis

The above collection of both foreign and local studies provides information that their proposed study has similarities and connections to the given factors. Through the given studies that we gathered; we can relate it with our own study. The researchers on the Review of Related Literature presented that Factors of this study have the capacity to determine the sustainable development towards the marketing strategy of Lazada marketplace to achieve the increase of sales.

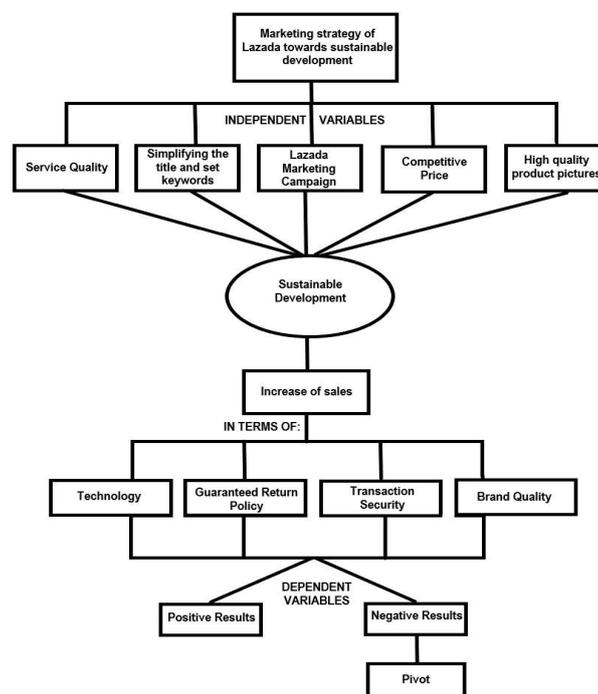
### 2.4. Theoretical Framework



**Figure 1.** Theoretical Framework represents the Effects of E-commerce Trust on Customers Expectation and Satisfaction Towards Sustainability.

Kim D.J (2003) This suggested framework depicts the expectations and satisfaction of purchasers and sellers of E-commerce items and services. Consumer trust is one of the aspects that might influence Lazada's marketing approach in order to enhance sales. Transaction security, a guaranteed return policy, and brand quality are all important considerations. Exceeding or meeting the customer's expectations will have an impact on perceived performance. Repurchase intents may occur following the satisfaction of internet purchasers. The perceived performance may also accomplish the sustainability of the criteria in our study, such as Service Quality, Simplifying the Title and Setting Keywords, Lazada Marketing Campaign, Competitive Price, and High Quality Product Pictures. Meeting expectations and pleasing consumers in these areas would encourage all online buyers to repurchase such products and services

## 2.5. Conceptual Framework



**Figure 2.** The researcher paradigm illustrating the researcher's conceptual framework.

The paradigm of the research outline above appears the relationship between the dependent and independent variables. Fundamentally, the conceptual framework that appears below is the foundation upon which the complete research is based upon. Sustainable Development and the Increase in Sales are the dependent variables in this study.

The dependent variable is analyzed in this study in arrange to discover out the answers or solutions to the issue. In the meantime, the independent variables in this study are the factors in determining consumer buying behavior such as 1) Service Quality 2) Simplify the Title and Set Keywords 3) Lazada Marketing Campaign 4) Product Description 5) Competitive Price 6) High- Quality Product Pictures. The independent factors that impact the dependent variable (Sustainable development to increase sales) are in a very effective way.

## 2.6. *Statement of Hypothesis*

H0; There is no significant relationship between the factors and sustainable development towards the marketing strategy of the Lazada marketplace

H1; There is a significant relationship between the factors and sustainable development towards the marketing strategy of the Lazada marketplace.

## 2.7. *Definition of Terms*

For better understanding, the following relevant terms used in this study are defined.

The following terms are:

**Brick and Mortar** - This phrase refers to a conventional street business that provides consumers with goods and services. Customers and sellers can do face-to-face transactions in this type of company.

**Channel** - This term refers to the medium where business and customers interact and transact.

**Cross-border Sellers** - This term refers to people who sell products to buyers from another country through B2C model.

**Digital Platforms** - In this study, this term refers to platforms that serve as an online marketplace for local and international businesses. The best example of popular digital platforms is Shopee and Lazada.

**E-Commerce** - Electronic commerce, often known as buying and selling items and services through the internet, refers to the purchasing and selling of goods and services as well as the transmission of data or payments.

**Lazada E-commerce** - This refers to the international e-commerce company which was founded in 2012 by Maximilian Bittner with the help of Rocket Internet and owned by Alibaba Group.

**Lazada Users** - This term refers to people who sell and post their products in the Lazada marketplace as their platform.

**Social Media Promotion**- May be defined as the trending and good promotional tools for business using social media platforms like Facebook, Twitter, and YouTube.

**Sustainable Development**- In this study, this means to adopt the strategies and business activities while being able to sustain and enhance the human and natural resources that are relevant for future.

