

**T.C.
ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF GRADUATE STUDIES**



**THE EFFECT OF MARKETING MIX ELEMENTS (4P) ON CONSUMERS'
PURCHASING DECISION IN OYO STATE, NIGERIA: A CASE STUDY OF
SODA BRANDS**

MASTER'S THESIS

ADEDOTUN TEMINIOLA INAOLAJI

**Department of Business
Business Administration Program**

JUNE, 2022

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(Y2112.130022)

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Thesis Advisor: Assist Prof. Dr Muhammed Talha NARCI

JUNE, 2022

ONAY FORMU

DECLARATION

I hereby declare with respect that the study “The effect of marketing mix elements (4p) on consumers’ purchasing decision In Oyo state, Nigeria: A case study of Soda brand”, was written without any defilement of scientific ethics from the introduction phase to the conclusion of the study and the sources were being referenced accordingly.

ADEDOTUN TEMINIOLA INAOLAJI

FOREWORD

This thesis is written in completion of the master's Program in Business Administration, at Istanbul Aydin University. The research is focused on "The effect of marketing mix elements (4p) on consumers' purchasing decision in Oyo state, Nigeria: A case study of Soda brand" My gratitude to the Almighty God for making the program a success. Similarly, my unreserved acknowledgement goes to my thesis supervisor Assist. Prof. Dr. Muhammed Talha NARCI, who never felt demotivated by my endless mistakes, for his constructive criticism, words alone cannot describe my gratitude, many thanks to my family for their unwavering support and encouragement in helping me reach my objective. I say thank you,

June 2022

ADEDOTUN TEMINIOLA INAOLAJI

**THE EFFECT OF MARKETING MIX ELEMENTS (4P) ON
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ABSTRACT

The main objective of the study is focused on investigating how marketing mix elements affect consumer purchasing decision. Other objectives include to examine the attitude of consumer purchasing decision based on product, to examine the attitude of consumer purchasing decision based on price, to investigate the attitude of consumer purchasing decision based on promotional activities and to examine the attitude of consumer purchasing decision as regards place and distribution actions. The research population was Oyo State while the research sample was 384. The study adopted a convenient research sampling technique. The study made use of questionnaire for data collection and two different scales were adopted for the study. The scales include Mittal Consumer Purchase Decision scale and Malau Hamman 4p marketing mix assessment scale. The study has six sections. The questionnaire will adopt a five points Likert scale from section two to section six and the scale will range from Strongly disagree, disagree, neutral, agree and strongly agree. The questionnaire will be distributed electronically with the use of Google Online form survey tool. For scale reliability, Cronbach Alpha reliability test will be conducted while Pearson Moment Correlation analysis will be carried out for scale validity. The study made use of multiple regression analysis to test the research hypotheses. The result of the study shows that the four hypotheses were accepted. The result shows that product strategies, price strategies, place and promotion strategies all have positive relationship and impact on consumer purchasing decision. Based on the result of the study, the various marketing mix elements have been found to affect the ability of customers to purchase soda. Organizations must invest in the different strategies to help in the improvement of sales, market performance and gaining market share based on the market segment. Marketers must carry out

detailed research on customer needs and develop products based on the needs of customers. The product must be a reflection of the society and location. For future studies, the promotional mix should be expanded based on the different promotional strategies which can be adopted based on their impact on consumer purchasing decision. The studies can focus on the impact advertisements, personal selling, sales promotion, public relations and publicity consumer purchasing decisions.

Keywords: Marketing, Marketing mix, Consumer purchasing decision, product, place, promotion and price

NIJERYA, OYO EYALETİNDE PAZARLAMA KARMASI ÖĞELERİNİN (4P) TÜKETİCİLERİN SATIN ALMA KARARI ÜZERİNDEKİ ETKİSİ: SODA MARKALARINA İLİŞKİN BİR ÖRNEK OLAY

ÖZET

Çalışmanın temel amacı, pazarlama karması unsurlarının tüketici satın alma kararını nasıl etkilediğini araştırmaya odaklanmıştır. Diğer amaçlar arasında ürün bazında tüketici satın alma kararı tutumunu incelemek, fiyata dayalı tüketici satın alma kararı tutumunu incelemek, promosyon faaliyetlerine dayalı tüketici satın alma kararı tutumunu araştırmak ve tüketici satın alma kararı tutumunu ürün bazında incelemek yer almaktadır. yerleştirme ve dağıtım işlemleri. Araştırma evreni Oyo Eyaleti, araştırma örnekleme 384'tür. Çalışmada uygun bir araştırma örnekleme tekniği benimsenmiştir. Araştırmada veri toplamak için anket kullanılmış ve araştırma için iki farklı ölçek benimsenmiştir. Ölçekler Mittal Tüketici Satın Alma Kararı ölçeğini ve Malau Hamman 4p pazarlama karması değerlendirme ölçeğini içerir. Çalışma altı bölümden oluşmaktadır. Anket, ikinci bölümden altıncı bölüme kadar beş puanlık bir Likert ölçeği benimseyecek ve ölçek Kesinlikle katılmıyorum, katılmıyorum, tarafsız, katılıyorum ve kesinlikle katılıyorum arasında değişecektir. Anket, Google Online form anket aracı kullanılarak elektronik olarak dağıtılacaktır. Ölçek güvenilirliği için Cronbach Alpha güvenilirlik testi, ölçek geçerliliği için Pearson Moment Korelasyon analizi yapılacaktır. Çalışma, araştırma hipotezlerini test etmek için çoklu regresyon analizini kullanmıştır. Çalışmanın sonucu, dört hipotezin kabul edildiğini göstermektedir. Sonuç, ürün stratejilerinin, fiyat stratejilerinin, yer ve tutundurma stratejilerinin hepsinin tüketici satın alma kararı üzerinde olumlu bir ilişki ve etkiye sahip olduğunu göstermektedir. Çalışmanın sonucuna göre, çeşitli pazarlama karması unsurlarının müşterilerin soda satın alma kabiliyetini etkilediği bulunmuştur. Kuruluşlar, satışların iyileştirilmesine, pazar performansına ve pazar segmentine göre pazar payı kazanmaya yardımcı olmak için farklı stratejilere yatırım

yapmalıdır. Pazarlamacılar, müşteri ihtiyaları hakkında detaylı arařtırmalar yapmalı ve müşterilerin ihtiyalarına gre rnler geliřtirmelidir. rn, toplumun ve mekanın bir yansıması olmalıdır. Gelecekteki alıřmalar iin, tketicisi satın alma kararı zerindeki etkilerine gre benimsenebilecek farklı promosyon stratejilerine dayalı olarak promosyon karması geniřletilmelidir. alıřmalar, reklamların, kiřisel satıřın, satıř promosyonunun, halkla iliřkilerin ve tanıtım tketicisi satın alma kararlarının etkisine odaklanabilir.

Anahtar Kelimeler: Pazarlama, Pazarlama karması, Tketicisi satın alma kararı, rn, yer, tutundurma ve fiyat

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ABBREVIATIONS

MM :Marketing Mix

PR :Public Relations

SPSS :Statistical Packages For Social Sciences

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I. INTRODUCTION

A. Background of The Study

Marketing has become one the most important factors and elements which organizations focus on towards bringing about increase organizational performance and productivity. In these day and age of business, every activity which are carried out by organizations is targeted towards promotion of their brands, products, or services. One of the significant reasons why organizations and firms engage in various marketing activities is focused is on impacting the way consumer behave towards their buying decisions and consequently, consumer buying behavior. Consumer behavior is at the heart of every marketing and promotional activity of any organization. Every product marketer or brand marketer is focused on trying to create content which influences consumer perception of a product and service and also goes a long way in determining how consumer behave and their overall attitudes towards a brand. Organizations invest so much in their marketing activities which brings about increased awareness of the brands and product, growth of their market share based on the market sector, increase in brand loyalty and brand recognition and furthermore, positive impact on how consumers relate to their products. Marketing activities which include various elements of the marketing process helps in bringing about increase in organizational performance and organizational productivity. Marketing activities is also central in determining the competitive advantage of an organization and also help organizations in gaining certain levels of market share in their market segment. According to Shamout (2016: 12) marketing brings about increase in products and the increase in brands which share similar characteristics, organizations have intensified their marketing actions. The author further implied that marketing activities by organizations in recent times has become intensive due to the increase in market competition between brands who are in the same market sphere. Al-Azzam and Al-Mizeed (2021:460) opined that organizations are making use of various marketing activities and strategies to help meet their target market niche and furthermore, go a long way in affecting the buying behavior of consumers

and also affect the way consumers see certain products and services.

Obasan et al (2015) further stated that in this digital age and growth of the use of internet and social media, organizations are making use of digital marketing, social media marketing, product promotion, the use of product and brand ambassadors, social media and brand influencers and the use of traditional mode of advertising to impact on the way consumers behave towards their products. Shamout (2016:10) opined that many organizations tilt their product designs, produces various variants of their products, make use of several promotional strategies, make use of several product distribution and logistics strategies, adopt certain pricing strategies and adopt other strategies which are focused on impacting the buying behavior and intentions of consumers. The adoption of these different strategies are taken based on the objectives of the brand and most especially, the objectives of the individual products and services and the type of products and services.

In marketing, for crucial marketing strategies are important for organizations irrespective of the products and services. The most important strategy of marketing in the modern era of doing business is marketing mix (MM) which is developed through time from one element to multi elements (Thabit and Raewf, 2018:115). The marketing mix elements are called the 4Ps of marketing and they include product, price, place and promotion. There are other marketing mix elements, but these four elements are the foundational basis for any marketing activity. The way a product is arranged, designed, produced based on content goes a long way in defining how consumers relate with the product and they go a long way in affecting consumer behavior towards the product (Obasan et al, 2015:34). A product is not just the physical product which is provided by a brand, it also include the image and how people relate with it. Other times, a product can focus on the product categories and the product variants. Marketing mix also focuses on the price of a product, the various factors which are considered before putting up and price and the pricing strategies which are used by organizations. Some organizations adopt a competitive pricing strategy while others make use of penetration pricing strategy and other types of pricing strategies which will be discussed in the course of this study.

Other crucial and critical aspect of marketing mix include the place and the promotional elements. According to Al-Azzam and Al-Mizeed (2021:461), the place strategy focuses on the supply chain processes which are used in the organization. It

also includes the way in which consumers can get the product. Place include distribution and logistics. In promotion, organizations focus on the actions which are carried out by organizations to increase the visibility of a product. It can be through advertising, sales promotion, public relation and personal selling.

These for elements of the marketing mix affect consumer purchasing decision in different ways. This study is focused on analyzing the impact of the various marketing mix elements on consumer purchasing decision.

B. Problem Statement

Many factors directly affect the way consumers act towards different products especially in their purchasing decisions. Different consumers behave differently to marketing activities of different organization. For example, a consumer can see the use of penetration pricing strategy as a bad strategy due to the fact a cheap price attached to a product show that the product lacks quality and other group of consumers can accept the penetration pricing strategy due to the fact that it falls into their budgetary allocation. Consumer purchasing decision is a major issue in marketing which goes a long way in determining the various actions of organizations in marketing their products. Consumer purchasing decision based on the marketing activities of organizations can be seen from a geographical point of view (Al-Azzam and Al-Mizeed., 2021:462). Different people behave different to a particular product. The authors that consumers make use of various indices before making decisions to any product. These indices are all dependent on the for crucial elements of the marketing mix. In Nigeria, consumer purchasing decision is influenced by the brand, the price of the product, the availability of the product and most especially, the promotional strategies used in promoting the product. Marketing in Nigeria is a big conundrum due to the disparities in the different segments of customers in Nigeria (Obasan et al., 2015:34). The authors argued that product positioning and segmentation is an important aspect in marketing in Nigeria and it boils down to the different marketing mix elements. This study is focused on analyzing the impact of the various marketing mix elements on consumer purchasing decision in Oyo State, South Western Nigeria.

C. Objectives of The Study

- The main objective of the study is focused on investigating how marketing mix elements affect consumer purchasing decision.
- Other objectives include:
 - To examine the attitude of consumer purchasing decision based on product.
 - To examine the attitude of consumer purchasing decision based on price.
 - To investigate the attitude of consumer purchasing decision based on promotional activities.
 - To examine the attitude of consumer purchasing decision as regards place and distribution actions.

D. Research Questions

- The following research questions will be answered in the study, and they include the following:
 - What is the impact of product on consumer purchasing decision in Oyo State, Nigeria?
 - How does the pricing affect attitude of consumer purchasing decision in Oyo State, Nigeria?
 - What is the impact of promotion on consumer purchasing decision in Oyo State, Nigeria?
 - What is the impact of place/distribution on consumer purchasing decision in Oyo State, Nigeria

E. Research Hypotheses

- H1: Product strategy has a positive effect on consumer purchasing decision.
- H2: Pricing strategy has a positive effect on consumer purchasing decision.

- H3: Promotional strategy has a positive effect on consumer purchasing decision.
- H4: Place strategy has a positive effect on consumer purchasing decision.

F. Significance of The Study

Consumer purchasing decision is an important area of study which organizations must focus on especially when it relates to the marketing their products and services. The need for intensive market research before products development and launch cannot be overemphasized in any organization. The result of the study will be important to marketers in Nigeria and organizations doing business in Nigeria.

G. Structure of The Study

This study will be differentiated into five different sections or chapters.

