

RESEARCH ARTICLE

Verbal and non-verbal communication patterns of persuasive selling among live online sellers

Jhordan T. Cuilan¹, Jason V. Chavez^{2*}, Kristel Joy G. Soliva³, Shania H. Jaafar⁴, Kaiser Isham S. Savellon⁵, Edwin M. Tantalie⁶, Salman E. Albani⁴

¹ Department of English, Benguet State University, La Trinidad, Benguet 2601, Philippines

² School of Business Administration, Zamboanga Peninsula Polytechnic State University, Zamboanga City, Philippines

³ Senior High School Department, Mindanao State University-Sulu, Jolo, Sulu

⁴ College of Education, Mindanao State University-Sulu, Jolo, Sulu

⁵ College of Business Administration and Accountancy, Mindanao State University-Sulu, Jolo, Sulu

⁶ Laboratory High School Department, Mindanao State University-Sulu, Jolo, Sulu

* Corresponding author: Jason V. Chavez, jasonchavez615@gmail.com

ABSTRACT

This article studies the verbal and non-verbal communication patterns of persuasive selling among live online sellers in Zamboanga City. The success of businesses can depend on the communication strategies use by entrepreneurs in the online platforms particularly the online live sellers. Live online sellers use both verbal and non-verbal communication to effectively persuade their audience. Verbal communication involves language, tone, and speech patterns, while non-verbal communication includes body language, facial expressions, gestures, and eye contact. Using purposive sampling method, this study found important findings through the lens of 20 online entrepreneurs doing online live selling. The thematic analysis shows that these online sellers use storytelling, emotional appeals, and testimonials to engage their audience and build trust. Active listening skills help tailor their pitches to customer needs. Non-verbal communication, such as confident postures, eye contact, and hand gestures, is crucial for establishing credibility and connecting with their audience. Mastering these techniques can help persuade potential customers and increase sales in the competitive e-commerce market. Understanding these communication patterns is essential for aspiring entrepreneurs in the digital marketplace. Recommendation for future research and tips to existing and aspiring online sellers are discussed.

Keywords: live sellers; entrepreneurs; audiences; language; understanding; persuasive selling; communication

1. Introduction

In today's digital age, live online entrepreneurs have become a prominent force in the business world. These individuals utilize various communication patterns to persuade potential customers and increase sales. Verbal and non-verbal communication play a crucial role in this process, as they allow entrepreneurs to effectively convey their messages and build trust with their audience. Many entrepreneurs utilized the novel marketing tool—live streaming to promote their products and brands in person as a live streamer, which not

ARTICLE INFO

Received: 6 February 2024 | Accepted: 9 April 2024 | Available online: 26 August 2024

CITATION

Cuilan JT., Chavez JV., Soliva KJG.. Verbal and non-verbal communication patterns of persuasive selling among live online sellers. *Environment and Social Psychology* 2024; 9(8): 2519. doi: 10.59429/esp.v9i8.2519

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only can boost sales volume but also try to give a vote of confidence to their employees to cope with the difficult times^[1].

In the Philippines, another method of marketing your goods as though you were a sales representative in a mall or retail establishment is through live e-commerce, also referred to as “live selling”. According to Payo^[2], using a live video broadcast, merchants can sell a range of products, including clothing, toys, books, and housewares, for as long as an hour or up to six hours straight on different social media sites to include Facebook, Shopee Live, TikTok, and Instagram Live.

Verbal communication involves the use of spoken words to convey information, ideas, and emotions. To effectively communicate messages, you need to understand your audience and put yourself in their position^[3]. Live online entrepreneurs employ persuasive language techniques such as storytelling, emotional appeals, and logical reasoning to captivate their audience. By sharing personal anecdotes or success stories, they create an emotional connection with potential customers. Additionally, using logical arguments backed by facts and statistics helps establish credibility and convince customers of the value of their products or services. The livestream commerce market was worth approximately \$20 billion in 2022; by 2023, it could reach \$31.7 billion; and by 2026, it is expected to nearly triple to \$55 billion^[4].