## 3. *Methodology*

This chapter includes the discussion of the research design, the means of sample size and the method of choosing the respondents, the instrument used, the procedure implemented in gathering the data, and lastly the statistical treatment used in this study.

### 3.1. *Research Design*

This study utilized the descriptive method. It aims to answer the stated problems by means of gathering necessary data. There is no variable that has been manipulated or controlled. Descriptive research cannot make predictions or determine casually. It is simply described as an existing phenomenon. According to Calderon and Gonzales

(2008), a descriptive survey in fast finding studies with sufficient and accurate interpretations. The quantitative design is also structured in this study. The researchers gathered information from the respondents and converted it into numerical equivalents. These data will undergo several statistical analyses to determine the difference among the variables of the study. These mathematical treatments will help the researcher to draw a conclusion and recommendations that will answer the stated problems of this study. This method was adopted by the researchers because it fits the description given by several authors.

### **3.2. Method and Sampling**

The researchers used random stratified sampling in gathering data, they were able to gather information of some random Lazada sellers from the age bracket of 18 years old and above within NCR. The researchers post their survey using social media specifically Facebook, they post on Facebook groups for Lazada sellers and Lazada users. We used stratified random sampling (strata age) in determining the number of respondents. A total of 100 respondents were involved in the study and the distribution of questionnaires was done thru online and social media.

### **3.3. Respondent of the Study**

The researchers were able to gather information of some selected Lazada users is residing in NCR. We used stratified random sampling (strata age) in determining the number of respondents. A total of 100 respondents were involved in the study and the distribution of questionnaires was done thru online and social media.

### **3.4. Instrument Used**

The instrument or the data gathering tool would be the survey questionnaire itself that the researchers would be creating. For how the researchers would be creating the questions, it would be based on the different factors to determine the sustainable development towards the marketing strategy of Lazada marketplace to achieve the increase of sales. For each quality, several questions will be listed. To determine the level of assessment on consumers' buying behavior towards Lazada online shopping for them to answer, the researchers decided to use the Likert scale (1932). "The Likert scale is a five (or seven) point scale which is used to allow the individual to express how much they agree or disagree with a particular statement" (McLeod, 2019). Since the research is based on the descriptive design, the way how the researchers will be gathering the data is through measuring the frequency of the answers from the scale of 1 to 5, where (5) means that the respondents "Strongly Agree", (4) "Agree", (3) "Neutral", (2) "Disagree", (1) "Strongly Disagree" and based on consumers' satisfaction the researchers used the scale 1-5 where (5) means that the respondents "Always", (4) "Sometimes", (3) "Often", (2) "Rarely", (1) "Never" We will provide a questionnaire that will surely aid the data needed for the study to be done and become successful research.

*Table 1. Reliability Statistics.*

<b>Reliability Statistics</b>			
Variables	Cronbach's Alpha	N of Items	Interpretation
<b>Factors</b>	<b>.846</b>	<b>25</b>	<b>Very Reliable</b>
<b>Effectiveness</b>	<b>.864</b>	<b>20</b>	<b>Very Reliable</b>
<b>OVERALL</b>	<b>.893</b>	<b>45</b>	<b>Very Reliable</b>

The researcher made questionnaire was found very reliable (45 items:  $\alpha = .893$ ). Also, the subscales factors (25 items;  $\alpha = .846$ ) and effectiveness (25 items;  $\alpha = .864$ ) are both very reliable.

### ***3.5. Data Gathering Procedure***

The researchers constructed a survey questionnaire to be used in gathering data from the selected respondents. The survey questionnaire was checked and approved by our research adviser. Right after the validation of the survey questionnaire the researchers conducted and distributed the questionnaire to the respondents and after the respondents answered, the researchers retrieve them and handed over the results to the statistician for analysis.

The researchers constructed a survey questionnaire to be used in gathering data from the selected respondents. Before the researchers would conduct the data gathering procedure, preparations are needed to be done. The first thing that the researchers would need to do is to brainstorm and draft out several possible questions, statements, and factors. Then, the researchers will be considered or select 5 factors that are related to the given parameters and eliminate what cannot. After finalizing the draft for the questionnaire, the researchers will need to consult a grammarian or technical adviser to check the survey and planned procedures making sure that the format is correct and that the statements are in line with the statement of the problem. After the draft questionnaire has been validated, the researchers need to consult a statistician to go over what statistical treatment and formulae are appropriate to use for the given data. Next is to construct an approval letter to the office of the center and research and development. The consent of the principal with their signature is needed. After the principal has verified and approved the intent of the researchers, the researchers are then allowed to distribute the survey questionnaires to the respondents. After the respondents are done answering, the next procedure is to analyze the data given.