- The first chapter focuses on outlining the background of the study, the rationale and motivation behind the study, the objectives of the study, the aim, research problem and research significance. This part of the study provides a define overview of what the research entails and also provide a defined plan of how the study will flow. The chapter will also define important terms associated with the study
- The second chapter provides a review of related literatures associated with the study with proper investigation carried out on the various important terms associated with the study. This chapter will define the independent and dependent variables, provide the theoretical and conceptual framework of the study. The research hypothesis will also be conceptualized in this chapter. Other similar studies which have been carried will also be evaluated based on the research which they achieved.
- The third chapter will provide the various methods which will be adopted to achieve the research aim and objectives. This chapter focuses on the research design, the population of the study, the

research, the sample and sampling technique that will be used. The data collection procedure and the data analysis processes will also be outlined in this section. Finally, the limitation of the study and the ethical issues associated with the study will be analyzed.

- The four chapter will analyze the different data collected based on the different methods which have been adopted and explained in chapter three.
- This is the last part of the research process which focuses on outlining and discussing the major findings of the study which is based on the research objectives and the research hypotheses. This chapter will discuss the result gotten and compare the following results with what have been achieved in previous studies. The research implications will also be discussed, conclusion and summary of the study will be provided and finally, study recommendation for future studies will be provided.

A. Definition of Terms

Several terms will be focused on in the course of this study and they include the following;

- Market - Market is seen in any action or activities which focuses or attempt to satisfy the needs of people through the exchange of money for a good or service
- Marketing - Marketing is the process of planning and executing the idea generation or conception, pricing, promotion or distribution of ideas, goods and services which is aimed at creating exchanges towards personal and organizational satisfaction
- Marketing mix - Marketing mix is the combination of different strategies which are used by organizations with the aim of selling their goods and services. Marketing mix are set of tools which are controllable and organizations blend in synergy to bring about needed response based on the target market
- Product - Product is anything which is used to gain attention of

consumers. It is the base of any marketing activity which can be used to satisfy a need or want. It is the physical product or service which is given to consumers for which consumers are willing to exchange money for. Products include goods which are tangible, physical objects, services of persons, places, organizations, manufacturer's ideas or combination of the listed examples above. Product includes a design, a technology, ability being provided and value targeted.

- Price - Price element in the marketing mix focuses on the actual amount of money which is exchanged for a said product, goods, or services. Price is the value which is channeled for any product or service.
- Place - It consists of all the activities which is carried out to supply the product to the target market of the organization. Place consist of all the processes through which the services and goods of the manufacturer is brought to the consumer. Place is not just about distribution; it entails any process which is focused on making the product available
- Promotion - Promotion aspect of the marketing mix focus on making consumers and potential consumers of the target market segment to be aware of the products and services. Promotion focuses on taking or delivering the message based on the products and services to the intended audience
- Advertisement - Advertisement consist of creating a picture of the product which is showed to the audience to consume. Advertisement is all about feeding viewers or listeners about the positives of a product. It focuses on creating a certain level interest from the perspective of the consumer
- Consumer purchasing decision - Consumer purchasing decision process in the various processes which is involved when consumer exchanges money for a product or service. Consumer purchasing decision process is based on consumer overall behavior which is focused on explaining why consumers need certain products, what they need, when the product is needed and how to buy the product.

II. LITERTURE REVIEW

This chapter provides a review of related literatures associated with the study with proper investigation carried out on the various important terms associated with the study. This chapter will define the independent and dependent variables, provide the theoretical and conceptual framework of the study. Firstly, the concept of marketing will be discussed, marketing mix and the various marketing mix elements will be fully discussed. The concept of consumer purchasing decision will be explained and the conceptual framework of the study will be analyzed. The research hypothesis will also be conceptualized in this chapter. Other similar studies which have been carried will also be evaluated based on the research which they achieved.

A. Concept of Marketing

The importance of marketing mix as an important aspect in the process of selling goods and services stems from the actual process of marketing. To effectually talk about marketing mix as a concept, market must be fully conceptualized.

Market is seen in any action or activities which focuses or attempt to satisfy the needs of people through the exchange of money for a good or service. Defining marketing over the years has been difficult due to the broad nature of the concept. Marketing can be defined in a variety of ways and based on various dispensation, the idea of marketing has changed, improved developed and has become broad. In defining marketing, Iwu (2009:10) quoting a definition from the American Marketing Association wrote that marketing is the process of planning and executing the idea generation or conception, pricing, promotion or distribution of ideas, goods and services which is aimed at creating exchanges towards personal and organizational satisfaction. Furthermore, marketing focuses on the process of making decision which are directed at meeting the needs of consumers and organizations. In defining the concept of marketing, Brunswick (2014:33) wrote that the definition of the concept has evolved from the 1910 to the millennium. In recent times, the major definition of marketing focuses on organizing and planning of firm's customer-

impinging resources policies and activities with the view of satisfying the needs and wants of chosen customer groups at a profit. This definition of marketing was based on Kotler. Marketing focuses on creating a bridge between producers and consumers.

Based on the above definitions, it is obvious that marketing is any process which brings about exchange relationship. Production of a good or service for consumer to consume by putting certain machinery in place for consumers to see the product and get access to the product. According to Contreras and Ramos (2015:13), marketing focuses on determining the needs of a specific segment or market niche and taking into consideration of many factors to help meet the needs of the target group better than anyone. Furthermore, marketing focuses on studying and researching the needs of the consumer as regards to a particular product and make a decision based on the range of the need for the product in question determining the amount of interest for now and the future and help consumer have access to the product. Marketing is just about anticipating and needs of customers, satisfying the needs through the exchange of resources which is mutually beneficial (Iwu, 2009:11). Furthermore, the exchange must be focused on bringing about profit and must be carried out more effectively and efficiently than what other competitors are offering. The major reasoning behind marketing is geared towards exchanging, sharing information, engaging in conversations and instigating interventions towards improving the quality of goods and services as well as to obtain some benefits (Gillannia et al., 2013:20).

Iwu (2009:11) and Gillannia et al (2013:20) suggested that in a market situation which is primarily exchange between the buyers and sellers, the two group of individuals play different significant roles. From the perspective of the buyer, the roles of the buyer are as follows;

- A declaration of the need of a service or product.
- Taking intentional step towards purchasing the product and making use of the service
- Making use of the service based on the required usage or consuming the product
- Taking evaluation of the benefits of the product which have been gotten or the services which will affect the future use of the product.

According to Brunswick (2014:34), marketers are faced with various herculean tasks based on the increasing nature of the competitive space in different market segments. There is a constant changes and growths in different market due to increased levels of specializations, new entrants coming with new ways of doing things, the use of new cutting-edge technologies and the impact of globalization. To effectively manage and realize the various objectives of a buyer, the seller which is also the marketer plays some current roles and these roles include;

- Providing various sources in which buyers can access the service or product which will bring about making purchase. This is one of the important functions of the seller in the sense that a buyer must have to see the product before buying can take place. This is the place where product promotion comes to play and becomes very crucial
- The seller will have to provide the product at an affordable manner which is based on the market segment. The market segment plays a crucial role in this regard. For example, a product which is sold using premium pricing strategy will solely target premium buyers (deep pocket buyers). Based on this, sellers must have to know their target market or audience before carrying out any market activities.
- Sellers must make use of a distribution strategy and network to make the product available to buyers (Iwu., 2009:12). Provision of access to the product or service is another important function of the marketer/seller.
- Provision of detailed information of the product or service. The marketer must be able to give detailed information about the benefits of using the product and making use of the services. When buyers are privy to the background information of the product or service, intention to buy takes place. For example Smartphone manufactures always make available the specifications of the products which they are manufacturing and selling. The information of the product brings about the incentives to buy from buyers
- Marketers are prone to get detailed feedback from buyers based on the performers of the product or service. The feedback mechanism provides the platform for buyers to provide information about the performance of

the product and their experience when making use of the services. Contreras and Ramos (2015:13) suggested that feedbacks provides necessary information which will help in improving the products and provisions of better services.

- Acting on feedback which has been provided by buyers.

The essence of marketing in meeting the needs of buyers is constantly increasing due to the broadness of today's definition of marketing. The impact of technology in marketing has also improved the effectiveness of marketing. Technological growth has brought about the simplification of marketing activities and also brought about slight changes in the now definition of marketing in comparison to how it was defined in later times (Brunswick., 2014:33). In today's world, marketing is all about effective interactions between various elements in marketing process. In today's marketing environment, terms such as social media influencers, digital market, affiliate marketing, social media marketing, broad ambassadors and other evolving means of marketing has changes how marketing is done. Al Badi (2018:28) also inferred that the collection of personal consumer data through various social media outlets and other online tools has changed how marketing is done. Big data has become an important aspect in many marketing process. Customization of products based on the online activities and online purchasing decisions of buyers are now use to provide tailor made products to buyers on the go(Thabit and Raewf., 2018:113), also implied that various technological advancements has brought about increase simplification of how marketing is done. Retail marketing now make use of facial recognition software, artificial intelligence, robotic technology and many more new tools to provide tailored services and better consumers experiences. Furthermore, the use of paid media advertising, point of purchase marketing, conversational marketing, cause marketing, social media branding and affinity marketing has changed the way traditional marketing is being carried out through the adoption and creation of new technology.

Marketing is simplified based on the ability to segment marketing activities into different aspects. It should be noted that in marketing, several strategies are adopted by marketers to meet and objective of the organization (Thabit and Raewf., 2018:114), The sole and most important goal of every marketing process is to promote the organization and subsequently, promote the products and services of the

organization and meeting the need of consumers through consumer satisfaction. In modern times, the most important strategy of marketing which is well adopted by many organizations is marketing mix.

B. Marketing Mix

The foundational element which brought about the marketing mix strategy was the pricing strategy element based on the mix. McCarthy in 1964 introduced the marketing mix concept as the 4ps of marketing and it consist of price, place, product and promotion (Gilannia et al., 2013:21). Other marketing mix concepts have been developed in 7ps which added three more elements such as packaging, positioning and people. In defining marketing mix, the authors wrote that marketing mix is the combination of different strategies which are used by organizations with the aim of selling their goods and services. Marketing mix are set of tools which are controllable and organizations blend in synergy to bring about needed response based on the target market (Al Badi., 2018:29). The author posited that the major objective of the marketing mix is to meet the needs and wants of the organization's target market or market segment. The definition was based on Kotler's point of view. According to Thabit and Raewf (2018:1150, marketing mix is a conceptual framework which helps in clarifying the main decisions managers make arranging their product or service offerings to meet the needs of consumers and also help in increase consumer loyalty based on consumer satisfaction. The authors significantly clarified the main reason of the marketing which is to make marketing seem easy to handle, to allow the separation of marketing from other activities of the organization, to delegate the marketing task to specialists and to change the organization's competitive positions by activating the various components of the marketing mix. Marketing mix focuses on the combination of different tactics which are adopted by various businesses towards achieving the objectives of the business which is to market its products or services in an effective manner based on the target market group of the organization (Cengiz and Yayla., 2008:6). Furthermore, the authors wrote that it is a means of translating marketing planning into action or practice. The concept focuses on the various factors or elements which is used by a marketing manager to satisfy the needs of the target market (Goi., 2018:10). The author also implied that the marketing mix is a conceptual framework and not a marketing

theory. It is the most important framework which is adopted by marketers to provide consumers with their specific needs.

1. The Pros and Cons of Marketing Mix

According to Thabit and Raewf (2018:116), marketing mix has two important benefits, and they include:

- It is a tool which helps in showing that marketing managers are creating a synergy by making use of the benefits of each element of the marketing mix to benefit another element in the same mix. Managers take into consideration the various benefits of each of the four elements and use them in synergy.
- It is a tool which reveals a different aspect of the job of a marketing manager. Most people always think that the job of the marketing manager is just to promote a product or service not knowing that marketing entails knowing what the customer wants and focus on making the need of the customer to be provided and this includes getting involved in the product development, pricing, promotion, distribution and point of sale. They also focus on interacting with lead users to gain important information. The marketing manager also focuses on instilling the mindset of marketing in every part of the organization (Thabit and Raewf., 2018:116). Every action of every aspect of an organization must be geared towards painting the organization in a positive light which will help in the decision making of consumers.

Several critics have criticized the concept of the marketing mix due to certain drawbacks and these were highlighted by Thabit and Raewf (2018:120) and Al Badi (2018:29) and they include the following:

- Marketing mix does not in any way put into consideration the behavior of consumer. The framework focuses on the internal activities of the organization providing the products and services.
- Based on the tenets of marketing mix, consumers are seen as passive elements. The framework does not focus on the need for marketer to consumer relationship which is an aberration because back and forth

interactions between consumers and marketers are crucial to today's form of marketing.

- The framework is not hinged on any theoretical perspective. The framework put so much emphasis on the strength and effectiveness of organizational management.
- There is no personification of the marketing activities between the different elements of the marketing.
- Service marketing elements are put into consideration in marketing mix.
- The product is declared in the singular which is not quite possible in practicality due to the fact that most organization do not sell the product only. Marketers focus on selling the product line or trademarks which are all based on the needs of the consumer.
- The most important aspect of marketing which is focused on building relationship is not focused on the marketing mix framework.

Based on the framework, marketers are seen as the most important framework.

Cengiz and Yayla (2008:7) also suggested that the advantage of the concept is that the various aspects of marketing are fixed into one matrix and this help in making marketing to be easier. Furthermore, the authors wrote that it helps in the separation of marketing from the activities of the organization. Finally organizations can vary their marketing activities based on the resources which is allocated to them.

