

ASSESSMENT OF MARKETING MIX OF CYCLEMER ENTERPRISES: BASIS FOR MARKETING STRATEGIES

ABSTRACT

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This study analyzed the marketing mix of Cyclemer Enterprises by examining the four Ps—product, price, place, and promotion—to identify strategies that can enhance sales and customer satisfaction. With rising demand for motorcycles and related services, motor shops face increasing competition and operational challenges. Evaluating each element of the marketing mix provides insights into how Cyclemer Enterprises can better meet customer needs and differentiate itself in the market. This study employed a descriptive quantitative research design to assess customer perceptions of Cyclemer Enterprises' marketing mix. Stratified Random sampling selected 30 respondents, divided equally between product purchasers and service users. Data were collected through expert-validated questionnaires and follow-up interviews. Statistical analyses include frequency and percentage distributions, weighted means to gauge satisfaction levels, the Kruskal–Wallis H test to examine differences across age groups, and the Mann–Whitney U test to assess gender and visitation-frequency effects. The majority of product purchasers (66.7% male) reported monthly visits, while most service users (80% male) visited weekly. High satisfaction emerged for product quality (weighted means of 3.60 and 3.61), pricing (3.63 and 3.67), and location convenience (3.53 and 3.48). Promotion scored lower (2.96 and 2.92), indicating weak social media engagement and communication channels. Additional challenges included unclear product and service descriptions (3.40 and 3.53), perceived value and price competitiveness concerns (3.47 and 3.60), and insufficient parking or service-area capacity (3.27 and 3.13). Significant differences by age were found for both purchaser groups ($p < 0.0052$) and for service-user visitation frequency ($p < 0.0344$), while gender showed no significant effects. The findings indicated that Cyclemer Enterprises excels in product quality, pricing strategies, and accessibility but requires stronger promotional efforts. Addressing parking constraints, implementing queue-management systems, adjusting pricing structures, improving inventory management, and expanding product offerings were identified as key improvement areas. Enhancing social media advertising and communication channels was recommended to boost brand awareness and customer engagement. These measures are expected to strengthen the overall marketing strategy and drive sustainable performance improvements.

RECOMMENDED CITATION

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