On the other hand, non-verbal communication encompasses body language, facial expressions, gestures, and tone of voice^[5]. Live online sellers must pay attention to these aspects as they can significantly impact how their message is received. Maintaining eye contact through the camera lens establishes a sense of trust and engagement with viewers. Smiling genuinely conveys warmth and approachability while using appropriate hand gestures adds emphasis to key points. As per the same author, words only account for 7% of the message we send when communicating with others. Body language (55%) and tone of voice (38%) have much bigger impacts on personal communication. Whether you realize it or not, you may be saying more through your body language than your words. Master the art of non-verbal communication, and you’ll effectively navigate critical relationships with clients^[6].

Furthermore, live online entrepreneurs often utilize visual aids such as slideshows or product demonstrations to enhance their verbal communication efforts. These visuals not only provide additional information but also serve as powerful tools for persuasion. By 2026, live commerce sales might even make up a substantial 20% of all eCommerce sales. Since the onset of COVID, the popularity of live selling has surged by 76%. Further, when comparing conversion rates, live commerce outshines traditional e-commerce, boasting rates that are up to 10 times higher^[4].

This study analyzed the experience and strategies of online selling entrepreneurs who participate in sharing their techniques in mastering both verbal and non-verbal communication. These techniques help them enhance their selling abilities and achieve greater success in their businesses. Specifically, this article aims to determine the verbal and non-verbal communication patterns in persuasive selling among live online sellers.

Verbal and non-verbal communication patterns are essential for live online sellers engaged in persuasive selling. By employing effective language techniques combined with appropriate body language cues, these individuals can successfully engage potential customers and increase sales in the competitive digital marketplace. By mastering both verbal and non-verbal cues, live online sellers can enhance their selling abilities and achieve greater success in their businesses.

2. Literature review

Studies on the persuasive selling techniques used by live online sellers, both verbally and nonverbally, is crucial for the fields of marketing and communication. With e-commerce growing and more business owners operating their operations online, knowing how to communicate effectively is essential for success.

2.1. Livestreaming/Live-selling

Phiri (2022) defined a businessman as an individual who operates or starts a business with traditional business ideas. Entrepreneurs on the other hand are individuals who has exclusive new ideas to initiate and establish a new business venture and bring the necessary change in the community. Online sellers fall under the umbrella of online entrepreneurs.

Livestreaming is the sales of products or services through a live stream, reflecting a change in the traditional shopping patterns of consumers and a kind of conversion of the consumption scene that is moving gradually towards a new engine of economic development^[7]. The use of video calls or live streaming platforms allows entrepreneurs to engage with customers in real-time while still utilizing both verbal and non-verbal cues effectively.

In 2019, 265 million Chinese online shoppers made purchases on livestream. This number almost doubled in 2020, with an estimate of 560 million people. Live selling in the Philippines has also seen a quick spike in terms of patrons. According to livestream shopping company Shoppertainment Live, Inc., (2022) they have seen a 200% growth year on year with a conversion rate of 2% to 10% every hour.

The Philippines experienced a surge in streaming due to the closure of live cinema and movie theaters as a result of the COVID-19 pandemic. To combat the stay-at-home fever, the majority of Filipinos, living in the nation with the longest lockdown, mainly relied on entertainment provided at home. One of the most popular online activities for Filipino internet users was streaming music and videos. Indeed, more than 98% of Filipino internet users between the ages of 16 and 64 were subscribers to video streaming services as of April 2022. Because of their easily available and reasonably priced content, these media service platforms gained popularity over time, revolutionizing the way the majority of internet users consume digital information. In addition to streaming videos, streaming music and games has been more popular recently.

2.2. Verbal and non-verbal communication

Verbal communication plays a significant role in persuasive selling. Entrepreneurs need to master the art of using words to convey their message effectively. Research has shown that using positive language, emphasizing benefits, and employing storytelling techniques can greatly influence consumers' purchasing decisions. Storytelling can arouse consumers' emotions and affect purchasing behavior through desires and attitudes^[8]. Additionally, understanding the power of tone, pitch, and volume can help entrepreneurs establish trust and credibility with their audience.

