

The Marketing Mix Strategies of Shopu Shopu Convenience Store

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Abstract

This study aims to assess the effectiveness of the marketing mix strategies of Shopu Shopu Convenience Store located in Makati City. Specifically, this research aims to state the profile of the respondents in terms of gender, age, civil status, employment, monthly income, frequency of visit, and average amount of purchase, assess the level of effectiveness of the marketing mix strategies in terms of the product, price, place, and promotion and the significant difference in the respondent's assessment on the level of effectiveness of marketing mix strategies of Shopu Shopu Convenience Store when they are grouped according to profile. This research utilized the descriptive survey design. Based on the findings, Consumers increasingly expect more advantages and the management's ability to draw attention to a product's style, sizes, brand name, variety, comfort of using that product and differentiate it in a favorable way from competitors has a big influence on sales. The product's price or cost is a big influence on consumer decision to buy a product rather than its product attributes. For a convenience store, it is important for the price to be visible and noticeable because it influences the consumer to buy a product and compare various brands. Without the price, consumer will just use their stored knowledge. Based on the research, respondents are happy with Shopu Shopu Convenience Store's marketing mix regardless of their monthly income, with the exception of pricing, which suggests that the greater their money, the more things they may buy in the shop. However, everyone agrees that the 4Ps programs are an important part of attracting customers to the company. The success of convenience store marketing mix tactics is effective in the eyes of all respondents, and it appeals to them tremendously.

Keyword: Marketing, 4p's, Convenience Sampling, Questionnaire