

The Impact of Marketing Mix on Customer Buying Behavior: A Case Study of Footwear Industry

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Abstract

The aim of this study is to find out the impact of marketing mix on customer buying behavior. This study is conducted in the footwear industry of Peshawar. The data is collected from the customers through a structured questionnaire. A sample size of 400 customers was selected using convenience sampling techniques. Out of which 370 questionnaires have been returned; resulting in 92.5% response rate. In those filled questionnaires 15 were discarded because they were incomplete, while 355 questionnaires were used for data analysis. Data was analyzed through descriptive statistics, correlation analysis and regression analysis. Findings of the study reveal that there is a significant relationship between designing effective marketing mix and buying behavior in the footwear industry of Peshawar KPK, Pakistan. The findings are significant for the footwear industry where the sales volume can be increased by designing effective marketing mix strategies. Moreover, this learning is valid to the footwear industry of Khyber Pukhtunkhwa, Pakistan.

Keywords: marketing mix, product, price, place, promotion, buying behavior

Introduction

Marketing as a philosophy in business is probably as old as human civilization (Moore & Reid, 2008; Minowa & Witkowski, 2009). Furthermore, many years ago, marketing revolutionized the world economy, since then, it has been developing rapidly and now the entire businesses in the world are highly depending on marketing activities and philosophy for their success (Kotler & Armstrong, 2010). Moreover, many scholars have recommended marketing mix as one of important dimensions which affect consumer buying behavior.

One of the most important elements in business management is marketing mix. The marketing mix may be defined as controllable variables that the organization can manipulate to meet customer requirements profitably both in short and long term (Carthy, 1964). The marketing mix is considered as one of the key principles of marketing. It is considered as foundation of every marketing strategy (Ziethaml *et al.*, 2006). Moreover, Ergen (2011) posits that “marketing mix” is the mixture of activities that are used to achieve a particular market needs. Furthermore, (Musungwini *et al.*, 2014) explained,

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Marketing mix is not a systematic theory, but merely a conceptual framework that identifies the major decisions, managers make in configuring their offerings to suit consumers' needs .

The role of the marketer in the marketing mix is to identify variables that increase the saliency or discriminability of the brands and enhance the effectiveness of the brands as reinforcement, thereby increasing the likelihood that consumers will buy the brands (DiClemente & Hantula, 2003; Foxall, Oliveira-Castro, James, & Schrezenmaier, 2007). In the same way, Marketing studies are increasingly getting complex, originally it was targeting only four dimensions, namely; Product, price, promotion, and place. It has now targeted packaging, positioning, and people as well (Asyari, 2010). It is very important for marketers to use the marketing mix effectively to influence consumers buying decision. Mahmood and Khan (2014) postulate that marketers try to shape customer perception towards their firm to influence the purchasing decisions by implementing various controllable elements of marketing mix i.e. product, price, place, promotion, people, process, physical evidence.

Product: Product is defined by Kotler & Armstrong (2010) as any tangible or intangible benefit that is offered to a market for attention and acquisition that satisfy a need. Furthermore, Mahmood and Khan (2014) argued that product is characterized by quality, design, features, brand name, product width and length (Ferrell & Hartline, 2005).

Price: Price pertains to the amount of money that is charged for acquiring and using a product or service (Fyall & Garrod, 2005). In addition, price determines the competitiveness of a destination compared with other destinations and includes transportation cost to and from a destination; short or long haul, accommodation, food, attractions and other service costs (UNWTO, 2007). Beside this, the pricing is composed of the actual price that the firm charges, including volume discounts and discounted price for multiple bundles of products (Reid & Bojanic, 2010).

Placement: Placement refers to the physical location or can be seen in terms of availability and accessibility (Ohio Library council, 2008). Likewise, the concept of place is related to the availability of a product to customer (Kotler & Armstrong, 2008). Furthermore, it also includes any activity related to the distribution of the product, distribution channels and location (Bag & Biswas, 2013). Likewise, the place element of the marketing mix provides the buyer with place, time, and possession utility (Peter & Donnelly, 2015).

Promotion: The goal of product promotion is to communicate attributes about the product or brand to the target audience. The purpose of this communication is to create awareness, build positive images, identify prospective markets or customers, build

channel relationships and retain customers (Peter & Donnelly, 2015). Furthermore, this includes a combination of non-personal and personal communication efforts. It has some subcategories. Personal selling, advertising, sales promotion, public relations and direct marketing comprise the five components of promotion (Peter & Donnelly, 2015).

