

Segmentation: UniKL student carpooling during semester break

OBJECTIVE

- Determine important factors influencing attitude toward carpooling
- Grouping UniKL students to homogenous group based on factors
- Developing possible strategy to implement carpooling in UniKL
- Create awareness of carpooling among UniKL students

METHODOLOGY

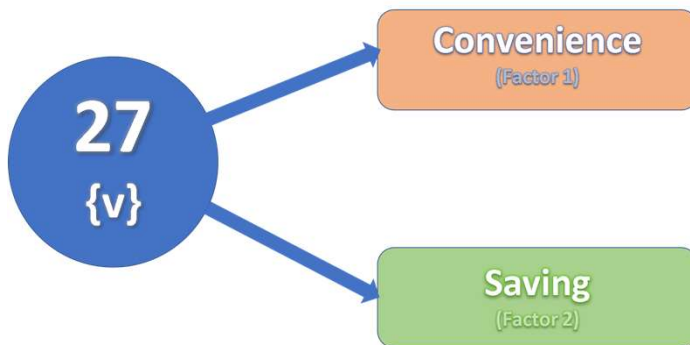


N=52



Factor Analysis
Cluster Analysis

FACTOR



statistical method used to describe variability among observed, correlated variables in terms of a potentially lower number of unobserved variables called **factors**

Principal Component Factor Analysis with Varimax Rotation

CLUSTER

the task of grouping a set of objects in such a way that objects in the same group (called a **cluster**)

Cluster Analysis of Factor Score using k-means

Cluster description using demographic data

		Convenience	
		+	-
Saving	+	<ul style="list-style-type: none"> • +ve convenience, +ve saving • Largest 50% • Equal gender • 89% >50km • 69% have carpooling experience • 88% willing to carpool 	<ul style="list-style-type: none"> • +ve convenience, -ve saving • 13% • 70% female • 50% >100km • 58% have carpooling experience • 58% willing to carpool
	-	<ul style="list-style-type: none"> • -ve convenience, +ve saving • 13% sample • Equal gender • All >50km • 50% have carpooling experience • 80% willing to carpool 	<ul style="list-style-type: none"> • -ve convenience, -ve saving • 2nd largest (23%) • Majority male • 50% >100km • 50% have carpooling experience • 50% willing to carpool