2. Marketing Mix Elements

Marketing mix is essentially made up of four elements which are interrelated. The four elements work together to optimize the marketing activities of any organization that is adopting the marketing mix (MM) framework. (Al Badi 2018:12), and Thabit and Raewf (2018:118) listed the marketing mix elements and they include;

- Product
- Price
- Promotion

- Place

Product	Place	Price	Promotion
Quality	Channels	Pricing strategy	Advertising
Features	Coverage	Discounts	Personal selling
Design	Locations	Allowances	Publicity
Style		Handling charges	Displays

Figure 1 Marketing Mix Element

Source: (Gilaninia et al 2013:22).

a. Product

Product is anything which is used to gain attention of consumers (Gilaninia et al., 2013:22). The authors also wrote that it is what is acquired, used or consumed. It is also the bases of any marketing activity which can be used to satisfy a need or want. Furthermore, Isoriate (2016:12) suggested that it is the physical product or service which is given to consumers for which consumers are willing to exchange money for. The authors wrote that product include goods which are tangible (can be touched), physical objects, services of persons, places, organizations, manufacturer's ideas or combination of the listed examples above. Product includes a design, a technology, ability being provided and value targeted. It is essentially the most important marketing element (Cengiz and Yayla., 2008:10). Product is anything of benefit which a party can offer to another party. The offering can be either tangible or intangible (Al Badi., 2018:20).

Thabit and Raewf (2018:121) stated that it is essentially the goods and services which are presented by organizations or firms to consumers. The authors opined that a product can be a mobile application which is provided by a technology industry which can be used to carry out an activity or it can be a loaf of bread that is being produced and sold by a bakery firm. Furthermore, product can take the shape of a train travel service, a telecommunication service provided, internet service provider or a cable television service provider.

Even though goods and services play a major role in the process of defining the product element of marketing mix, other important factors are important when talking about the product element and they include product variety, product line,

product quality, product design, the various factors of the product, brand, product packaging, size of the product (Gilaninia et al., 2013:23). Goi (2015:12) argued that the important aspect of the product mix is the packaging and labeling part of a product. Product strategy include the product planning and development and standardization and grading of product.

b. Price

Gilaninia et al. (2013:24) mentioned that price element in the marketing mix focuses on the actual amount of money which is exchanged for a said product, goods or services. Price is an important aspect of the marketing process because it provides a sense of value of the product from both the different groups. The author opined that in setting a price, it requires a deep understanding of the important role price play a role in determining the product in the target market. Price is the amount in which a consumer most exchange to receive a product offering (Al Badi, 2018:27)

Thabit and Raewf (2018:120) argued that price is the value which is channeled for any product or service. It is actually one of the most important jobs in marketing and it is also a difficult job. While fixing a price based on a product or service, many factors must be fully considered by the producer or marketer. The authors opined that the major factors which must be considered include need of product, the cost involved in producing the product and also making the product available and consumer ability to make payment for the product.

According to Isoraite (2016:12), the factors which affect price include government restrictions and competitors pricing for the same type of product. Other factors which must be considered includes consumer's perceived value of the product, cost of production material, product differentiation, market share of the parent owners of the product (brand) and market segmentation (Al Badi., 2018:27).

Isoraite (2018:12) mention the various element of the pricing mix include the following;

- The trade or cash discounts which are provided by the brand or marketer towards increase in sales and purchase
- Credit provided for certain types of product selling
- The terms and conditions of making sales

- Setting the pricing list of the product in the product line
- Cost of the goods, materials, knowledge, technical skills, technology which is used in making the product or providing the services. Pricing based on certain services can be tricky especially in the service industry
- Price of either competitor's goods or substitute goods
- Allowances.

Al Badi (2018:27) suggested that pricing methods which are used by most organizations are most categorized into three broad categories and they include the following:

- Cost based methods – This method is based on the cost of producing the product. It involves cost of production and distribution of the product until it gets to the consumer. It involves adding a percentage of the cost of product to the eventual selling price of the product or service with the aim of making a profit (Al Badi., 2018:28) The pricing method in this category include cost-plus method, target return pricing, break-even analysis, contribution analysis and marginal pricing.
- Competition-based-methods – This broad method focuses on what other competitors are pricing and make use of the information in fixing price. Example of this form of pricing include pricing based on market average prices, pricing above competitors, pricing below competitors and pricing according to the dominant price in the market.
- Demand-based-methods – This include pricing based on perceived value pricing. Perceived value pricing is based on customer's perception of the value of the product. Other demand-based product includes value pricing and pricing based on the needs of the customer. The latter pricing method can be termed customized pricing since it focused on what the consumer needs.

The major objective behind the placing of price is to hold on to profitable customers, to bring more or attract new customers and to satisfy the needs of customers, in marketing, organizations must adopt the best pricing strategy which will help the organization to meet their objectives and goals (Al Badi., 2018:28).

Some important pricing strategies include skimming pricing strategy which is adopted to recover production costs, penetration pricing which is adopted to gain enough market share. It is done by fixing a lower price in comparison to what is used by competitors. Some organizations make use of premium pricing strategy which is based on premium goods.

c. Place

This is the third element of the marketing mix. It consists of all the activities which is carried out to supply the product to the target market of the organization. Place consist of all the processes through which the services and goods of the manufacturer is brought to the consumer (Al Badi., 2018:28). Gilaninia et al (2013:22) indicated that place involves the delivery of the desired product and services to the customer in the right time and at the desired place. The authors wrote that place make de of two strategies. The first strategy focuses on the process whereby the organizations directs the distribution system while the second strategy focuses on the activities of the distributors to provide the goods and services to the consumers. Place is not just about distribution; it entails any process which is focused on making the product available.

Thabit and Raewf (2018:120) wrote that the purpose of making or producing a product is for it to be sold to consumers and furthermore, the product or services must be made ready to the consumer at a suitable place based and accessibility. The place aspect of the marketing mix makes use of a chain of individuals and organizations which include distributors, wholesalers and retailers. These individuals shape the overall distribution network. It should be noted that place is not just about the physical distribution channel alone, technology has brought about changes in the way marketing is carried out these days. Online marketplace are also regarded as the place aspect of the marketing mix. Consumers and customers can order online, make payment and the product will be brought to the doorstep of the consumer.

Distribution channels include different agents, dealers, processing warehousing, materials handling, inventory management and transportation (Goi., 2015:12). Place also include location, assortment, convergence, logistic and inventory control and management (Al Badi., 2018:29). The place aspect of the marketing mix helps in distribution of goods to the final buyers. The process make use of various financial intermediaries and delivery intermediaries to facilitate the

entire process of taking goods from the place of production to the place of it being consumed.

According to Gilaninia (2013:28), the place or distribution aspect of marketing mix are responsible for specific functions and they include the following;

- The place aspect of marketing mix focuses on informing the market or market segment, gathering of information and sometimes, distribution of information based on the goods and services.
- The place part of the marketing mix also carry out promotion and advertisement. When the distribution is being carried out, product promotion can also be carried out at the same time.
- The distribution aspect also make contact with the distribution, search and communicate with potential customers. Furthermore, the distribution channel also focus on taking the required goods to the exact target market. Al Badi (2018:29) also supported the views of Gilaninia et al (2013:29) which argued that distribution channels are used as a way of communicating with customers and gain adequate feedbacks based on the performance of the products and services.

The authors also provided certain advantages of distribution channels in a market mix and they include the following;

- Movement of goods and services from the place at which the product is produced to the part where they are demanded.
- Distribution channels are used to provide adequate information about the products and services to consumers.
- Distribution channels can also be used for the promotion of goods and services. Based on the place mix, a producer must choose whether to sell directly to persons or through the use of various distributors.

The plan to sell directly can help to increase the amount which can be sold due to the decrease in price. Removing the many distributors and middlemen help in reducing the added money since it is not passing from one stage to another stage (Thabit and Raewf., 2018:120). Isoraite (2016:13) also inferred that distribution can

become quite complex but at the end of the complexity, producers, brokers, independent traders and the interest of the consumers come together to create a cascade of events which ends at providing the goods to consumers and also help in making the organization to make profit.

Isoriate (2016:14) suggested that marketing distribution can function in two different ways:

- Distribution can be perceived as a marketing channel which is focused on not just making the services to be accessible but to make it easily accessible to consumers. One of the major issues which affects distribution is the inability of consumers to easily access the physical location of the point of sale and this can deter potential customers
- Physical distribution which is based on the local conditions of the place, the technical feasibility of the location, transportation and other condition.

Shamout (2016:23) further implied that distribution is necessary based on the following advantage and they include;

- Distribution channels focuses on analyzing the needs of the consumers
- Focuses on the determination of the distribution chain objectives and also focuses on the obstacles based on the distribution chain and prefer solutions to deal with the obstacles and barriers
- Identification the key distribution chain alternatives which can be adopted
- After the third phase, assess the many alternatives then make a choice of the most suitable alternatives.

Isoraite (2016:14) also provided two types of distribution channels which can be used in marketing mix, and they include direct distribution and indirect distribution. The author wrote that direct distribution can be done in two ways, and they include through the use of the sales branches of the organization and employees and secondly, through the use of various independent broker who operate based on tenets of the production company.

The second aspects make use of dealers, brokers and sales commissioners. The indirect distribution channels make use of the various middlemen in the sales process such as wholesalers and retailers. Many organizations make use of either the direct distribution or in direct distribution in an isolated manner and other organizations make use of both types of distribution in a collective manner.

d. Promotion

As the word implies, promotion aspect of the marketing mix focus on making consumers and potential consumers of the target market segment to be aware of the products and services. Promotion focuses on taking or delivering the message based on the products and services to the intended audience (Gilaninia et al., 2013:29). The process focuses on the consumers, persuade the consumers and influence the buying decision on consumers. Al Badi (2018:30) argued that it is one of the most powerful element based on the marketing mix. It is focused on communicating and persuading the target market. The promotional aspect of the mix focuses on reminding, creating a positive brand image and brand awareness (Goi et al., 2015:14). The process of creating a favorable image in the minds of consumers is one of the sole aims of the promotional mix of the marketing mix. Product promotion has changed and has also evolved over time. Isoraite (2016:16) suggested that promotion is about interaction and participation.

Promotion helps the organization to show their products and services in every effective manner which is aimed at encouraging potential consumers to make purchase (Thabit and Raewf., 2018:122). The authors also wrote that any action which is carried out to increase the sale quantity of products and services is termed promotion. Promotion can be carried out in different modes based on the objectives of the organization. The objectives of the marketer plays a crucial role in the type of promotional activity to adopt.

Thabit and Raewf (2018:122) and Isoraite (2018:15) listed various promotional mix and they include the following;

- Advertisement
- Sales promotion and sponsorship
- Use of sales incentives

- Private sale
- Public relations
- Direct marketing

i. Advertisement

Arguably the most widely used marketing tool which has been adopted by various marketers. Advertisement consist of creating a picture of the product which is showed to the audience to consume (Gilaninia et al., 2013:30). Advertisement is all about feeding viewers or listeners about the positives of a product. The aim of advertising is persuasion. It focuses on creating a certain level interest from the perspective of the consumer (Thabit and Raewf., 2018:123). Furthermore, advertisement is used to bring about product recognition and also help in instigating a certain form of interest by making use of various levels of persuasion. Advertisement make use of radio, television, billboard, newspaper and the internet. The use of online advertisement has increased and fully adopted based on the continual increase in technological use. The use of social media marketing has helped in increasing the wide variety of advertising options which can be adopted by brands. Advertisement focuses on the reduction of any kind of barrier between customers and organization. It focuses on sharing information and also focuses on increasing customers' intention to buy (Isoraite., 2016:16).

ii. Sales Promotion and Sponsoring

Sales promotion is focused on encouraging purchase of a product or make use of a service. Sales promotion focuses on actions and decisions which helps in the provision of various short-term measures and actions which are geared towards the increase in purchase and help in facilitating the use of a product (Isoaraite., 2018:18). Furthermore, the author wrote that sales promotion is a promotional tool which is used by sellers to increase the provocative tendency to make consumers to buy more and faster. According to Gilaninia et al (2013:32), sales promotion focuses on the provision of various levels of sales incentives which will the amount of goods consumers can get at lesser prices.