In everyday life, everyone has certainly participated in countless conversations and the process of how to conduct a conversation may seem so obvious that it needs no explanation. Still, one can tell that some are better than others at conversation and some argue that technology is preventing many from developing these skills, that is why it is worth breaking down how an effective communicator approaches the art of conversation. A skilled professional knows when to speak, when to go silent and listen, as well as when to stop speaking before the audience stops listening^[9].

Non-verbal communication is equally important in persuasive selling. Body language, facial expressions, and gestures can convey emotions and build rapport with potential customers. Research has found that

entrepreneurs who maintain eye contact, use open body postures, and display genuine smiles are more likely to be perceived as trustworthy by consumers. Effective business communicators are sensitive to the power of non-verbal communication on interactions with others. This is why it is crucial for a seller to understand how to both read and send non-verbal messages^[10].

Achieving expertise in both verbal and nonverbal communication styles is crucial for live internet entrepreneurs who use persuasive selling techniques. An entrepreneur can significantly improve their capacity to persuade clients by using appropriate body language strategies and comprehending how language choices impact consumer behavior. In order to succeed in the competitive internet economy, entrepreneurs must modify their communication strategies in pace with the rapid advancement of technology.

3. Methods

This research delved into the qualitative analysis of the verbal and non-verbal communication patterns in persuasive selling among live online sellers. By conducting in-depth interviews, this study sought to determine the verbal and non-verbal communication patterns in persuasive selling among live online sellers. The participants' narratives offered valuable insight into the communication patterns in persuasive selling among live online sellers. These personal opinions shed light on different patterns they use in persuasive selling among live online sellers. Though this study contributes to the body of knowledge already known in the field, it also presents new viewpoints specifically the lens of Zamboanga online sellers that may influence research on persuasive selling techniques and communication patterns in the future. The emerging topics of this study provide a basis for an expanded understanding of the communication pattern among audiences and consumer's perception.

3.1. Participants

The study used purposive sampling which included 20 online sellers. These participants have background experiences in using verbal and non-verbal communication patterns in persuasive selling among live online sellers. Specifically, the participants in this study are all adult females in Zamboanga City. Since most of the online sellers in the city are women, it easier to gather respondents to represent data in the locality.

Purposive sampling was employed in this study to ensure that the participants were able to represent the population. Purposive sampling helps the researchers to gather participants who are more likely to be involved in the subject matter^[11-12]. In purposive sampling, the study has to determine certain characteristics that their participants should have^[13], i.e., in this study, purposive sampling allows the researchers to collect first-hand narrative data from a limited number of respondents. In sampling the participants, the researcher carried out "identification and selection of individuals or groups of individuals that are proficient and well-informed with a phenomenon of interest"^[14].

3.2. Instrument

The instruments used in this study were based on the objectives presented beforehand^[15-17]. Using a qualitative research approach, this study utilized narrative data as the primary source of information^[18]. The data was collected through in-depth interviews, or online discussions, allowing participants to share their experiences, opinions, and decision-making processes regarding the purchase of accommodation products. The focus was to capture a diverse range of narratives to ensure richness and depth in the data set^[19-22].

In collecting data on the participants who experience a live online entrepreneurs undergo a narrative interview process based on their strategies and pattern of communication in persuasive selling among live

online sellers. Presented in Table 1 are the interview questions that is structured to align with the research objectives and to collect relevant and data from live online sellers for at least two years.

Table 1. Instrument of the study.

Objectives	Interview Questions	Participants	N
Determine the verbal and non-verbal communication patterns in persuasive selling among live online sellers	a. What does it take to be an effective live online seller? Elaborate based on your experience.	Female live online sellers in Zamboanga City of at least two years	20
	b. What is your style of communication to convince your potential buyers to buy your products? Describe your communication strategies.		
	c. What type of communication styles do you think are not convincing enough? Identify and provide some situations.		
	d. What are some specific words or lines which you frequently use to attract sellers? Please provide some examples and explain.		
	e. What non-verbal (movements or expressions) communication do you use to convince them to buy your products? Provide some examples.		