### ***3.6. Statistical Treatment of Data***

Given in the statement of the problem, the researchers aim to determine the sustainable development towards the marketing strategy of Lazada marketplace to achieve the increase of sales. After collecting the survey from the respondents, the researchers will group the questionnaires according to the profiles checked by the respondents. To present the data, each profile (Capital, Gender, Civil Status, occupation, monthly income, and years in selling Lazada) will have a summary table. Also, the levels of assessment in each factor have a Likert scale summary table. For the Frequency Percentage Formula, this formula is used to get the percentage equivalent of a given frequency and sample size. Weighted Arithmetic Mean is a statistical tool used to determine the average of the data gathered considering the weight given to each quantitative data with the use of the Likert Scale. Weighted Mean Interpretation. Below is the Likert scale weighted mean interpretation of sustainable development towards the marketing strategy of Lazada marketplace to achieve the increase of sales.

### ***3.7. Ethical Consideration***

The current study was not subject to certain ethical issues. As the questionnaire was not forced on our participants, they are free to answer and decline it according to their jurisdictions. The questionnaire also didn't ask for any personal questions that may

endanger their privacy. Next to this, participants were fully informed regarding the objectives of the study, while they were reassured that their answers were treated as confidential and used only for academic purposes and only for the purpose of the research. The participants were not harmed or abused, both physically and psychologically, during the conduction of the research

#### 4. Results and Discussions

This chapter deals with the discussion of the data that has been gathered from the respondents of this research by means of textual, tabular, and graphical forms of presentation. The data will undergo different statistical analysis that yields mathematical results will be a basis in answering the stated problems of this study.

**Table 2.** Results and Discussions.

Tests of Normality						
	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Factors	.123	100	.001	.952	100	.001
Effectiveness	.158	100	.000	.912	100	.000
OVERALL	.139	100	.000	.938	100	.000

a. Lilliefors Significance Correction

A Shapiro-Wilk test showed a significant departure from normality,  $W(100)=0.938$ ,  $p\text{-value}=0.000$ .

##### 4.1. Part I: Demographic Profile in terms of Gender

The following are quantitative the demographic profile of the respondents of this study.

**Table 3.** The demographic profile of the respondents of this study.

Demographic Variables			
		Frequency	Percent
Gender	Female	69	69.0
	Male	29	29.0
	Other Neutral Gender	2	2.0
Civil Status	Single	63	63.0
	Married	31	31.0
	Separated	5	5.0
	Widowed	1	1.0
Monthly Income	9,000 below	15	15.0
	10,000-15,000	56	56.0
	16,000-20,000	20	20.0
	21,000-25,000	7	7.0
	26,000 above	2	2.0
Years of selling in Lazada	1 year below	48	48.0
	2-4 years	49	49.0
	5-7 years	3	3.0
Capital	5,000 below	31	31.0
	6,000-10,000	50	50.0
	21,000 and above	19	19.0
N=100			

The Table 3 shows the demographic variables in terms of gender, civil status, monthly income, years in selling Lazada, and capital. It shows that 69 percent or most of the respondents are female, 29 percent are male, and 2 percent are neutral gender.

A great majority or 63 percent are single, 31 percent are married, 5 percent are separated, 1 percent are widowed. In terms of their monthly income, a great majority or 56 percent with income from 10,000 to 15,000, 20 percent with income between 16,000-20,000, and 15 percent with income 9,000 and below. Almost half (49 percent) are selling in Lazada between 2-4 years, also almost half are selling for 1 year and below. Half of the respondent's capital is between 6,000 to 20,000, 31 percent 5,000 below, and 19 percent 21,000 and above.

According to Jypzie Catedrilla (2019) of De La Salle University on his study Decision-Making Model for Social Commerce, females (79%) are tend to engage more in selling as well as buying in any online marketplace than males (46%).

#### 4.2. PART II: Factors Determining the Marketing Strategy of Lazada Marketplace Towards Sustainable Development

The following table proved information about the factors determining the marketing strategy of Lazada marketplace towards sustainable development.

**Table 4.** Marketing strategy of Lazada marketplace towards sustainable development in terms of Service Quality

	1	2	3	4	5	N	Mean	Standard Deviation	Interpretation of the Mean
-Would you agree that Lazada provides confirmation of order details quick and accurately?	0	0	3	21	76	100	4.73	.51	Strongly Agree
-Lazada provides services quickly and precisely to their seller	1	0	3	63	33	100	4.27	.62	Agree
-Lazada's availability of staff specifically to handle seller complaints	1	0	8	47	44	100	4.33	.71	Agree
-As seller, do you think Lazada keeps promises of having a good service and partnership in their sellers	1	0	2	42	55	100	4.50	.64	Agree
-Lazada has a privacy policy and keeps the sensitive personal information provided by sellers in the course of everyday transactions	1	0	4	32	63	100	4.56	.67	Strongly Agree
Legend: 1.00-1.49=(1) Strongly disagree, 1.50-2.49=(2) Disagree, 2.50-3.49=(3) Neither, 3.50-4.49=(4) Agree, 4.50-5.00=(5) Strongly agree									

The Table 4 shows that item 'Lazada provides confirmation of order details quickly and accurately (M=4.73, SD=.51) ranked first followed by item 'Lazada has a privacy policy and keeps the sensitive personal information provided by the sellers during everyday transactions' (M=4.56, SD=.67). item, 'Lazada provides services quickly and precisely to their seller' (M=4.27, SD=.62) ranked last.

