

Towards an Optimal Mix of Marketing Models for Online Consumers

Jamaal T. Villapaña

<http://orcid.org/0009-0002-4145-0043>
jamaalvillapana@gmail.com
Bernardo College, Philippines

Abstract

Online selling has become the mainstream for most consumers nowadays. Many online consumers are attracted to buying products to meet their daily needs. Online sellers on the other hand are continuously increasing because of the availability of various online selling platforms available for them. This study was conducted to determine the optimal mix of marketing models for online consumers. This will uncover the right combination of marketing mix to help online sellers design the approach to capture the online market. The respondents of this study are middle-class who was residents of the City of Bacoor and Las Piñas City who experienced buying products online. The data gathered was tabulated, analyzed, and interpreted using descriptive statistics like percentage, frequency, weighted mean, standard deviation, and regression analysis. The descriptive method was used to generate a good result of the study. The results revealed that the majority of the respondents are 23 to 27 years old, females and most of them are single, the majority are employed, and almost half of them have a monthly income of 24,000 to 34,000 pesos. Most of them used Shopee to buy and shop products online for electronics, fashion and beauty, food and personal care, toys, DIY products, home décor, and other home supplies. The focus of the online business should be on the Place which is the online interface. Online sellers should provide more details about the product posted online.

Keywords: Marketing Mix, Marketing Model, Online Consumers, Descriptive-Quantitative, Philippines