3.3. Research procedure

The administration of the school granted the researchers permission to interview 20 participants. A consent form was signed by each person who accepted to take part in the study. Before doing anything conducting. Respondents received comprehensive instructions prior to the interview. With the authorities' approval, researchers scheduled the one-on-one interview. The interview was completed in 1 month by everyone who are included in the conduct of the interview. Respondent's answers that were coded were used to analyze the narrative data and themes determined by the goals of the inquiry as well as new subjects. Important responses are highlighted on data's applicability to the objectives of the study.

3.4. Data analysis

A qualitative research technique called thematic analysis was utilized to find repetitive themes and patterns in the data that had been gathered. This approach attempted to extract concepts and underlying meaning from the dataset in order to facilitate a thorough comprehension of the verbal and non-verbal communication patterns of persuasive selling among live online sellers.

The narrative data from the semi-structured interview sessions were coded and were analyzed through thematic analysis. Thematic analysis allows the researchers to make codes for responses, translate the data, and interpret the statements into meaningful reflections^[23]. For qualitative studies, thematic analysis allows the researchers to analyze the data using inductive and deductive methods. This study utilized the principle of thematic analysis described by Lochmiller^[24] where the narrative responses were broken into smaller and comprehensible ideas. In analyzing, the researchers break down, or conceptually described as "to fracture", the statements into smaller bits of information useful for developing themes^[25].

4. Result

Question 1. What does it take to be an effective live online seller? Elaborate based on your experience.

The results are presented according to the questions included in the guideline of the interview. Specifically, the following themes were extracted based on the interview with the respondents:

4.1. Product knowledge

Twelve (12) respondents said that Product knowledge is crucial for effective live selling, as it allows for complete and accurate information to be provided to potential consumers. It is also important to respond to customer questions and issues promptly and effectively. Being friendly, kind, and professional in interactions with clients is crucial for building trust. Strong time management and multitasking skills are essential for managing multiple customer conversations simultaneously. Trustworthiness of products is crucial, as negative feedback can lead to customers not trusting the seller and not purchasing from them. To be an effective live online seller, products must be delivered properly and orders should be correct. Understanding the products is essential for confidently responding to questions and concerns from new customers and Successful communication requires paying attention, responding quickly, and adapting to the demands of each customer.

“For me it is important that you have an understanding of the products you are selling. This helps me to confidently respond to any questions and worries that new customers might have. And it is important to be able to successfully communicate and get along with customers.”

4.2. Communication skills

Eight (8) Respondents said that effective live online selling requires communication skills, product knowledge, and time management to engage with customers and build trust. Being transparent and on time is crucial for customers eagerly anticipating your next collection. Positive attitudes and passion for the products being sold can create a positive shopping experience, ensuring continued business with you. Prioritizing communication is essential for delivering a clear message to audiences, while engaging presentations can attract consumers to buy. Knowledge about the product is also important, as it helps in answering questions and providing answers. By prioritizing communication and product knowledge, live online sellers can create a successful and profitable business environment.

“Being an effective live online seller requires communication skills to engage with customers ah customer online and build their trust and product knowledge is important to answer the customer inquiries”.

Question 2. What is your style of communication to convince your potential buyers to buy your products? Describe your communication strategies.

4.3. Informative

Eight (8) respondents state that the communication aims of style are to be informative, persuasive, and customer center. using simple, understandable language to highlight the unique features and benefits of the products. accurate and brief in explanations, actively listening to clients and asking open-ended questions. To encourage customers to buy the product, one must be good at speaking, describing products accurately and confidently. Respecting the words and making customers happy are also important aspects of communication style. By utilizing this style, one can effectively communicate and understand the needs of your customers.