According to Randy Imam Pratama (2019) Many e-commerce applications or websites provide display menu that makes it easier for users to shop, quality and complete items, varied price ranges, and trusted image of the e-commerce.

**Table 5.** Marketing strategy of Lazada marketplace towards sustainable development in terms of Title and Keywords.

	1	2	3	4	5	N	Mean	Standard Deviation	Interpretation of the Mean
-If your product will show up as a recommendation in related search	0	0	4	29	67	100	4.63	.56	Strongly Agree
-Lazada could track the number of customers who browse your shop	0	1	5	61	33	100	4.26	.60	Agree
-Lazada needs to improve its search engine optimization to give attention to other products	0	0	4	44	52	100	4.48	.58	Agree
-Lazada provides information that is easy to understand	0	0	4	35	61	100	4.57	.57	Strongly Agree
-Lazada is willing to help the customers of their sellers to provide product description	0	0	4	34	62	100	4.58	.57	Strongly Agree
Legend: 1.00-1.49=(1) Strongly disagree, 1.50-2.49=(2) Disagree, 2.50-3.49=(3) Neither, 3.50-4.49=(4) Agree, 4.50-5.00=(5) Strongly agree									

As presented in the Table 5, ‘Lazada is willing to help the customers of their sellers to provide product description’ (M=4.63, SD=.57) ranked first and ‘Lazada could track the number of customers who browse your shop’ (M=4.26, SD=.60) got the last rank.

According to saleslayer.com (2020) Giving rich product information to users, with enough data that covers every detail of the product, and complementary materials that compensate for what is missing in a non-physical shopping experience (videos, tutorials, user reviews, AR...) is key to convince the shopper to not leave at the checkout and ensure them a better online experience.

**Table 6.** Marketing strategy of Lazada marketplace towards sustainable development in terms of Marketing Campaign.

	1	2	3	4	5	N	Mean	Standard Deviation	Interpretation of the Mean
-As a seller, do you usually join every campaign that Lazada has?	0	0	21	22	57	100	4.36	.81	Often
-Does your entire product usually qualify for Lazada campaigns?	0	1	31	40	28	100	3.95	.80	Often
-Do you usually prepare for every campaign?	0	1	28	37	34	100	4.04	.82	Often
-Does putting your product in campaigns increase your everyday sales?	0	1	16	38	45	100	4.27	.76	Often

-Do you have your own campaigns such as discount promotion, free shipping, etc?	0	1	11	38	50	100	4.37	.72	Often
Legend: 1.00-1.49=(1) Never, 1.50-2.49=(2) Rarely, 2.50-3.49=(3) Sometimes, 3.50-4.49=(4) Often, 4.50-5.00=(5) Always									

In terms of a marketing campaign. Item ‘Do you have your own campaigns such as discount promotion, free shipping, etc.’ (M=4.37,SD=.72) ranked first and item ‘Does your entire product usually qualify for Lazada campaigns’ (M=3.95,SD=.80) ranked last. (Table 6)

Through attractive price discounts, e-tailers can motivate customers to purchase the promoted product; and by way of online recommendation systems, e-tailers can encourage customers to buy non-discounted items. (Yuangchun Jiang 2019).

**Table 7.** Marketing strategy of Lazada marketplace towards sustainable development in terms of Competitive Price.

	1	2	3	4	5	N	Mean	Standard Deviation	Interpretation of the Mean
-In terms of product pricing, are you able to adjust your price according to price competition in the market?	0	0	14	33	53	100	4.39	.72	Agree
-Do you usually compete with other sellers with the same product	0	0	16	48	36	100	4.20	.70	Agree
-Does using discount promotion increase your traffic in Lazada?	0	0	18	32	50	100	4.32	.76	Agree
-There are s in in Lazada that are beyond your pricing. Do you still risk adjusting your price even if you will not gain a lot of profit?	0	1	13	40	46	100	4.31	.73	Agree
-Does price matter more than product traffic?	0	2	10	30	58	100	4.44	.76	Agree
Legend: 1.00-1.49=(1) Never, 1.50-2.49=(2) Rarely, 2.50-3.49=(3) Sometimes, 3.50-4.49=(4) Often, 4.50-5.00=(5) Always									

The Table 7 above shows that the item ‘Does price matter more than product traffic?’ (M=4.44, SD=.76) ranked first and item ‘Do you usually compete with other sellers with the same product’ (M=4.20,SD=.70) ranked last for a competitive price.