Similarly, Isoraite (2016:20) suggested that sales promotion include the use of coupons, prizes, free samples, discounts and the use of promotional items. The author further wrote that sales promotion can be used in three ways based on the

direction of the sales practices and they include:

- User – for users, the use of samples, coupons, bonuses, prizes and guarantees
- Traders – Sales promotion can be carried out through the use of price reduction, promotional allowances and free products
- Corporate sales personnel – Based on the group, sales promotion can be carried out through the use of sales exhibition, sales representation contests and special promotions

One of the most important sales promotion technique is the use of sponsorship. Sponsorship is a sales promotion tool which makes use of coupon, awards, contests and even product demonstration (Isoraite., 2016:20). In defining sponsorship, the author wrote that the sales promotional tool focuses on any activity which is used to make the target segment aware of product or service and the advantage of using the product or service with the aim of convincing the customers to make use of the products/

Sales promotion can be carried out through the use of the following actions and activities:

- Organization various competition between dealers and buyers and this can include awarding of prizes to winners of the competition
- The use of product demonstration shelves can be used to bring about sales promotion
- Organization can make use of sending free samples of the product to lead users free of charge
- The use of coupons guaranteeing price discount for using a service or buying a product
- Buying a product and getting an added gift in the same product line
- Giving discounts to middlemen including wholesalers and retailers
- Selling product at reduced price at a particular period of time

iii. Sales Incentives

According to Isoraite (2016:20), sales incentives can be carried out through the use of lotteries and contests. Sales incentives are done in store and consumers can test the goods, play s specific game or make use of the goods for a specific period of time. The use of free trials based on certain services online are effective sales incentives/ other sales incentives include the use of loyalty programs, distribution of coupons, rebates and discounts (Thabit and Raewf., 2018:123).

iv. Private Sales

Private sales is an example of sales promotion and sponsorship which focuses on personal communication carried out by organizations to help convince a potential consumer to purchase the product which have been proposed (Isoraite., 2016:22). Private sales is quite expensive because it requires one-on-one communication unlike communicating with a broad audience. Private sales is the interaction which happens between a marketer and a buyer with the aim of selling a product (Al Badi., 2018:30)

Isoraite (2016:22) stated that the major objectives of making use of private sales include the following:

- It focuses on informing potential buyers of the supply of the proposed goods and services
- Private sale is also used to establish and also help in manufacturing relationships between the marketers and consumers.
- It helps to instigate consumer's interest on the offered products
- It also provides the opportunity for consumers to fully assess the performance of the goods and the services
- Finally, it helps to award sales

Private sales can be carried out through the use of retails sales which can be carried out in the supermarket, missionary sales through doctors and pharmacist dispensing medication, B2B sales and professional selling outlets (Isoraite, 2016:22).

v. Public Relations

This is the third element in the promotional mix of the marketing mix. Public relations focus on the maintenance of a favorable public image of the brand,

organization and the product (Cengiz and Yayla., 2007:10). Furthermore, Al Badi (2018:32) opined that it is focused on the communication between the organization and the consumer with the aim of highlighting the good and positive aspect of the organization with the aim of affecting consumer behavior and also maintaining good relationship with the public. Isoraite (2016:24) mentioned that the need for public relations is based on the following:

- Development and subsequent enhancement of the credibility of the organization with the aim of increasing the public acceptance of the organization
- Public relations is also focused on increasing the public interest based on the organization and the brand. It is also used based on the interest and needs of the brand
- It is also adopted towards the maintenance of communication and constant cooperation with the public
- Public relations is used by organizations to gain approval from the public based on the operations
- Through public relations (PR), organizations express their interest, product delivery and subsequent adjustments in different products
- Helps in controlling public opinions
- Public relations is also used in conflict resolutions and subsequent negotiation
- Finally, PR is used to create harmony between organizations and its external environment.

vi. Direct marketing

This is the last and important element of the promotional mix. Gilaninia et al (2013:29) stated that it is one of the most expensive promotional mix elements due to the fact that it is focused on the use of the sales force of an organization to help find new customers and subsequently make sales. Direct marketing involves the direct communication between the client and the manufacturer of the product (Isoraite., 2016:24). Organization make contact with a wide range of consumers to

communicate and share with consumers based on the products and services which are being proposed. Direct marketing features marketing which takes place with the use of different types of media (Thabit and Raewf., 2018:123). Direct marketing can be carried out through the use of personal selling, mailing, phone conversations, catalogs, interactive television and internet marketing. Direct marketing focuses on product propagation program. It involves selling straight to prospective consumers. In today's business climate, direct marketing is carried out through the use of out-bound calls from organization. It is often times called telemarketing (Al Badi., 2018:30). Organizations use it to sell new products and services to mostly old consumer or customers who have made a purchase from the brand or make use of the services which are provided by the organization. Direct marketing can also be carried out through the use of outdoor advertising (physical contact between marketer and prospective buyer), database marketing, online advertisement, websites and coupons (Cengiz and Yayla., 2008:12).

The objectives of making use of direct marketing based on the studies by Al Badi (2018:30) include the following:

- It is an effective tool which is used by marketers to reach customers fast
- Direct marketing is an efficient promotional tool which can be used through the creation of targeted campaigns which can focus on a particular market segment
- The process can be fully customized to meet selected group of people since it is focused on one-on-one marketing
- The efficiency of the promotional strategy can be easily measured with the use of various measurement metrics

Product Mix	Place Mix
Quality Design Variety Branding Features Packaging Warranty Service	Agent Wholesaler Retailer Warehousing Transportation Inventory management
Price Mix	Promotion Mix
Price substitute of goods Commission Discount Terms of sales Allowances	Personal selling Sales promotion Advertising Public relation Publicity

Figure 2 Overview of the functions of the marketing mix element

Source: (Al Badi, 2018).

The figure above gives the general overview of the different aspects of the discussed elements of the marketing mix. Based on figure, product mix focuses on the quality of the product, design of the product, variety of the product, branding carried out on the product, features of the product, packaging of the product or the service being rendered and the service provided. The place mix focuses on the agents which are used in the distribution process, the various middlemen which include wholesaler/ retailer, warehousing, transportation and inventory management. The price mix focuses on the price of substitute goods in the competitive market, commission provided, discount provided, terms and condition of sales and allowances. The promotional mix focuses on the four important aspects of the promotional mix which include advertisements, personal selling, sales promotion, public relations and publicity.

C. Consumer Purchasing Decision

Before a product is gotten by consumers and before decisions are made by consumers whether to purchase a product or what not, several process of decision making are carried out by consumers with the aim of making the right choice based on the goods and services to choose from based on plethora of options.

Consumer purchasing decision is the last step in the consumer decision making process after all the alternatives have been evaluated (Al Azzam and Al

Mizzed., 2021:455). The authors wrote that purchasing decision made by consumer is affected based on various factors in the decision making process. Every process and step in the decision making process all leads to the stages of making a purchase which is the sixth while review of the decision and consequences of the decision made is the last step.

The various stages of the decision making process according to Al Azzam and Al Mizeed (2021:456) include the following;

- **Identification of the decision of problem** – At this point, a consumer identifies a need or a problem to be met. The realization that a problem must be dealt with and a decision must be made based on the need or problem is the first step of the consumer buying process.
- **Gathering of important information** – Based on the identified need, consumers will gather needed information based on the need. Albumalloh et al (2017:12) argued that consumer carry out research through different means to get accurate information about the nature of the need and how the need can be met. This gathering of relevant information can be carried out through the use of social media, internet search, asking people and many more options.
- **Identification of various alternatives** – In this situation, the consumer is faced with a wide range of options to choose from. For example when trying to buy a television, different brands of television is identified after the gathering of information stage and at this stage, a need to start sorting out comes into play.
- **Weigh-in the evidence** – At this stage, the personal feature based on the need comes to play. Based on the example used above, the need of television based on detailed research provided many alternatives. The specification of what the consumer wants such as the inches of the television, the overall size, the processing speed and the specific brand comes into play.
- **Choose among alternatives** – At this stage the consumer make a choice based on detailed research and personal buying specification

- **Purchasing decision** – The consumer make a purchase based on the narrowed down alternatives. A positive action is taken at this stage and the consumer starts experiencing the product or services.
- **Review of decision made** – After purchasing the product and making use of the product, evaluation is carried out about the preference of the product. Purchasing decision is an effective tool which is used to protect the buying processes of consumers (Mirabi, Hamed and Hamid., 2015:650). The authors opined that consumers are fixed with various call to action based on their different needs and these needs brings about a wide range of action which must be taken to meet the needs. The authors wrote that consumer purchasing decision is the overall willingness of consumers to pay for a product and services after all the researches have been carried out based on the product.

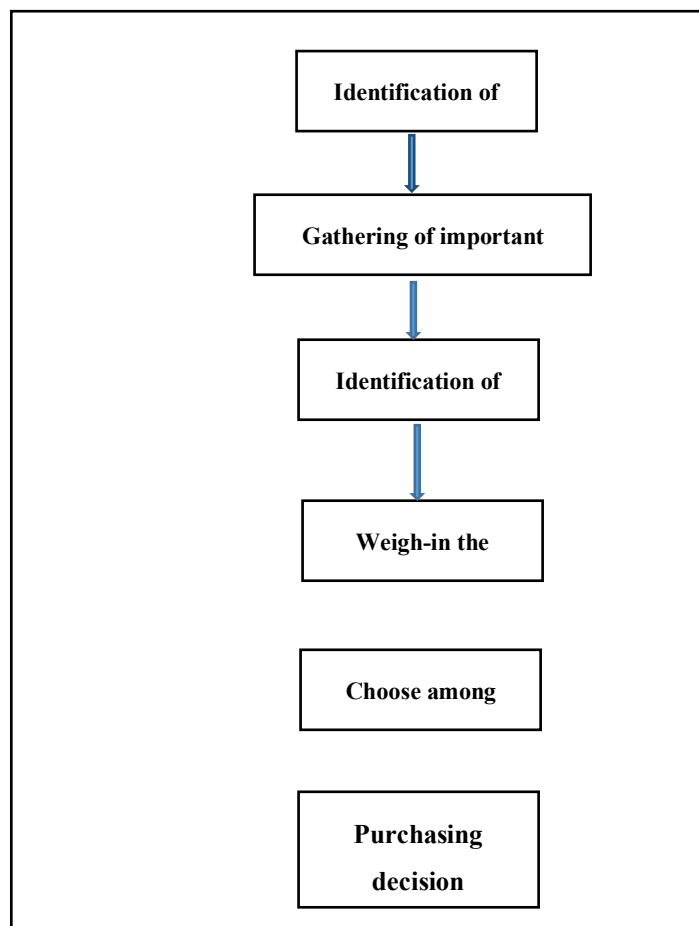


Figure 3: Stages in consumer purchasing decision

Source: (Al Azzam and Al Mizeed, 2021:456)

Consumer purchasing decision process in the various processes which is involved when consumer exchanges money for a product or service (Qazzafi., 2019:12). Consumer purchasing decision process is based on consumer overall behavior which is focused on explaining why consumers need certain products, what they need, when the product is needed and how to buy the product. The author also implied that consumer must first identify the problem which is called problem recognition, go into information search, evaluate the different alternatives, carry out a purchasing decision and evaluate the performance of the purchasing decision made. Based on the type of consumers as regards to their purchasing decision, Mafini and Dhurup (2014:17) identified four types of consumers and they include the following:

- The economic shopper
- The personalizing consumer
- The ethical consumer
- The apathetic consumer

Based on the four types, the economic shopper is a consumer which is focused on carefully and meticulously focused in the process of shopping. They focus deeply on various aspects of the assortment of the merchandize, the different prices of the product and the quality of the product. The economic consumer focuses on how to fully allocate his scarce means based on a variety of different products and services. Personalizing consumer focuses on seeking certain forms of personal relationship with the seller or marketer with the aim of getting the best deals or product that suits him or her (Mafini and Dhurup., 2014:18). The ethical consumer focuses on researching and giving information of the brand in question before making a purchase. The research guides the consumer to make a purchase or not. They are willing to sacrifice lower prices and wider selection of goods in order to behave consistently with their moral beliefs. The final type of consumer is the apathetic consumer who buys products largely based on necessity. The author wrote that this type of shoppers make choices without any form of internal or intrinsic interest based on the products.

Purchase decision involves a sequence of choices which are formed by a consumer before a purchase is made and these sequence of choices starts from the point of consumer willingness to fulfill a need (Hanaysha et al., 2017:22). The

sequence of decision include the place of carrying out the purchase, the desired brand, model, the quantity of purchase, time to make the purchase, amount of money to be paid for the product and the method of carrying out the payment. The author further implied that most of the time the purchasing decisions are influence by activities of the marketers and consumers inherent personal factors.

1. Factors Influencing Consumer Purchasing Decision

Qazzafi (2020:13) and Mafini and Dhurup (2014:20) suggested that consumer purchasing decisions are affected by four important factors which include personal factors, psychological factors, cultural and social factors and economic factors.

a. Personal Factors

Personal factors such as individual traits and personal characteristics helps in shaping the purchasing decision making process (Qazzafi, 2020:13). Some of the personal characteristics include age and life stage of the consumer, occupation, personality, lifestyle and demographic characteristics.

Demographic characteristics include variables such as age, gender, income levels, educational attainment and even marital status. The various factors play huge roles in determining the purchasing decisions of consumers. The age of consumers affects the type of gadget to get, the type of soft drink to buy and the type of services to go for. These can be seen in the various generations of people buy. Gender is exploited by marketers in the process of promotion because men and women have a wide range of disparities when it comes to needs and wants based on certain products (Mafini and Dhurup., 2014:20). Economic status and income levels also play huge roles on the buying decision process of consumers because the deeper the pocket or the height of the social status of the individuals help in defining their buying actions and activities (Hanaysha et al., 2017:25). It should be noted that in the process of marketing, these personal factors have one of the biggest impact in the way consumer behave and organizations take this into consideration when carrying out marketing activities with the use of the marketing mix elements. Some products are sold to specific demographics based on their needs and the personalities of the individuals in that demographic. For example, some products are price sensitive based on the demographics of the individuals while other make use of high prices, organizations adjust their marketing mix elements to suit their marketing goals and to

meet the specific customer groups

Another important personal factor is the life stage of the consumer. According to Hanaysha (2017:27), some crucial life stages include moving out of parents or guardian house, going to college, getting married, buying a house, starting a family, sending children to college and retirement. These different stages play important roles in shaping the “what” and “needs” of consumers. They shape the attitudes of consumer, the behaviors of consumers and most importantly, the decision-making process of the consumers. Life stage affects the price of the products in which the customer is willing to go for and also affects the amount of the said goods in which the customer will buy.