“My style of communication aims to be informative, persuasive, and customer center. I focus on highlighting the unique features and benefits of the products I am selling,I try to use simple, understandable language and be accurate and brief in my explanations. In order to completely understand their needs and make recommendations that are unique to them”

4.4. Building relationship

Twelve (12) respondents said that communication style focuses on building a sincere relationship with customers by providing detailed information about the products. They use kind communication, attentive listening, and persuasive language to understand their needs, and calm their worries. The strategy for persuading new customers is to develop a connection with them, emphasizing the advantages of the product, and attending to their specific needs by actively listening to customer inquiries and tailor responses to gather their insights. The goal is to establish a welcoming and approachable environment where clients feel appreciated and at ease, allowing them to depend on me for high-quality products and efficient solutions to their problems.

“My strategy persuading new customers to buy things depends on developing a connection with them. My goal is to establish a welcoming and approachable environment where clients feel appreciated and ahh and at ease that they can depend on me on giving a high-quality product and explaining to them on how the product can improve their life or address their problems in a simple and efficient way.”

Question 3. *What type of communication styles do you think are not convincing enough? Identify and provide some situations.*

4.5. Intimidating

Twelve (12) respondents state that in communication styles that are not convincing enough, such as intimidation, forcefulness, or manipulative, can damage consumer confidence and trust, leading to misunderstandings and unmet expectations. It is crucial to avoid being overly formal or robotic, as it can appear fake and insincere. One-sided communication, where individuals fail to express their needs or opinions clearly, can also lead to misunderstandings. Some communication methods, such as being forceful or aggressive, making uncertain promises, or not properly addressing consumer problems, may not be effective enough to convince. It is essential to find the right balance between persuasion and consideration in the customer decision-making process.

“Communication styles that may not be convincing enough involve being Intimidating, forceful, or manipulative communication. For example, it might be uncomfortable to always pressure clients. into buying something without taking their wants or preferences into account.”

4.6. Lack of consideration

Eight (8) respondents said that the lack of consideration and being sarcastic in communication can be a problem for businesses, as it can make customers feel uncomfortable and untrustworthy. It's important to understand how each person feels and how they react to words. For example, a seller might avoid being sarcastic when asked about finished items, but can cover it with humor or show the requested products. However, online slow internet can lead to lack of clarity and genuine engagement, resulting in less viewers and exiting the live stream. Additionally, using jargon can make customers feel uneasy and make them feel uncomfortable. Improving clarity and avoiding jargon can help businesses succeed in the competitive online marketplace.

“Lack of clarity since online slow internet needs to improve the clarity since that is the cause of the problem and lack of genuine engagement and if that happens less people are watching your live and others are exiting your live also sometimes using a jargon word make your customer don't understand, they also feel uncomfortable.”

Question 4. *What are some specific words or lines which you frequently use to attract sellers? Please provide some examples and explain.*

4.7. New collections

Twelve (12) respondents state that to attract consumers during live selling, they use specific lines such as offering freebies at the last minute, ensuring products are legit and intact, and stating what you see is what you get. They also show new collections and arrivals, and use satisfaction guarantees like money back and risk-free trial to provide safety and boost customer confidence. These lines help keep customers engaged and ensure the best possible experience for the seller. By focusing on these lines, they aim to attract and retain customers during the live selling sessions.

“Best and new collections or arrivals are being shown to our live selling today are some specific words which I frequently used to attract my sellers.”

4.8. Guaranteed seller

Eight (8) respondents said that in live selling, a specific line of communication can attract consumers by stating that the seller is legitimate and guarantees what is shown. They also warn customers in advance about delivery delays or product damage, fostering trust and transparency between the seller and buyer. Offering special discounts or reassuring customers about the guarantee of their products can also capture attention and attract more customers. Overall, these strategies help build trust and transparency between the seller and buyer, ultimately attracting more customers.

“The specific line that I use in live selling that I can attract consumers is like we are legit seller you can guarantee and what you see is what you get we also warn you in advance if they delay on delivery or any damage of the product so that we can ask you if you still want to buy it this build a trust and transparency in our seller-and-buyer relationships.”