According to Josef Bauer (2018) In today's transparent markets, e-commerce providers often have to adjust their prices within short time intervals, e.g., to take frequently changing prices of competitors into account.

**Table 8.** Marketing strategy of Lazada marketplace towards sustainable development in terms of High Quality Product.

	1	2	3	4	5	N	Mean	Standard Deviation	Interpretation of the Mean
--	---	---	---	---	---	---	------	--------------------	----------------------------

-Does Lazada post the exact size of your specific product?	0	1	15	28	56	100	4.39	.78	Agree
-Does lazada ruin the quality of pictures that you post on your online shop?	0	3	16	41	40	100	4.18	.81	Agree
-Do you use product photography set up before posting it on Lazada?	0	3	6	40	51	100	4.39	.74	Agree
-Do you usually post more than one photo of your products?	0	0	8	29	63	100	4.55	.64	Strongly Agree
-Does Lazada ruin the optimization of your product if you upload new pictures of the product?	1	4	5	31	59	100	4.43	.84	Agree
Legend: 1.00-1.49=(1) Never, 1.50-2.49=(2) Rarely, 2.50-3.49=(3) Sometimes, 3.50-4.49=(4) Often, 4.50-5.00=(5) Always									

And in terms of quality product, item ‘Do you usually post more than one photo of your products?’ (M=4.55,SD=.64) ranked first and item ‘Does Lazada ruin the quality of pictures that you post on your online shop?’ (M=4.18,SD=.81) ranked last. (Table 8)

According to Tree Ring Digital (2021) One of the most important aspects of selling online is generating trust in your product and company. Images are the only way for the ecommerce purchaser to see what they are getting. Aside from price, uncertainty is the biggest cause of products just sitting in online shopping carts unpurchased, as comparisons are made between like items.

*Table 9. Descriptive Statistics.*

	N	Mean	Std. Deviation	Interpretation of the Mean
Service Quality	100	4.48	0.48	Agree
Simplify the title and set keywords	100	4.50	0.38	Strongly Agree
Lazada Marketing Campaign	100	4.20	0.48	Often
Competitive Price	100	4.33	0.44	Agree
High Quality Product Pictures	100	4.39	0.51	Agree
OVERALL	100	4.38	0.32	Agree
Valid N (listwise)	100			

Overall, ‘simplify the title and set keywords’ (M=4.50,SD= .38), followed by ‘Service quality (M=4.38,SD=.48) and ‘high quality product pictures’ (M=4.39,SD=.51). ‘Competitive Price’ (M=4.33, SD=.44) and ‘Lazada Marketing Campaign’ (M=4.20, SD=.48) ranked last.

### **4.3. PART III: Levels of Assessment on the Effectiveness of the Factors to the Marketing Strategy to Achieve the Increase of Lazada Sales**

The following Table 10 shows the levels of assessment on the effectiveness of the factors to the marketing strategy to achieve the increase of Lazada sales.

**Table 10.** Effectiveness of marketing strategy of Lazada marketplace towards sustainable development in terms of Technology.

	1	2	3	4	5	N	Mean	Standard Deviation	Interpretation of the Mean
Having a good and informative e-commerce website can help increase Lazada sales.	0	0	0	24	76	100	4.72	.64	Strongly Agree
plays a big factor for Lazada in their marketing strategy.	0	0	3	51	46	100	4.43	.56	Agree
can be an effective way for Lazada to increase their sales.	0	0	3	50	47	100	4.44	.56	Agree
The advancement of can help Lazada increase their sales further.	0	0	1	40	59	100	4.58	.52	Strongly Agree
Entering different social media platforms can help increase store visibility in Lazada to increase their sales.	0	0	1	29	70	100	4.69	.49	Strongly Agree
Legend: 1.00-1.49=(1) Strongly disagree, 1.50-2.49=(2) Disagree, 2.50-3.49=(3) Neither, 3.50-4.49=(4) Agree, 4.50-5.00=(5) Strongly agree									

The table above shows that item ‘Having a good and informative e-commerce website can help increase Lazada sales’ (M=4.72,SD=.64) ranked first and item ‘plays a big factor for Lazada in their marketing strategy (M=4.43, SD=.56) ranked last. (Table 10).

According to Grewal (2020) These technological innovations and the resulting applications and solutions, with their unprecedented effects and unfamiliar outcomes, compel marketers to get ahead of the knowledge curve. For example, it is important to establish the likely influences of new technologies on both firm strategies and consumer (and customer) behaviors.

**Table 11.** Effectiveness of marketing strategy of Lazada marketplace towards sustainable development in terms of guaranteed Return Policy.