This is why many organizations create segmented products and carry out segmented marketing with the aim of meeting the needs of the life stage. Other personal factors include consumer lifestyle and inherent personality of the consumer. Kumar (2016:7) suggested that lifestyle is a personal behavior of an individual which is focused on living its own life with its own style in the world. Based on the definition of Kotler, Cheah (2014:36) mentioned that lifestyle is a person’s pattern of living which is expressed in his or her activities, interest and opinions. Activities include the different hobbies, shopping, sports and social events. Opinions can be based on the political and social point of view of the consumer while interest focuses on the type of food, fashion statement, family, and recreational activities.

And finally based on personal factor, personality plays another crucial role in consumer purchasing decision. Personality is the peculiar psychological characteristics of a human being which helps in differentiating a person from another person (Rodrigues et al, 2021:8). Personality of an individual plays a huge role in what they buy, how they buy, where they buy and the amount which they can invest buying a product. Cheah (2014:38) stated that the personality of a buyer constitutes the most important factor which affects the way consumer carry out their different purchases.

b. Psychological Factors

This factor focuses on how the mind works which is based on the psyche of the individual (Qazzafi, 2020p.13). This factor is broadly known as the internal factor which is focused on the inner workings of the mind of the individual

(Hanaysha., 2017:25). This factor can be expressed based on motivation, learning and socialization. Perception and memory.

Based on motivation, Qazzafi (2020:14) defined motivation based on Kotler’s definition and it is defined as the need which focuses on directing the actions of an individual because of its pressing nature. The need directs the individual to seek satisfaction. Mafini and Dhurup (2014:20) suggested that motivation is an inner drive or pressure which pushes an individual to take action towards the satisfaction of a need. Motive plays a crucial role in consumer purchasing decision because the need must be fully aroused to a certain level which will transferred into a motive. Based on Maslow’s hierarchy of needs, human needs are based on five needs which moves from the least need to the higher need and in the process, a pyramid is formed.

Needs	Maslow’s Needs
Basic Needs	Physiological Needs Food, water, warmth and rest
	Safety needs Security and safety
Psychological needs	Belongingness and love needs Intimate relationships and friendships
	Esteem needs Prestige and feeling of accomplishments
Self-fulfilment needs	Self-actualization Achieving one’s full potential which include creative activities.

Figure 4 Maslow’s needs

Source: (Qazzafi, 2020:16)

The figure above shows the Maslow’s pyramid which is used to highlight how the needs of human beings are graded necessity to the peak need.

The needs are physiological needs (need for food, water and shelter), safety need (need for security and protection), belonging need (need to part of a group, a community, need to be accepted and loved), ego need (the need to have accomplish something of high repute and to have certain level of status) and self-actualization need (the need for self-fulfillment) (Qazzafi.,2020:16).

Based on perception, Cheah (2014:38) inferred that perception is an action which is instigated by motivation. The author quoted Kolter’s definition as the process whereby an individual carryout selection, organizations and also interpret the

various information inputs which helps the individual to create a meaningful picture of a product or service. Perception of something is made when there is a collection of various information by the various senses. Through the information collected, an individual can either have a positive perception or a negative perception (Hanaysha., 2017:30).

Based on memory, Kumar (2016:9) wrote that memory plays a huge role in the process of consumer purchasing decision. The author wrote that memory is any information of limited amount which is stored in a state that is easily accessible which can also be used based on different level of tasks. Memory is the ability of an individual to remember a product based on information stored.

c. Social Factor

Social factor focuses on the influence of social interaction which can include influence of a group, social network of an individual, online social network and family or an individual (Hanaysha.,2017:30). Other important social network factor includes word-of-mouth (WOM) and recommendation from family, friends, colleagues and acquaintances. Qazzafi (2020:16) and Qazzafi (2019:18) inferred that a group is the coming together of two or more people who are linked together by a singular objective or more. Group have a direct impact on how members of the group behave based on making purchases. The social network of an individual which include friends, family members and colleagues can also affect how people act and behave based on their choices and purchasing decisions. Social network such as family member go a long way in influencing individuals on what to purchase on which brand to select from when researching about a product. Online social media goes a long way in affecting what brand to buy and at what price. Social media provide individual generated contents which can help guide individuals to make certain kind of purchases and where to make the purchase. Kumar (2016:10) also stated that social network also make up the bulk of online social media interactions.

Word – of – mouth is the strongest factor which influences the consumer purchasing decision (Hanaysha., 2017:25). Word-of-mouth is a foundational element of social factors because it takes into consideration of family, friends, colleagues and online social media contents. A recommendation which is gotten from members of an individual's social network goes a long way in influencing the purchasing decision. Secondary groups such as religious groups, professional groups and even

trade unions can influence the actions of individuals (Hanaysha., 2017:25).

d. Economic Factors

Economic factor is the fourth factor which affect consumer purchasing decision (Abumalloh et al., 2018:20). The author wrote that the economic situation and position where a consumer finds his or herself affect the decision-making process of consumer. It also effects the choice of a specific product in an alternative of many brands. For example, the price range of a gadget which is manufactured by different brands affect the choice of the consumer. A consumer with limited resources will purchase a brand among the wide range of alternative which is based on his or her economic / financial situation. Some organization provide both high priced mobile phones and low priced mobile phones based on the preference and choice of the consumer (Qazzafi., 2020:17) There are quite a wide range of economic factors and they include personal income, family income, income expectations, savings and consumer credits. Based on personal income, which is arguably the most important economic factor, consumers make purchases based on their basic income. The income range of a consumer affect the amount of goods to purchase, the type of goods as regards to the price range and sometimes, the quality of goods. Consumers with high personal income buy more and buy high quality products. Family income also affect consumer purchasing decisions. The income of family members affects the purchasing decision of the family as a whole and sometimes, of the individual. The income expectation of consumers can affect the future buying plans of consumers and what to buy. The amount of credit which an individual get also affect their buying decision. Other economic factors include inflation rates, slowdown rate, unemployment and governmental policies which can be seen in the level or percentage of tax and tariffs (Kumar, 2016:7).

Finally, Hanaysha (2017:28) stated that factors such as corporate social responsibility, social media marketing, store environment, sales promotion and perceived value of the products or services affect consumer purchasing decisions.

D. Conceptual Framework

The figure below is the conceptual framework for the study

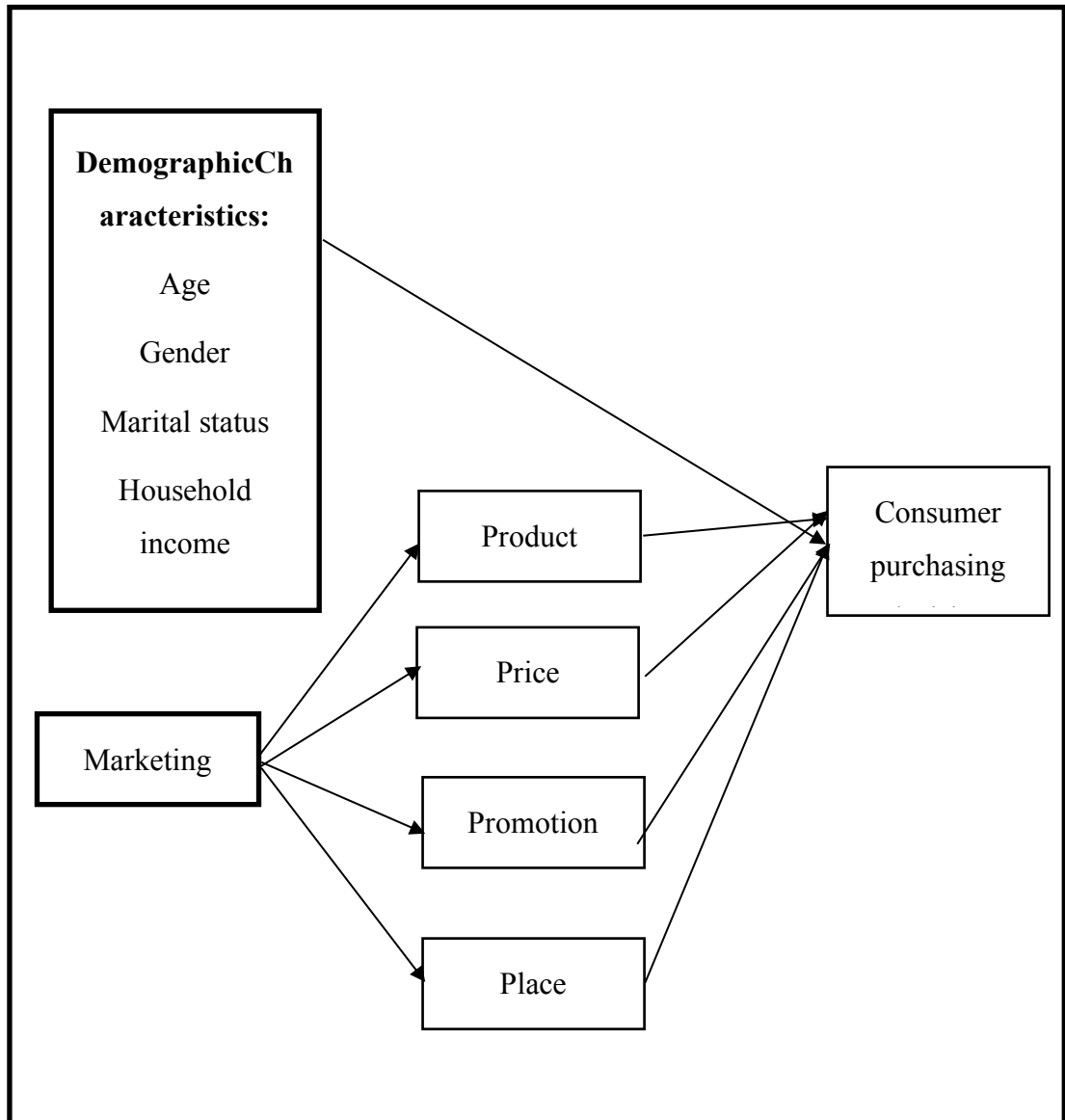


Figure 5 Conceptual Framework

Based on the figure above, the study will focus on using consumer purchasing decision as the dependent variable. The study will make use of the marketing mix variables as the independent variables. Based on the conceptual framework, the study focus on the impact of the different marketing mix elements on consumer purchasing decision.

A. Effect of Independent Variables on The Dependent Variable

- **Effect of product mix on consumer purchasing decision**

Based on what constitute the product mix, product or the service on it owns affects purchasing decision process of consumers. Product mix which focuses on the quality of the product, design of the product, variety of the product, branding carried out on the product, features of the product, packaging of the product or the service being rendered and the service provided affect consumer purchasing decision process (Al Badi., 2018:28). These are psychological factors especially the packaging of the product, the design of the product and the products in the product line. Factors which are associated to the product element which affect consumer purchasing decision include product variety, product line, product quality, product design, the various factors of the product, brand, product packaging and size of the product (Gilaninia et al., 2013:29). Most times consumers buying decision are affected based on what they see and feel. Furthermore, Thabit and Raewf (2018:121) implied that the information based on a product which is made available affect the purchasing decision of consumers. Based on the above information, the various aspects of the product mix goes a long way in determining the choice of consumers when faced with a wide array of alternatives in a competitive market.

- **Effect of price mix on consumer purchasing decision**

Abumalloh et al (2018:25) found out in a study that pricing strategy which are used fall into either psychological factor or economic factor based on consumer purchasing decision. The author further wrote that the economic situation and position where a consumer finds his or herself affect the decision-making process of consumer based on the purchase. The pricing strategies which are used by marketers and the various elements of the pricing mix affects the buying decision of employees. It also effects the choice of a specific product in an alternative of many brands. For example, the price range of a gadget which is manufactured by different brands affect the choice of the consumer. A consumer with limited resources will purchase a brand among the wide range of alternative which is based on his or her economic / financial situation. The price mix focuses on the price of substitute goods in the competitive market, commission provided, discount provided, terms and condition of sales and allowances affect the buying decisions of consumers (Isoraite., 2018:22).

Marketers make use of pricing strategies such as odd-even pricing strategy as psychological factors which can be adopted in impacting how consumers relate with a product.

In a study carried out by Gilaninia et al. (2013:24), the authors stated that the price element in the marketing mix which focuses on the actual amount of money which is exchanged for a said product, goods or services has one of the biggest impacts on consumer purchasing decision. The authors stated that price is as important as product when it comes to buy decisions carried out by customers. The main reason behind this is that it provides a sense of value of the product from both the different groups. Al Badi (2018:27) stated that price help in creating a certain form of product differentiation among customers. Based on price, customers go for lesser brands or higher brands based on their income or how much they are willing to pay for a product.

Thabit and Raewf (2018:120) argued that price also affect the amount of a product to buy at a particular period of time. Some organizations make use of different forms of pricing which also affect customer buying behavior. Organizations make use of psychological pricing, premium pricing, competitive pricing and other forms of pricing techniques to affect how customers carry out their buying activities. Price affect customers' intention to buy and the rate in which buying is carried out. According to Isoraite (2016:12), the factors which affect price include government restrictions and competitors pricing for the same type of product. Other factors which must be considered includes consumer's perceived value of the product, cost of production material, product differentiation, market share of the parent owners of the product (brand) and market segmentation (Al Badi., 2018:27).

Zhao et al (2021:7) found out in a study that the pricing technique which is adopted in a study goes a long way in the way customers carry out their purchase. The author analyzed the use of odd/even pricing and the role they play in determining how customers buy. Marketers in recent times have researched and adopted psychological pricing techniques and this have been found to affect the psych of buyers. Odd-Even pricing and competitive pricing are major examples of psychological pricing and they have been found to have certain form of effect in the way customers make their purchase and their intend to buy.