Question 5. *What non-verbal (movements or expressions) communication do you use to convince them to buy your products? Provide some examples.*

4.9. Friendliness

Twelve (12) respondents said that non-verbal communication, such as maintaining a friendly tone of voice, using appropriate facial expressions, and active listening, can help establish a connection with potential buyers. Visual aids like high-quality product images or videos can enhance communication and provide a better understanding of the product's features and benefits. Using emoticons through emojis can add a touch of friendliness and positive communication to customers. Great photos or videos can highlight the product's features and worth. A short description of the product can also help raise their decision to buy. Providing a good lighting can make customers feel more comfortable and create a friendly environment, building trust and attracting more customers to live selling.

“For nonverbal communication, maintaining a friendly and engaging tone of voice, using appropriate facial expressions and demonstrating active listening through nodding or verbal affirmations can help establish a connection with potential buyers.”

4.10. Confidence

Eight (8) respondents state that non-verbal communication is the confidence, engaging with facial expressions, and effective gestures are key to attracting customers to buy your product. Confidence can be shown through confident posture, making you a role model for your products. Engaging facial expressions can attract customers by making eye contact. Effective gestures can convey your message effectively. Non-verbal

communication, such as sincerity and a friendly smile, can create a friendly environment and build relationships with clients. By using these techniques, you can effectively convince them to buy your product.

“So, for me I have the first one is confident posture you need to show them you are confident to make your customer attract to buy because the way you make yourself the role model of your products, the second is engaging facial expressions because some can attract just by making eye contact and then the third one is an effective gesture on how you deliver what you want to say or convey to attract your customer to buy your product.”

5. Discussion

This section synthesizes the results of this study. This elaborates the objective of the study based on the responses of the participants of this study.

Question 1. *What does it take to be an effective live online seller? Elaborate based on your experience?*

The responses highlight that product knowledge is vital for effective live selling as it allows for complete and accurate information to be provided to potential consumers. Quick and friendly customer interactions build trust, while strong time management and multitasking skills are essential for managing multiple conversations simultaneously. Trustworthiness of products is crucial, as negative feedback can lead to customers not trusting the seller and not purchasing from them. This idea is in contrast with the finding of Hotlan^[26] that the Product knowledge influence the salesperson performance while attitude did not moderate the influence of product knowledge on the salesperson performance. Proper delivery and correct orders are also essential. Understanding the products is crucial for confidently responding to questions and concerns from new customers. Successful communication requires paying attention, responding quickly, and adapting to customer demands. Being transparent and on time is crucial for customers eagerly anticipating your next collection. This idea also aligned with the findings of Yeyi^[27] that Customers today are increasingly demanding transparency from firms. Positive attitudes and passion for the products can create a positive shopping experience, ensuring continued business. Prioritizing communication and product knowledge can create a successful and profitable business environment for live online sellers.

Question 2. *What is your style of communication to convince your potential buyers to buy your products? Describe your communication strategies?*

The responses highlight that communication style aims to be informative, persuasive, and customer-centered. It involves using simple language to highlight product features and benefits, being accurate and brief in explanations, actively listening to clients, and asking open-ended questions. This idea is in contrast with the findings of William^[28] that the fundamental transaction of message sent and received does not presuppose that communication has occurred. Respecting words and making customers happy are also important aspects of this style. The communication style focuses on building a sincere relationship with customers by providing detailed information about the products. It uses kind communication, attentive listening, and persuasive language to understand their needs and calm their worries. The strategy for persuading new customers is to develop a connection with them, emphasizing the advantages of the product, and attending to their specific needs. The main goal is to establish a welcoming and approachable environment where clients feel appreciated and at ease, allowing them to depend on the company for high-quality products and efficient solutions to their problems. By actively listening to customer inquiries and tailoring responses, the communication style helps to understand and calm their concerns, ultimately leading to increased sales and customer satisfaction.