	1	2	3	4	5	N	Mean	Standard Deviation	Interpretation of the Mean
Marketing strategy of Lazada affects their increase of sales in terms of policies for returning product and warranties displayed on the web page	0	0	3	30	67	100	4.64	.54	Strongly Agree
Guaranteed return policy is a big factor for Lazada in their marketing strategy to improve the image of their sellers	0	0	0	69	31	100	4.31	.46	Agree
Guaranteed return policy is an effective way for Lazada	0	0	2	45	53	100	4.51	.54	Strongly Agree

to attract the attention of their potential customers.									
Guaranteed return policy is one way to reduce the possible consumer risk and dissatisfaction	0	0	1	42	57	100	4.56	.52	Strongly Agree
Return policy of the product can be defined as a marketing strategy to prove that the product offered has high quality	0	0	2	36	62	100	4.60	.53	Strongly Agree

In terms of guaranteed return policy, item ‘Marketing strategy of Lazada affects their increase of sales in terms of policies for returning product and warranties displayed on the web page’ (M=4.64, SD=.54) ranked first and item ‘Guaranteed return policy is a big factor for Lazada in their marketing strategy to improve the image of their sellers’ (M=4.31, SD=.46) ranked last. According to Oghazi (2018) Recasting prior work on return-policy and purchase intentions literature, through the lens of signaling theory and relational signaling theory, we posit that returns policy, as a market signaling mechanism, is a costly investment that online retailers make to not only support current transaction but also to signal commitment towards customer service. (Table 11)

**Table 12.** Effectiveness of marketing strategy of Lazada marketplace towards sustainable development in terms of transaction security.

	1	2	3	4	5	N	Mean	Standard Deviation	Interpretation of the Mean
Lazada should enhance their eCommerce security to ensure safe transactions throughout the internet	0	0	1	35	64	100	4.63	.51	Strongly Agree
Lazada's marketing approach should include a strong emphasis on transaction security	0	0	2	56	42	100	4.40	.53	Agree
Lazada may increase sales by protecting confidential information of customers	0	0	3	43	54	100	4.51	.56	Strongly Agree
Transaction security should have multi-layer security that covers all the users and sellers transactions.	0	0	1	42	57	100	4.56	.52	Strongly Agree
The transaction security is required to have integrity, authentication, fraud prevention and privacy of the customer.	0	0	0	38	62	100	4.62	.49	Strongly Agree
Legend: 1.00-1.49=(1) Strongly disagree, 1.50-2.49=(2) Disagree, 2.50-3.49=(3) Neither, 3.50-4.49=(4) Agree, 4.50-5.00=(5) Strongly agree									

The item ‘Lazada should enhance their ecommerce security to ensure safe transactions throughout the internet’ (M=4.63, SD=.51) ranked first and item ‘Lazada's marketing approach should include a strong emphasis on transaction security’ (M=4.40, SD=.53) ranked last for transaction security. According to

Aggarwal (2018) it was found that two attributes of website personality, i.e., transaction security and payment system are constituents of perceived security. Thus, the study attempted to explore the relationships between transaction security, payment system and perceived security, trust, satisfaction and purchase intentions. (Table 12)

**Table 13.** Effectiveness of marketing strategy of Lazada marketplace towards sustainable development in terms of Brand Quality.

	1	2	3	4	5	N	Mean	Standard Deviation	Interpretation of the Mean
The quality of products should be evaluated in terms of design, price, durability.	0	0	2	30	68	100	4.66	.52	<b>Strongly Agree</b>
Providing high quality products can influence Lazada sellers to increase their sales	0	0	2	51	47	100	4.45	.54	<b>Agree</b>
Ensuring that all product quality is better compared to competitors to have good feedbacks and help increase sales.	0	0	2	45	53	100	4.51	.54	<b>Strongly Agree</b>
Product with good brand equity should be considered in order to gain customer trust	0	0	1	42	57	100	4.56	.52	<b>Strongly Agree</b>
Supplier who values products quality can greatly help the Lazada store to be known in Lazada Marketplace.	0	0	2	31	67	100	4.65	.52	<b>Strongly Agree</b>
Legend: 1.00-1.49=(1) Strongly disagree, 1.50-2.49=(2) Disagree, 2.50-3.49=(3) Neither, 3.50-4.49=(4) Agree, 4.50-5.00=(5) Strongly agree									

And for brand quality, item ‘The quality of products should be evaluated in terms of design, price, durability’ (M=4.66, SD=.52) ranked first and item ‘Providing high quality products can influence Lazada sellers to increase their sales’ (M=4.45,SD=.54) ranked last. (Table 13)

According to Eva Cammayo (2021) It was found out that the financial performance of the MSMEs is "poor". with an overall score of 55. They are wanting in managing their receivables. they also have very low rate of return; they also have low survival rate because of their low rating on stability. In the context of marketing strategies, it was found out that MSMEs have very low rate of adoption of modern marketing strategies.