Thabit and Raewf (2018:125) found out that other than product mix based on marketing, price is strategically fixed by marketers to attract customers to make purchase and also increase their market share.

- **Effect of promotion on consumer purchasing decision**

Promotional factors are one of the most important which helps in swaying consumer purchasing behavior. Gilaninia et al (2013:28) suggested that promotion focuses on taking or delivering the message based on the products and services to the intended audience. The process in the promotional mix goes a long way in affecting consumers and their different actions based on a product. According to Thabit and Raewf (2018:124), promotion helps in persuading the consumers and influence the buying decision on consumers. Al Badi (2018:18) in a similar study found out that it is one of the most powerful elements based on the marketing mix. In a related study, Isoriate (2016:26) mentioned that promotion focuses on communicating, interacting, and persuading the target market and the activities of the marketer either helps in making a consumer to make a choice or dissuade them. Promotional aspect of the mix focuses on reminding, creating a positive brand image and brand awareness (Goi et al., 2015:15). The authors wrote that it helps in creating a favorable image in the minds of consumers. Product promotion has changed and has also evolved over time. Promotion is now about interaction and participation, and this has given much powers to marketers to determine how they react to product (Isoraite., 2016:24). Thabit and Raewf (2018:124) suggested that promotion is helps the organization to show their products and services in every effective manner which is aimed at encouraging potential consumers to make purchase. Promotion is a social factor which affect consumer purchasing decisions.

- **Effect of place on consumer purchasing decision**

The purpose of making or producing a product is for it to be sold to consumers and furthermore, the product or services must be made ready to the consumer at a suitable place based and accessibility (Thabit and Raewf., 2018:124). Based on this, the author found out that the place mix affect the purchasing decisions of consumers. The place aspect of the marketing mix makes use of a chain of individuals and organizations which include distributors, wholesalers, and retailers. These individuals shape the overall distribution network. It should be noted that

place is not just about the physical distribution channel alone, technology has brought about changes in the way marketing is carried out these days. Online marketplace is also regarded as the place aspect of the marketing mix. Consumers and customers can order online, make payment and the product will be brought to the doorstep of the consumer.

Goi (2015:17) also found out that distribution channels include different agents, dealers, processing warehousing, materials handling, inventory management and transportation. Place also include location, assortment, convergence, logistic and inventory control, and management (Al Badi., 2018:28). The author wrote that place aspect of the marketing mix helps in distribution of goods to the final buyers. The process makes use of various financial intermediaries and delivery intermediaries to facilitate the entire process of taking goods from the place of production to the place of it being consumed.

The chapter provided a review of related literatures associated with the study with proper investigation carried out in the different terms associated with the study. The chapter defined the different variables associated with the study (independent and dependent variables). The chapter also provided conceptual framework of the study which helped in providing the research hypothesis. Four research hypotheses were created based on the conceptual framework. Other similar studies which have been carried were also evaluated based on the result which they achieved.

III. RESEARCH METHODOLOGY

This chapter will provide the various methods which will be adopted to achieve the research aim and objectives. This chapter focuses on the research philosophy, research approach research design, the population of the study, the sample and sampling technique that will be used. The data collection procedure and the data analysis processes will also be outlined in this section. Finally, the limitation of the study and the ethical issues associated with the study will be analyzed.

A. Research Philosophy

The study will adopt a positivism research philosophy. The approach is one of the major approaches which was discussed in Saunders Research Onions (Saunders, Lewis and Thornhill, 2009:22). Other approaches in the onion include realism, interpretivism and pragmatism approaches. According to the authors, the approach makes use of factual point of views which were gotten from articles and journals which have been peer reviewed. In the approach, data used in the study are collected with the use of questionnaires. The approach is also focus on the getting and making use of new knowledge which is backed up by already established theories. Park et al (2020:10) suggested that the approach adopt and make use of a large sample size and based on the methodology, positivism research philosophy make use of several types of quantitative methods and designs. It should be noted that the research philosophy also makes use of analytical statements in their research process. These statements must be fully backed up by factual data.

B. Research Approach

Based on the research philosophy which have been analyzed in the previous paragraph, the research approach which will be used is the deductive research approach. Based on the research approach, Thomas (2006:10) implied that the deductive approach is focused on evaluating similar studies which have been carried out in the same research topic. For example, since this study is based on marketing

mix and consumer purchasing decision, the study will analyze different studies which are based on the major terms in the research. The deductive theory also focuses on analyzing theories which are linked to the different concepts associated to the study and formulated hypotheses which have been created must be linked to the evaluated theories.

Thomas (2006:12) further reiterated that in the deductive approach, data which have been collected through the use of quantitative methods will be tested based on the theoretical framework. Young, Varpio, Uijtdehaage and Paradise (2020:12) listed the different steps which can be seen in the deductive approach, and they include the following:

- Linked the study to a theoretical perspective
- Develop hypotheses based on the research objectives and questions
- Collect data which will be needed for the study
- Make use of any analytical tool to analyze the collected data
- Test the formulated hypotheses.

These different steps will guide the entirety of this study.

C. Research Design

Based on the research philosophy and the research approach which have been discussed above, the study will adopt a case study research design. One of the major advantages of making use of a case study research design is because the design focuses on dealing with real life issues and also help in the provision of new know and different forms of understanding a complex concept (Crowe et al., 2011:14). As regards to this study, the case study design will be adopted to study the relationship which exist between the marketing mix and consumer purchasing decision as related to consumption in Oyo state, Nigeria.

Based on the research design which have been adopted for the study, Crowe et al (2011:15) implied that many researchers and studies have adopted the research design in studying the attitudes of customers, consumer behaviors and other organizational management concepts. Furthermore, the adoption of the research design focuses on the use of a large pool of data which can be collected from a large

pool of sources. The data are collected based on the objectives of the study and the data are detailed and explanatory (Rashid et al., 2019:20)

D. Population and Sampling Technique

The population of the study will be consumers in Oyo State, Nigeria. The total population of Oyo State is 5 million, 580 thousand and 894 people. The ideal sample size considering a 95% Confidence interval and a 5% margin of error will be 384.

The study will adopt a convenient sampling technique since the study is a quantitative study. The sampling technique will be adopted due to the fact that it is less rigid compared to other technique and samples can be taken from people who are easy to contact or reach since the study is not making use of a sample frame. According to Etikan (2016: 19), the sampling technique is a non-probability sampling technique which makes use of no definite pattern. The author wrote that in getting participants to participate in a study which make use of convenient sampling method, there are no fixed participants determination methods or processes, the author or researcher just adopt a process which is easy and simple based on the authors' convenient. The author further wrote that the sampling method is non-complicated, and it is also an economically efficient way in which data can be collected without any form of stress and huge capital investment. Based on this study, the author will collect data randomly from customers in Oyo state, Nigeria.

E. Data Collection Method

The thesis will adopt a primary mode of data collection with the use of questionnaires. Questionnaire is adopted due to the ease associated with the use of questionnaire and due to the fact that the study is a quantitative study. Questionnaire usage is one of the major data collection tools when making use of positivism research paradigm and deductive research approach. The study needed a large pool of data, and these justifies the usage of a questionnaire. As regards to this study, the questionnaire which will be adopted in the study will compose of 6 sections. The first section will focus on the demographic characteristics of participants, and it will include statements on age, educational level and income of participants.

The second section will contain statements based on the dependent variable (consumer purchasing decision) and the Mittal Consumer Purchase Decision scale will be adopted. The Mittal Scale is an eight points scale which will make use of a 5 points Likert scale. The third to six sections of the questionnaire will contain questions based on the marketing mix elements of the study and the questionnaire will be adopted from Malau Hamman (2020:1-12) study titled “the 4p’s marketing mix variables: an assessment of concept, applicability and impact on organizational goal from west java’s business organizations”. Malau Hamman 4p marketing mix assessment scale is a twenty points scale.

The questionnaire will adopt a five points Likert scale from section two to section six and the scale will range from Strongly disagree, disagree, neutral, agree and strongly agree. The questionnaire will be distributed electronically with the use of Google Online form survey tool. The use of Google Online Form is based on the ease associated to the use of the tool which focuses on the generation of a link which have all the questions inside, and the link will be shared to participants after a consent form have already being sent.

F. Scale Consistency

For scale consistency, the study will carry out a reliability and validity tests.

1. Scale Reliability

The use of Cronbach’s Alpha reliability test will be used to check the internal reliability of the scales which will be used in the questionnaire. This test is used to study if the scales are reliable and can be adopted in the study. According to Taber (2016:12), Cronbach’s Alpha reliability test is one of the most used test for internal consistency which is used by researchers on a consistent basis. The test is also mostly used on scales which make use of Likert scale. Even though the different scales which will be adopted in this study are already established scales, the test for internal consistency is always needed.

2. Scale Validity

Scale validity will be conducted through the use of Pearson Moment Correlation analysis. The test will be used to measure the consistency between scales

having the same theoretical definition. The test of validity is the degree at which the evidence associated to a study and the theoretical perspective of the study support the interpretation of the test score as regards to the proposed test score (Taherdoost., 2016 :30). The use of Pearson Moment Correlation Analysis will help in testing the validity of the two major scales which will be used in the study, Mittal Consumer Purchase Decision scale and 4p marketing mix assessment scale

G. Data Analysis Technique

The study is a quantitative research study and the research design which will be adopted is a case study research design. The case study research design is adopted in carrying out an in-depth investigation on a group of people, individuals and even a phenomenon (Rashid, Rashid and Warraich., 2019:12). This study will adopt a descriptive case study design. Based on the submission in the sub-chapter above, questionnaires will be used as data collection tools through the use of the Google Form Online Survey tool. Data will be extracted after completion of collection and the use of Statistical Packages for social science (SPSS) version 25 will be used for the data analysis. The study will carry out a reliability and validity test to test the internal reliability and construct reliability of the scale respectively. Furthermore, the study will adopt a descriptive and inferential analysis in the empirical analysis. For the demographic characteristics, the study will adopt descriptive analysis with the use of mean, standard deviation, Skewness, Kurkosis and frequency distribution. For the test of hypothesis, the study will adopt a Multiple Regression Analysis.

H. Ethical Consideration

Ethical consideration is necessary in this study since the use of human participants will be fully adopted in the study. The study will make use of online survey tool, Google Form and this is based on the confidentiality associated with the use of the tool. In the data collection process online, the Google Form will not collect any personal information of the participants and only the researcher and supervisor will be privy to the data which will be collected.

Towards data collection, the uploaded questionnaire will contain a respondents' consent form which is focused on ensuring the safety of the respondents

which will participate in the study. It should be noted that the safety of the participants in the survey will be fully considered and put first before the objectives of the study. The study will focus on the major components of research ethics according to Parveen and Showkat (2017:34) which include beneficence, non-maleficence, autonomy, and justice. To limit any form of deception, the questionnaire will first be submitted to Istanbul Aydin University ethics committee to ascertain the safety of participants as regards to the questionnaires. Participants will be provided with the objectives of the study so that they will have a detailed overview of what the study aims at achieving. Participants will also be given the right to pull out of the study without any form of coercion. When participants are not comfortable with the questions, they can revoke their consent and stop providing any form of information based on the study.

I. Research Limitations

The research will be limited based on the following limitation factors:

- **Data collection procedure** – The study adopted an online research survey methodology. Despite the fact that the use of online survey is becoming pronounced and adopted by researchers, the data collection mode is still not convenient because during the collection process, the respondents cannot be adequately monitored, and respondents can answer in a hurry without adequately understanding what each question entails.
- **Lack of adequate previous studies carried out in Nigeria** – This limitation is based on the fact that many studies have not been carried out on this topic in Nigeria. This will limit the use of very similar study in the comparison of results gotten from the study.
- **Sample size** – This limitation can affect the identification of significant relationships of the various research variables within the data collected. With the use of a larger sample size, better and more accurate data will be achieved.
- **Time constraints** – This affects the data collection and the inability to gather an increased sample size for the study.

This chapter provided the various methods which were adopted to achieve the research aim and objectives. This chapter focused on the research design, the population of the study, the research, the sample and sampling technique that was used. The data collection procedure and the data analysis processes was outlined in this section. Finally, the limitation of the study and the ethical issues associated with the study was analyzed. The various limitations associated with the study include time constraints, sample size, lack of adequate previous studies carried out in Nigeria and data collection procedure. The research philosophy which was adopted was positivism research philosophy while the research approach is deductive research approach. The study is quantitative research. The research population was Oyo State while the research sample was 384. The study adopted a convenient research sampling technique. The study made use of questionnaire for data collection and two different scales were adopted for the study. The scales include Mittal Consumer Purchase Decision scale and Malau Hamman 4p marketing mix assessment scale. For scale reliability, Cronbach Alpha reliability test will be conducted while Pearson Moment Correlation analysis will be carried out for scale validity.

IV. FINDINGS

This part of the paper will focus on analyzing the research methods which have been discussed in the previous chapter. The descriptive characteristics of the participants will be analyzed with the use of descriptive analysis and frequency distribution of participants. The next phase of the chapter will focus on the scale reliability tests and construct reliability/ validity with the use of Cronbach's Alpha test and Pearson Correlation analysis and finally, the test of hypothesis will be carried out with the use of Regression Analysis.