Question 3. *What type of communication styles do you think are not convincing enough? Identify and provide some situations?*

The mentioned responses that make communication style ineffective are intimidation, forcefulness, or manipulation which can damage consumer confidence and trust, leading to misunderstandings and unmet expectations. It is essential to avoid being overly formal or robotic, as it can appear fake and insincere. One-sided communication, where individuals fail to express their needs or opinions clearly, can also lead to misunderstandings. Some communication methods, such as forceful or aggressive, uncertain promises, or not properly addressing consumer problems, may not be effective enough to convince. This idea is aligned with the finding of Banet^[29] that the online world is constantly engaged in cognitive work: observing, inferring, categorizing, generalizing, and summarizing; occasionally we report to others what goes on in our heads. Balancing persuasion and consideration are crucial in customer decision-making. Sarcasm can make customers feel uncomfortable and untrustworthy, so businesses should understand their feelings and reactions to words. Online slow internet can lead to lack of clarity and genuine engagement, resulting in less viewers and exciting live streams. Improving clarity and avoiding jargon can help businesses succeed in the competitive online marketplace.

***Question 4.** What are some specific words or lines which you frequently use to attract sellers? Please provide some examples and explain.*

The responses highlighted that the live selling strategies aim to attract consumers by offering freebies, ensuring products are legit and intact, and stating what you see is what you get. They also show new collections and arrivals, and use satisfaction guarantees like money back and risk-free trial to boost customer confidence. These strategies help keep customers engaged and ensure the best possible experience for the seller. This idea is aligned with the findings of Lockett^[30] that they use to increase derivative sales by uncovering communication strategies and branding methods. They also warn customers in advance about delivery delays or product damage, fostering trust and transparency between the seller and buyer. Offering special discounts or reassuring customers about product guarantees can also attract more customers. This idea is aligned with the findings of Zhiwen (2024) that the live streaming sales strategy in an online market with spillover effect strategy. Overall, these strategies help build trust and transparency between the seller and buyer, ultimately attracting more customers.

***Question 5.** What non-verbal (movements or expressions) communication do you use to convince them to buy your products? Provide some examples.*

The responses highlight that non-verbal communication, including maintaining a friendly tone, using appropriate facial expressions, and active listening, can establish a connection with potential buyers. Visual aids like high-quality product images or videos can enhance communication and provide a better understanding of the product's features and benefits. Using emoticons or emojis can add a touch of friendliness and positive communication. A short description of the product can also help raise their decision to buy. This idea is aligned with the finding of Sullivan^[31] that the brand technicalities such as product attributes, features, and facts that may be unmemorable, personal feelings and experiences better shape consumers' evaluations of brands. Providing a lightning spot can make customers feel more comfortable and create a friendly environment, building trust and attracting more customers to live selling. Confidence, such as engaging with facial expressions and effective gestures, can also be key to attracting customers. Sincerity and a friendly smile can create a friendly environment and build relationships with clients, effectively convincing them to buy your product.

6. Conclusion

Zamboanga City online sellers have hopped in the trend to take advantage of the online selling. Due to the demographics of the online sellers in the city, it is the limitation of this study to only tap female online

sellers. Overall, to be an effective live online seller requires having a product knowledge, strong time management, and trustworthiness of products. Successful entrepreneurs study their products and test it before the actual live selling. To ensure the success of online selling, strong time management is expressed through a teaser made or announcement posted ahead of time to keep the potential buyers updated. Effective communication requires pay-inattention, quick responses, and adaptability to customer demands. The communication style should be informative, persuasive, and customer-centered, using simple language, accurate explanations, active listening, and open-ended questions. To persuade new customers, the strategy should focus on building a connection with them, emphasizing product advantages, and attending to their specific needs. Balancing persuasion and consideration are essential in customer decision-making. Online slow internet can lead to lack of clarity and genuine engagement, resulting in less viewers and exciting live streams. Live selling strategies include offering freebies, ensuring products are legit, showcasing new collections, and using satisfaction guarantees. Non-verbal communication, such as maintaining a friendly tone, appropriate facial expressions, and active listening, can also help establish a connection with potential buyers.

Conflict of interest

The authors declare no conflict of interest.

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