**Table 14.** Descriptive Statistics.

	N	Mean	Std. Deviation	Interpretation of the Mean
Technology	100	4.57	0.37	<b>Strongly Agree</b>
Guaranteed Return Policy	100	4.52	0.33	<b>Strongly Agree</b>
Transaction History	100	4.54	0.34	<b>Strongly Agree</b>
Brand Quality	100	4.57	0.38	<b>Strongly Agree</b>
OVERALL	100	4.55	0.28	<b>Strongly Agree</b>
Valid N (listwise)	<b>100</b>			

Overall, technology (M=4.57, SD=.37) ranked first followed by brand quality (M=4.57,SD=.38) and transaction history (M=4.54,SD=.34). Guaranteed return policy (M=4.52, SD=.33) ranked last. (Table 14)

#### 4.4. PART IV: Relationship between Strategies and Effectiveness

Table 15. Correlations.

		Effectiveness	
Kendall's tau_b	Factors	Correlation Coefficient	<b>.303**</b>
		Sig. (2-tailed)	<b>.000</b>
		N	<b>100</b>
**. Correlation is significant at the 0.01 level (2-tailed).			

A Kendall tau-b was utilized to test the significance of the relationship between the factors determining the marketing strategy and the effectiveness of marketing strategies. It shows that there is a significant relationship,  $r = .303$ ,  $p\text{-value} < .05$ . This means that factors of marketing strategies in terms of Service Quality, Simplify the title and set keywords, Lazada Marketing Campaign, Competitive Price, and High-Quality Product Pictures. (Table 15)

## 5. Summary of Findings, Conclusion and Recommendation

### 5.1. Summary of Findings

#### 5.1.1. What is the demographic profile of respondents in terms of?

69 percent or most of the respondents are female, 29 percent are male, and 2 percent are neutral gender. A great majority or 63 percent are single, 31 percent are married, 5 percent are separated, 1 percent are widowed. In terms of their monthly income, a great majority, or 56 percent with income from 10,000 to 15,000, 20 percent with income between 16,000-20,000, and 15 percent with income 9,000 and below. Almost half (49 percent) are selling in Lazada between 2-4 years, also almost half are selling for 1 year and below. Half of the respondent's capital is between 6,000 to 20,000, 31 percent 5,000 below, and 19 percent 21,000 and above.

#### 5.1.2. What is the marketing strategy of Lazada marketplace towards sustainable development in terms of?

'Simplify the title and set keywords' (M=4.50, SD=.38), followed by 'Service quality' (M=4.38, SD=.48) and 'high-quality product pictures' (M=4.39, SD=.51). 'Competitive Price' (M=4.33, SD=.44) and 'Lazada Marketing Campaign' (M=4.20, SD=.48) ranked last.

#### 5.1.3. What are the different factors that affect marketing strategy to achieve the increase of Lazada sales?

Technology (M=4.57, SD=.37) ranked first followed by brand quality (M=4.57, SD=.38) and transaction history (M=4.54, SD=.34). Guaranteed return policy (M=4.52, SD=.33) ranked last.

#### 5.1.4. Is there a significant relationship between the factors and the marketing strategy that affects the sustainable development to achieve the increase of Lazada sales?

There is a significant relationship,  $\tau_b=.303$ ,  $p\text{-value}<.05$ . This means that factors of marketing strategies in terms of Service Quality, Simplify the title and set keywords, Lazada Marketing Campaign, Competitive Price, and High-Quality Product Pictures.

## **5.2. Conclusions**

This research aims to determine the sustainable development of marketing strategy to increase sales of Lazada products. The researchers concluded that most of the Lazada sellers are female (69 percent), and majority of sellers are single (63 percent). Most of their monthly income is ranging from 10,000 to 15,000 pesos. Most of our respondents are selling in Lazada for almost 2-4 years; their capital is between 6,000 to 20,000. The researchers also concluded that in terms of marketing strategy, Simplify the title and set keywords is first and the last is Lazada Marketing Campaign. This means that Simplify the Title and set keywords is indeed effective and frequently used by Lazada sellers, while Lazada marketing campaign was their last.

To find the answer, the researchers decided to use the Likert scale. Improving the increase of sales of every Lazada product for the long term must also consult overseller sellers to raise awareness the Lazada itself. Many factors can determine the sustainable development of Lazada to increase sales such as service quality, simplifying title and set keywords, Lazada marketing campaign, competitive price, and high-quality product pictures. To understand what factors to consider increasing the sales of Lazada marketplace, we survey 100 respondents from Quezon City; the respondents are consisting of Lazada sellers, offering their products on the marketplace. The survey reveals that the Lazada sellers are mostly female (69%) rather than male (29%). Simplifying the title and set keywords are the main factors to consider followed by Service Quality. The level of assessment on the effectiveness of the marketing strategy to achieve the increase of sales in Lazada. Technology is ranked first followed by Brand Quality. Developers need to focus on providing Lazada app to low end phones and try cooperating with famous brands across the world.

