

A K-Means and Regression Analysis of Marketing Mix on Consumers' Consumption of Retail Appliances

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Abstract

This study aimed to assess the effectiveness of the marketing mix on consumers' consumption of the retail appliance through K-means and regression analysis. A survey method of research was used through a researcher-made questionnaire to gather data. The respondents were from the selected areas in Metro Manila and were all Filipino. Most of the respondents are female. Each cluster for each marketing strategy has helped the consumers to formulate various perspectives in terms of effectiveness. The demographic profile, particularly when it comes to age, gender, civil status, employment, and monthly income, greatly affects the perception in terms of the marketing strategies. To improve the marketing strategies, further studies and evaluation of the other marketing aspects should be looked upon to have a deeper insight into what aspects should be lingered or modified. The retail appliances company should target the Gen Z and Millennials since these are the tech-savvy generation. The brands should consider the quality of their products with good pricing points and make them accessible and available both online and offline. The marketing manager of appliance brands should focus on online marketing platforms such as Shopee, Lazada, IKEA website, and others alike in time of the pandemic.

Keywords: marketing mix strategies, product, price, place, promotion, retail appliances online marketing, consumer consumption, pandemic, Philippines