A. Descriptive Statistics and Frequency Distribution

Table 1 Descriptive Statistics Of Participants

	Age interval	Gender	Marital status	Household income (monthly)
Mean	2.86	1.56	1.52	1.76
Std. Error of Mean	0.062	0.025	0.025	0.034
Std. Deviation	1.239	0.497	0.500	0.432
Variance	1.535	0.247	0.250	0.450
Range	4	1	1	4

Based on table 4.1 above, the descriptive statistics of the demographic characteristics of participants were discussed. The mean of age interval was found to be the highest mean with 2.86 and this shows that most of the participants are between the ages of 24 years – 29 years and 30 years – 35 years. The gender of participants in the study shows that more female participated in the study compared to male. The mean for marital status was also 1.52 and it indicates that more married people participated in the study compared to single participants. Based on household income, the mean of the distribution shows that most participants of the study were between the income range of N200,000 – N300,000 and N300,000 – N400,000. The mean score for the different variables are 2.86, 1.56, 1.52 and 1.76 for, age interval, gender, marital status and household income respectively

Table 2 Frequency Distribution Of Age

	Frequency	Percent
15 – 23 years	60	14.9
24 – 29 years	109	27.0
30 – 35 years	109	27.0
35 – 40 years	74	18.3
40 years and above	50	12.4
Total	404	100

Based on the table above, age range 24 – 29 years and 30 – 35 years have the same number of participants and the same percentage followed by age range 35 – 40 years with 74 participants and 15 – 23 years with 60 participants.

Table 3 Frequency Distribution of Gender

	Frequency	Percent
Male	175	43.3
Female	226	55.9
Total	404	100

Table 4.3 shows that there were more female participants in the survey compared to male participants. Female participants accounted for 55.9 percent of the population with 226 participants while male participants accounted for 43.3 percent of the population with 175 participants.

Table 4 Frequency Distribution of Marital Status

	Frequency	Percent
Single	196	47.5
Married	208	51.5
Total	404	100

Based on the table above, the frequency distribution of marital status shows that more married participants participated in the study compared to single participants. There were 208 married participants which accounted for 51.5 percent of the population while 47.5 percent of the population were single participants.

Table 5 Frequency Distribution of Household Income

	Frequency	Percentage
Below N100,000	52	12.9
N100,000 – N200,000	64	15.8

N200,000 – N300,000	90	22.3
N300,000 – N400,000	91	22.5
Above N400,000	103	25.5
Total	404	100

Based on the table above, participants with income higher than N400,000 participated more in the study compared to other income range. The range accounted for 25.5 percent of the population of the study followed by N300,000 – N400,000 with 22.5 percent and income range below N100,000 was the lowest in the study with 12.9 percent of the population

B. Reliability Test

The scale reliability test will make use of Cronbach’s Alpha Reliability test. According to Taber (2016:12), the scale reliability test is the most used test which is used to check the internal consistency of the different scales which were used in the study. Based on this study, two scales were adopted and they include Mittal Consumer Purchase Decision scale will be adopted which is an eight points scale which will make use of a 5 points Likert scale and the second scale is the Malau Hamman 4p marketing mix assessment scale which is a twenty points scale. The test will be adopted to check the internal consistency of the different scales. Based on Cronbach’s Alpha test, the reliability of the scales will be based on the following ranges;

- Coefficient of 0.9 and above shows excellent reliability
- Coefficient between 0.89 to 0.8 shows good reliability
- Coefficient between 0.79 to 0.7 shows acceptable reliability
- Coefficient between 0.69 to 0.6 shows questionable reliability
- Coefficient between 0.59 to 0.5 shows poor reliability
- Coefficient of less 0.5 shows unacceptable reliability

Table 6 Cronbach's Alpha Test

Scales	Coefficient	No of items
Purchase Decision scale	0.768	8
Marketing mix scale	0.876	20

Based on the table above, Mittal Consumer Purchase decision scale shows acceptable reliability while Malau Hamman 4P marketing mix assessment scale shows good reliability.

C. Regression Analysis

The study will make use of four hypothesis, and they include the following;

H1: Product strategy has a positive effect on consumer purchasing decision.

H2: Pricing strategy has a positive effect on consumer purchasing decision.

H3: Promotional strategy has a positive effect on consumer purchasing decision.

H4: Place strategy has a positive effect on consumer purchasing decision

In a bid to study the relationship and the effect of many variables (independent variables) on a particular variable (dependent variable), the use of linear regression analysis comes into play. The study is focused on understanding the cause-effect relationship between the different variables. Uyanik and Guler (2013:14) suggested that in determining the cause-effect relationship, the study will focus on understanding the impact of a slight change in a variable and how it affect another variable. Linear regression can be divided into multiple or multivariate linear regression and univariate linear regression. Based on this, the use of multiple regression will be adopted in determining the relationship between product, price, place and promotion strategies on consumer purchasing decisions. Mathematically, the equation for the study is;

$$y = \beta_0 + \beta_1 X_1 + \dots + \beta_n X_n + \epsilon$$

Equation1

Y = dependent variable;

X = Independent variable;

β = Parameter;

ϵ = Error

Table 7 Model Summary of Regression

Model	R	R square	Adj R square	Std Error	Change statistics				
					R square Change	F change	df1	df2	Sig F change
1	0.184	0.034	0.022	1.012	0.034	2.753	5	392	0.019

Source: Author

Table 8 One-Way ANOVA

Model	Sum of squares	df	Mean square	F	Sig
Regression	14.350	5	2.870	2.753	0.190
Residual	408.637	392	1.042		
Total	422.987	397			

Table 9 Regression One

Model		Unstandardized coefficient		Standardized coefficient	T	Sig	90% confidence interval for B	
		B	Std Error				Lower bound	Upper bound
1	Constant	2.056	0.253		8.112	0.000	1.558	2.554
	Product	0.212	0.079	0.142	2.666	0.008	0.056	0.368

The table above focuses on answering the research hypothesis. The result shows that product strategy has an impact on consumer purchasing decisions based on the beta coefficient which is 0.212 and P-value which is 0.008 ($P > 0.05$). The research hypothesis which states that Product strategy has a positive relationship on consumer purchasing decision in Oyo State, Nigeria

Was accepted based on the result of the B-value and the P-value. The result shows that there is a significant positive relationship between product strategy and consumer purchasing decisions.

Table 10 Regression Two

Model		Unstandardized coefficient		Standardized coefficient	T	Sig	90% confidence interval for B	
		B	Std Error				Lower bound	Upper bound
1	Constant	1.413	0.249		5.677	0.000	0.924	1.903

Price	0.218	0.084	0.137	2.487	0.013	0.044	0.376
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The table above focuses on answering the research hypothesis. The result shows that pricing strategy has an impact on consumer purchasing decisions based on the beta coefficient which is 0.218 and P-value which is 0.013 ($P < 0.05$). The research hypothesis which states that Pricing strategy has a positive relationship on consumer purchasing decision in Oyo State, Nigeria

Was accepted based on the result of the B-value and the P-value. The result shows that there is a significant positive relationship between pricing strategy and consumer purchasing decisions.

Table 11 Regression Three

Model		Unstandardized coefficient		Standardized coefficient	T	Sig	90% confidence interval for B	
		B	Std Error				Lower bound	Upper bound
1	Constant	1.838	0.255		7.198	0.000	1.336	2.340
	Place	0.134	0.099	0.072	1.342	0.018	-0.062	0.326

The table above focuses on answering the research hypothesis. The result shows that place strategy has an impact on consumer purchasing decisions based on the beta coefficient which is 0.134 and P-value which is 0.018 ($P < 0.05$). The research hypothesis which states that place strategy has a positive relationship on consumer purchasing decision in Oyo State, Nigeria

Was accepted based on the result of the B-value and the P-value. The result shows that there is a significant positive relationship between place strategy and consumer purchasing decisions.

Table 12 Regression Four

Model		Unstandardized coefficient		Standardized coefficient	T	Sig	90% confidence interval for B	
		B	Std Error	Beta			Lower bound	Upper bound
1	Constant	1.420	0.260		5.455	0.000	0.908	1.932
	Promotion	0.120	0.090	0.070	1.336	0.012	-0.057	0.297

The table above focuses on answering the research hypothesis. The result shows that promotion strategies has an impact on consumer purchasing decisions based on the beta coefficient which is 0.120 and P-value which is 0.012 ($P > 0.05$). The research hypothesis which states that Promotion strategy has a positive relationship on consumer purchasing decision in Oyo State, Nigeria

Was accepted based on the result of the B-value and the P-value. The result shows that there is a significant positive relationship between promotion strategy and consumer purchasing decisions.

V. DISCUSSION AND CONCLUSION

Based on this study, an in-depth analysis of the role of the 4-p marketing mix model based on their impact of consumer purchasing decisions in Oyo state as regards to the buying of soda products in the state. The study focused on the buying behavior associated to the different soda brands in the state which include brands from Pepsi cola, Coca-Cola, Bigi-Cola, and a wide variety of other brands in the state. The main objectives of the study were to investigate how marketing mix elements affect consumer purchasing decision in the state. The other objectives associated with the study include to examine the attitude of consumer purchasing decision based on product, to examine the attitude of consumer purchasing decision based on price, to investigate the attitude of consumer purchasing decision based on promotional activities and to examine the attitude of consumer purchasing decision as regards place and distribution actions. These different objectives guided the entire work process, the literature review, the adoption of the dependent and independent variables, the formulation of the research questions and the research hypotheses.

The first part of the study introduced the research based on the research background, identified the research problem, formulated the research objectives, questions, and also provided the many importance and significances which are associated with the study. The study was also structured the study based on the objectives of each chapter and definition of terms was carried out. The details explanation of the various concepts associated with the study was done in the literature review. It should be noted that every aspect of the literature review was carried out to help demystify the research objectives. The concept of marketing and marketing mix were fully explained and the adoption of the 4p marketing mix model was adopted even though there are different models which have been created to explain factors associated with the marketing mix. The theoretical and conceptual framework of the study were fully analyzed and were linked to the objectives of the study. The research hypotheses were also created. Furthermore, the next chapter provided a holistic overview of the various measures and methods which were

adopted to achieve the objectives of the study. The research design was adopted, population, sample and sampling techniques, data collection technique, research philosophy and research approach were also analyzed. The data analysis methods which will be used to analyze the data collected were also explained. Ethical considerations and the various limitations associated with the research were also explained. The methods which were analyzed in the chapter three was used in the empirical analysis and findings part of the study in chapter four. The findings which were seen in the chapter four will be discussed below.

A. Discussion of Findings

The study formulated four research questions and hypotheses to achieve the research objectives. In this study, the various research hypothesis will be discussed specifically based on the findings which were seen in chapter four and other previous studies which have been carried out as regards to the study will be compared to the results gotten.

Product strategy has a positive relationship on consumer purchasing decision in Oyo State, Nigeria. Based on the result gotten, it was seen that there is a positive relationship between product strategy and consumer purchasing decision and the hypothesis was accepted. This implies that the product strategy which were adopted by the different brands such as product varieties, product packaging, product color, product line and many other characteristics associated to the product strategy has impact on the buying behavior of customers. According to the study carried out by Al Badi (2018:28) psychological factors especially the packaging of the product, the design of the product and the products in the product line affect the buying behavior of customers. Gilaninia et al (2013:29) found out the various factors which are associated to the product element and how they affect consumer purchasing decision. The author implied that product variety, product line, product quality, product design, the various factors of the product, brand, product packaging and size of the product play significant roles in influencing the purchasing decisions of buyers. The author also concluded that in most cases consumers buying decision are affected based on what they see and feel. In another related study, Thabit and Raewf (2018:121) also found out that the information which were provided based on a product goes a long way in affecting the purchasing decision of consumers. Based on

the studies analyze, it is okay to suffice that the product strategy of the marketing mix strategy plays significant role impacting the way consumers act towards a product. It also goes a long way in determining the choice of consumers when faced with a wide array of alternatives in a competitive market.

The hypothesis two states that pricing strategy has a positive relationship on consumer purchasing decision in Oyo State, Nigeria. Based on the result gotten, it was seen that there is a positive relationship between pricing strategy and consumer purchasing decision and the hypothesis was accepted. The result shows that the various pricing strategies adopted by the different brands goes a long way in determining the purchasing decisions of customers.

In a study carried out by Abumalloh et al (2018:25), the authors found out that pricing strategies which are used fall into either psychological factor or economic factor based on consumer purchasing decision and they impact the amount of products which a customer buys and the type of product. The authors stated that pricing strategies can be based on the income and type of customers. Furthermore, the economic situation and position where a consumer finds his or herself affect the decision-making process of consumer based on the purchase. It also effect the choice of a specific product in an alternative of many brands. According to Isoraite (2018:22), marketers make use of pricing strategies such as odd-even pricing strategy as psychological factors which can be adopted in impacting how consumers relate with a product. Pricing strategies goes a long way in determining customers reaction to a brand they have been frequenting. An increase in price of a product can determine the quantity of the product which the customer will buy, affect customer loyalty and push the customer to go to an alternate brand and also provide the customer to make wide range of choices.