## **5.3. Recommendation**

In general, the researchers were confident that the problems were correspondingly answered with the accuracy and reliability, it can utmost achieve. In view of the following findings and conclusions, the researchers have the following recommendations:

### **5.3.1. Lazada**

For Lazada, we recommend that they should improve their search engine so consumers will easily see what product they are searching for. This is one main factor when finding what a consumer is looking for, and also for the seller, if they have a good product title and description the consumer can see their product even without using ads. Aside from this, Lazada should improve their optimization of the seller's product because consumers usually buy if the pictures of a product are high quality.

### **5.3.2. Lazada Sellers**

For Lazada sellers, we recommend that they should join and prepare for every campaign that suits their product because it helps to maintain or increase their sales,

every month Lazada has mega sale, and this usually is the reason why most of lazada stores have a lot of gross sale. This study can also help the sellers to identify which factor can help them improve their marketing strategy and to increase their sales in Lazada.

### ***5.3.3. Aspiring Lazada Sellers***

As for the Aspiring Lazada Sellers, We are highly recommending to study the Lazada Market and Marketing Strategy that Lazada seller's uses because it can help them to have a good store in the marketplace. This study can help them identify which factor to focus on. Having the right marketing strategy is a big factor in getting the right consumers and to boost sales.

### ***5.3.4. Lazada application developer***

The developers would need to update some parts of the app to make it simpler and user friendly. Lazada application are more complicated that would affect simplifying the title and setting keywords. The app should be user-friendly and easy to understand to all. With that it can bring convenience to the buyers and the sellers can easily reach out more orders coming from them.

### ***5.3.5. Returning policy***

Lazada should prioritize providing customers comfort when doing online shopping. Unsatisfied customers should be prioritized when it comes to refunding or exchanging their supposed item. Their Easy Refund Policy should be strengthened by updating their policies and improving their system. They also should also reach out for the seller and take immediate action to avoid happening such situations

## **Conflicts of Interest**

The authors declare that there is no conflict of interest regarding the publication of this article.

## **Funding**

This research received no specific grant from any funding agency in the public, commercial or not-for-profit sectors.

## **References**

- [1] Choi, Y.; Do, Q. The Sustainable Role of the E-Trust in the B2C E-Commerce of Vietnam. 2018.
- [2] Febrianti, R.; Gofur, A.; Aulia, F. The Influence of Social Media Promotion Strategies on Price-Mediated Purchase Decisions (Case Study at PT. Lazada Bandung). 2021.
- [3] Jelassi, T.; Martinez-Lopez, FJ. Strategies for e-Business: Concepts and Cases on Value Creation and Digital Business Transformation. 2020.
- [4] Lee. 'Business Hack: The wealth dragon way to build a successful business in the digital age. 2019.

- [5] Sims, L. 'Building Your Online Store With WordPress and WooCommerce: Learn to Leverage the Critical Role E-commerce Plays in Today's Competitive Marketplace. 2018.
- [6] Mikaela, A.J.; Flores.; Kenneth, A.T. E-commerce amidst Covid-19. 2021.
- [7] MARY GRACE O. MAALALA, JANNEKE D.G NOVENARIO, and GERBY R. MUYA (2018) Communication Tool for E-commerce; The Case of Lazada.
- [8] Faye, B.S.; Fandalian, J.; Emmanuel, B.M.; Ma. L.V.A. An Analysis of Consumer Satisfaction in Laguna on Online Selling: Basis for a Marketing Strategy of Lazada. 2019.
- [9] ENRICO, S.M. A Study of Online Costumers Repurchase Intention Using the 4Rs of Marketing Framework. 2021.
- [10] Ramonette, S.; Queen, Cel A.O. Understanding the Costs and Benefits of Digital Platforms and the Implications for Policy Making and Regulations. 2020.
- [11] Catedrilla, J. Filipino Consumers' Decision-Making Model in Social Commerce. 2019.
- [12] Josef, B.; Dietmar, J. Optimal Pricing in E-Commerce Based on Sparse and Noisy Data. 2017.
- [13] Jiang, Y.C.; Shang, J.; Lui, Y.Z.; Jerrold, M. Redesigning Promotion Strategy for E-commerce Competitiveness through Pricing and Recommendation. 2017.
- [14] Dhruv, G. The Future of Technology and Marketing: a Multidisciplinary Perspective. 2019.
- [15] Pejvak, O. Online Purchase Return Policy Leniency and Purchase Decision: Mediating Role of Consumer Trust. 2018.
- [16] Aanchal, A.; Manmohan, R. The Effect of Perceived Security on Consumer Purchase Intentions in Electronic Commerce, 2018.
- [17] Eva, C.; Exequiel, P. Correlation Between Marketing Strategies and Financial Performance of Micro Small Medium Enterprises in Isabela, Philippines. 2021.



© 2022 by the author(s); licensee International Technology and Science Publications (ITS), this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (<http://creativecommons.org/licenses/by/4.0/>)