The hypothesis four states that promotion strategy has a positive relationship on consumer purchasing decision in Oyo State, Nigeria. Based on the result gotten, it was seen that there is a positive relationship between promotion strategy and consumer purchasing decision and the hypothesis was accepted. The result of the study proposed that the promotional strategies which are adopted by the soda brands in the state under review goes a long way in affecting the purchasing decisions of customers in the state. Promotion have been found to be a key factor in how customers relate to products, especially edible products. Gilaninia et al (2013:28)

found out in their study that promotion which determines the way in which customers hear about a product goes a long way in affecting the decision of customers to buy a product. The authors also implied that adopted processes which is based on the promotional mix goes a long way in affecting consumers and their different actions based on a product. According to Thabit and Raewf (2018:124), promotional strategies helps in persuading the consumers and influence the buying decision on consumers. Al Badi (2018:18) in a similar study found out that it is one of the most powerful element based on the marketing mix. In a related study, Isoriate (2016:26) found out that promotion helps in directing organizations to the target market and expose to products to the target market. By creating positive brand image and brand awareness, customers can relate with the product based on what they want from the product and based on what the product is offering (Goi et al., 2015:15). Promotional strategies helps in bringing about interaction and participation (Isoriate., 2016:24).

The hypothesis three states that place strategy has a positive relationship on consumer purchasing decision in Oyo State, Nigeria. Based on the result gotten, it was seen that there is a positive relationship between place strategy and consumer purchasing decision and the hypothesis was accepted. Place focuses on the way in which consumer get the soda and the various distribution systems which are being adopted by the different soda brands in making the product available to customers. The purpose of making or producing a product is for it to be sold to consumers and furthermore, the product or services must be made ready to the consumer at a suitable place based and accessibility. Thabit and Raewf (2018:124) found out that the place mix affect the purchasing decisions of consumers. The place aspect of the marketing mix make use of a chain of individuals and organizations which include distributors, wholesalers and retailers. These individuals shape the overall distribution network. It should be noted that place is not just about the physical distribution channel alone, technology has brought about changes in the way marketing is carried out these days. Online marketplace is also regarded as the place aspect of the marketing mix. Consumers and customers can order online, make payment and the product will be brought to the doorstep of the consumer. Goi (2015:17) also found out that distribution channels include different agents, dealers, processing warehousing, materials handling, inventory management and transportation and all these affect the way consumers relate to certain products. Any

brand which focuses on making the ability of consumers to access a product ease and convenient get positive consumer intention towards purchasing their products.

Place also include location, assortment, convergence, logistic and inventory control and management (Al Badi., 2018:28). The author wrote that place aspect of the marketing mix helps in distribution of goods to the final buyers. The process makes use of various financial intermediaries and delivery intermediaries to facilitate the entire process of taking goods from the place of production to the place of it being consumed.

Based on the implication of the result gotten from the study, the result of this study will be reviewed based on two types of implications which are theoretical implications and market implications.

As regards to the theoretical implications of the study, the result of the study when compared with other studies tallies with the result of many studies. From a theoretical perspective, marketing mix as a marketing model have been found to be very important in the marketing activities of organization and most especially, in affecting the decision of customer and purchasing products and services. Academic and business researchers can adopt the result of this study to provide holistic evidence of the impact of the different marketing strategies based on their impact on consumer purchasing decision. Based on the result of the study, the various marketing mix elements have been found to affect the ability of customers to purchase soda. The research will provide ample evidence about the impact of product strategies, price strategies, place and promotion strategies on consumer purchasing decision of soda drinks. The research is also linked to the need of customer and can be related to Maslow's Hierarchy of Need theory.

As regards to the market implication and management implications, the result of the study provides ample evidence to show that the marketing mic method of marketing is effective in determining positive attitudes of customers towards purchasing of soda. Organizations must invest in the different strategies to help in the improvement of sales, market performance and gaining market share based on the market segment. Marketers must carry out detailed research on customer needs and develop products based on the needs of customers. The product must be a reflection of the society and location. Market promotion have been found to be one of the most important aspects of the marketing activities. Several studies have shown that

promotion strategies if when properly analyzed and carried out, will increase positive customer purchasing decision and also increase organization performance. Finally, organizational performance especially financial performance is hinged on the ability of an organization of make sales, increase customer loyalty and bring about return purchase.

B. Summary and Conclusion

The main objective of the study is focused on investigating how marketing mix elements affect consumer purchasing decision. Other objectives include to examine the attitude of consumer purchasing decision based on product, to examine the attitude of consumer purchasing decision based on price, to investigate the attitude of consumer purchasing decision based on promotional activities and to examine the attitude of consumer purchasing decision as regards place and distribution actions.

The research philosophy which was adopted was positivism research philosophy while the research approach is deductive research approach, and a case study research design was adopted. The study is quantitative research. The research population was Oyo State while the research sample was 384. The study adopted a convenient research sampling technique.

The study made use of questionnaire for data collection and two different scales were adopted for the study. The scales include Mittal Consumer Purchase Decision scale and Malau Hamman 4p marketing mix assessment scale. The study has six sections. The first section will focus on the demographic characteristics of participants, and it will include statements on age, educational level and income of participants. The second section will contain statements based on the dependent variable (consumer purchasing decision) and the Mittal Consumer Purchase Decision scale will be adopted. The Mittal Scale is an eight-point scale which will make use of a 5 points Likert scale. The third to six sections of the questionnaire will contain questions based on the marketing mix elements of the study and the questionnaire will be adopted from Malau Hamman study titled “the 4p’s marketing mix variables: an assessment of concept, applicability and impact on organizational goal from west java’s business organizations”. Malau Hamman 4p marketing mix assessment scale is a twenty point scale. The questionnaire will adopt a five points Likert scale from

section two to section six and the scale will range from Strongly disagree, disagree, neutral, agree and strongly agree. The questionnaire will be distributed electronically with the use of Google Online form survey tool. For scale reliability, Cronbach Alpha reliability test will be conducted while Pearson Moment Correlation analysis will be carried out for scale validity. The study made use of multiple regression analysis to test the research hypotheses.

The result of the study shows that the four hypotheses were accepted. The result shows that product strategies, price strategies, place and promotion strategies all have positive relationship and impact on consumer purchasing decision. Based on the result of the study, the various marketing mix elements have been found to affect the ability of customers to purchase soda. Organizations must invest in the different strategies to help in the improvement of sales, market performance and gaining market share based on the market segment. Marketers must carry out detailed research on customer needs and develop products based on the needs of customers. The product must be a reflection of the society and location.

C. Future Study Recommendations

For future studies, the promotional mix should be expanded based on the different promotional strategies which can be adopted based on their impact on consumer purchasing decision. The studies can focus on the impact advertisements, personal selling, sales promotion, public relations and publicity consumer purchasing decisions.

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APPENDIX

APPENDIX A : Questionnaire

APPENDIX B : Mittal Purchase Decision Involvement Scale

APPENDIX C : 4P Marketing Mix Assessment Scale

APPENDIX D : Ethical Approval Form

APPENDIX A Questionnaire

QUESTIONNAIRE:

APPENDIX ONE: SECTION ONE: DEMOGRAPHIC CHARACTERISTICS OF PARTICIPANTS

1. Age

- a. 18 years – 23 years
- b. 24 years – 29 years
- c. 30 years – 35 years
- d. 35 years – 40 years
- e. 40 years and above

2. Gender

- a. Male
- b. Female

3. Marital Status

- a. Single
- b. Married

4. Household Income

- a. Below N100,000
- b. N100,000 – N200,000
- c. N200,000 – N300,000
- d. N300,000 – N400,000
- e. Above N400,000

APPENDIX B Mittal Purchase Decision Involvement Scale

MITTAL PURCHASE DECISION INVOLVEMENT SCALE

Utilized by - Victor Ojembe

1. **In selecting from the many types and brands of this product available in the market, would you say that**
 - I would care a great deal as to which one I buy 1 2 3 4 5 6 7 I would not care at all as to which one I buy
2. **Do you think that the various types and brands of this product available in the market are all very alike or are all very different?**
 - They are alike 1 2 3 4 5 6 7 They are all very different
3. **How important would it be to you to make a right choice of this product?**
 - Not at all important 1 2 3 4 5 6 7 Extremely important
4. **In making your selection of this product, how concerned would you be about the outcome of your choice?**
 - Not at all concerned 1 2 3 4 5 6 7 Very much concerned
5. **How important will be the purchase of this product in your life?**
 - Not at all important 1 2 3 4 5 6 7 Very important
6. **Product is very important to me**
 - a. Strongly disagree
 - b. Disagree
 - c. Neutral
 - d. Agree
 - e. Strongly agree
7. **For me, product does not matter**
 - a. Strongly disagree
 - b. Disagree
 - c. Neutral
 - d. Agree
 - e. Strongly agree
8. **Product is an important part of my life**
 - a. Strongly disagree
 - b. Disagree
 - c. Neutral
 - d. Agree
 - e. Strongly agree

APPENDIX C 4P Marketing Mix Assessment Scale

4P MARETING MIX ASSESSMENT SCALE

THE QUESTIONNAIRE WAS ADOPTED FROM MALAU HAMMAN (2020) STUDY TITLED

	Items of the Scale	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Product	Products quality meet customers requirement					
	Brands produce products in meeting customer's satisfaction					
	Brands give product warranty					
	Brands have a well thought out strategies for product developing					
	Brands' products are wrapped with good packaging					
Price	Prices of the products are appropriate					
	Prices are based on what customers are willing to pay					
	Pricing are based on the prices in the market segment we serve					
	The prices depict the quality of the product					
	The prices gives options to customers					
Promotion	Customers know the products based on the promotional strategies					
	Brands apply advertising as one of the promotional strategy					
	Brands apply sales promotion as one the promotional strategy					
	Brands apply personal selling as one the promotional strategy					
	Brands' promotional strategies influence the rate of purchase positively					
Place	Brands make use of sales agents and middlemen to distribute our products					
	Brands make use of direct sales force to sell their products					
	Brands make use of online distribution channel					
	Brands make use of service delivery properly					
	Brands make use of multi-distribution channels to deliver our product to different customer groups					

APPENDIX D Ethical Approval Form

Evrak Tarih ve Sayısı: 25.04.2022-48743

1 of 1



T.C.
İSTANBUL AYDIN ÜNİVERSİTESİ REKTÖRLÜĞÜ
Lisansüstü Eğitim Enstitüsü Müdürlüğü

Sayı :E-88083623-020-48743
Konu : Etik Onayı Hk.

25.04.2022

Sayın ADEDOTUN TEMİNİNOLA İNAOLAJI

Tez çalışmanızda kullanmak üzere yapmayı talep ettiğiniz anketiniz İstanbul Aydın Üniversitesi Etik Komisyonu'nun 21.04.2022 tarihli ve 2022/07 sayılı kararıyla uygun bulunmuştur. Bilgilerinize rica ederim.

Dr.Öğr.Üyesi Alper FİDAN
Müdür Yardımcısı

Bu belge, güvenli elektronik imza ile imzalanmıştır.

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Belge Takip Adresi : <https://www.turkiye.gov.tr/istanbul-aydin-universitesi-ebys?>

Adres : Beşyol Mah. İnönü Cad. No:38 Sefaköy , 34295 Küçükçekmece / İSTANBUL

Telefon : 444 1 428

Web : <http://www.aydin.edu.tr/>

Keş Adresi : iau.yazisleri@iau.hs03.kep.tr

Bilgi için : Hicran DEMİR

Unvanı : Yazı İşleri Uzmanı



RESUME

Personal Data:

Last Name: Inaolaji

First Name: Adedotun Teminiola

Personal Profile

I am an ethical, enthusiastic, insightful, self-motivated and self-disciplined young lady who

can be relied upon with responsibilities and requires minimal supervision to perform tasks. I

am focused, goal and vision oriented, creative, a fast learner, hardworking, imaginative and I

enjoy a challenge. I am very flexible and adaptable to my environment, culture and others.

Qualification (Degree and Awards)

⇒ Award of achievement for successfully completing Oracle academy Data and Programming with SQL, Cyprus International University.

⇒ Honors Award, 2016-2017 Academic Year In School of Applied Science. 4 High Honors Academic Certificates, Cyprus International University

⇒ **B.Sc**, Bachelor of Science in Management Information Systems, Cyprus International University, North Cyprus; 2014 – 2017

SKILLS / AREA OF EXPERTISE

⇒ Oracle database, Databasequeries, Database Management Systems, PhpMyAdmin, SQL, MySQL, SQL Server

⇒ Website design and application development using HTML, PHP, CSS, XML, JavaScript, C, C#, C++

⇒ Familiar with Networking systems and concepts

⇒ Leadership, Research, Interpersonal skills

- ⇒ Project management
- ⇒ Business and Entrepreneurship
- ⇒ Proficient in Microsoft Office suite
- ⇒ Familiar with Networking systems and concepts
- ⇒ Experience in Kindergarten education

WORK EXPERIENCE

School Name: Bahcesehir Koleji Omerli

Duration: Two academic Session. (August 2019 – Uptill date)

Duties: Teaching English online/ face to face (bilingual educational system)

- Teaching and use instructional methods and appropriate materials.
- Utilize games, music, books, art, technology and other resources to teach basic skills and foster student development.

School Name: Beykent Koleji. Beylikduzu. (ilkokul ve anaokulu)

Duration: A whole academic Session. (February 2019 – June 2019)

Duties:

- To Create a weekly program
- plan a program that helps each student achieve learning objectives and curriculum goals .
- prepare lesson materials and resources.
- select and use instructional methods and materials appropriate to the students and learning activities.
- utilize games, music, books, art, technology and other resources to teach basic skills and foster student development.

Innovia Digital & Software Company Lefkosa, North Cyprus

Web Content Developer(Internship Program) August 2016-2017

- Web Designing
- Creating Content & Analyzing and working with SQL.
- Interbase Communication Centre

IT intern (feb 2011-nov 2011)

- Documentation of information
- Photo coping
- Semi-Professional LAN Network Administrator
- Typesetting, and Autocard.