Consumer behavior: According to Wilson, Zethaml, Bitner and Gremler (2012), consumer behavior is a total decision of customers towards purchase. In addition, consumer behavior is a prevalent topic of marketing, which has been studied and discussed in the past decades (Constantinides, 2004). Furthermore factors have identified by researchers which affect consumer buying behavior. According to Constantinides (2004), Czinkota and Kotabe (2005) Foxall (2005), there are several factors affecting consumer behavior, such as social, cultural, economic and psychological, which are beyond the control of merchants.

Problem statement: from the literature various studies has been conducted by researchers in different field such as Cosmetics, cloth industry on marketing mix and its impact on customer buying behavior but no study have been found regarding footwear in Peshawar, Khyber pukhtunkhwa, Pakistan. Hence the aim of this study is to find the impact of marketing mix “4Ps” on consumer buying behavior, regarding footwear.

Significance of the study

The purpose of this study is to find the impact of marketing mix on customer buying behavior in the footwear industry of Peshawar. Hence this study is beneficiary to policy makers, practitioners and especially footwear companies will be beneficiary from this research.

Literature Review

Marketing mix

The marketing mix may be defined as controllable variables that the organization can manipulate to meet customer requirements profitably both in the short and long term (McCarthy, 1964). The term was in teaching since late 1940’s when marketing manager was described by James Culliton as “mixer of ingredients” later McCarthy categorized them and is known today as 4Ps of marketing (Ling, 2007). The marketing mix is considered one of the key principles of marketing which holds the foundation of every marketing strategy (Ziethaml *et al.*, 2006).

The marketing mix model is known for creating and implementing strategies. It helps in achieving both; organizational and consumer objectives. Likewise, It is discussed that target market should be considered by marketers for achieving the right strategy with the proper blend of Ps only then the wants will be satisfied (LING, 2007). In addition, there is need to understand the customer attitude toward the 4Ps marketing mix (Constantinides, 2006). The issue of customer mind-set toward 4Ps of business

particularly in the retail industry is crucial (Musungwini *et al.*, 2014). Likewise, if managed appropriately, the marketing mix can bring success to a firm, satisfying the needs of the firm's customers (Nuseir & Madanat, 2015).

Product

Product is defined by Kotler and Armstrong (2010) as any tangible or intangible benefit that is offered to a market for attention and acquisition that satisfy a need. When considering product as a marketing element, issues such as brand, quality, design and packaging are very important (Kiprotich, 2012). Product and service are interchangeably use in the service industry. Preko (2014) stated that the product is the core of the marketing mix strategy. This is because without product there is no need for pricing, promotion and distribution. Teng and Thompson (1996) revealed that with a quality product it will increase the product sales results. Likewise, Product quality shapes retailers' reputation and influences consumer buying decision at stores (Pan & Zinkhan, 2006). Furthermore, Chaudhuri and Ligas (2009) suggest that product value is positively correlated to purchase behavior and customer loyalty in the retail sector. Furthermore (nguyen *et al.*, 2015) argued, product factor exerts greatest influence on consumer buying decision. In addition, Musyoka, Ng'ang'a and Wambugu (2015) generation Y in Kenya considers quality, price, durability of the product, efficiency & performance of brand, discounts offered and the company when selecting products and brands. Hence the following hypothesis has been developed.

H₁: *Product has significant impact on customer buying behavior*

Price

Price is the monetary value place on a product direct and indirect cost in addition to profit (Tan *et al.*, 2009). Price is one factor that greatly influences the consumer's decision to own the product (Laurent & Kapferer, 1985; Lu Wang & Xiong Chen, 2004; Padel & Foster, 2005).furthermore Conventional wisdom indicates that, a high retail price which reflects immediate monetary costs are likely to hinder consumer purchase behavior while a low price or competitive price leads to an increase in store traffic and product sales (Barbara, Lois, & Bobby, 1996; Pan & Zinkhan, 2006). Concluding, in general empirical studies find that competitive and reduced prices promote the purchase of product in retail stores (e.g., French et al., 1997; Hansen, 2003; Jeffery, French, Raether, & Baxter, 1994). Hence the following hypothesis has been developed.

H₂: *Price has significant impact on customer buying behavior*

Place

Businesses need to decide on the place of purchase or where and how to distribute the product to the customer (Kiprotich, 2012). Consumers are satisfied if products are made available at the right time, in the right place and in the right quantity

(M.K. Hashim2011). Accessibility is important; Businesses should be strategically located so that they are easily accessed. Furthermore Wairachu (2000), supports this notion by saying that organizations need to ensure accessibility of their products and services by establishing their stores at places that ensure convenience and ease. The rise of brand placement as a promotional tool has resulted in a vast body of academic research (e.g., Russell 1998; Karrh et al. 2003; Van Reijmersdal *et al.*, 2009; Wilson & Till 2011). Findings of research suggest, brand placement can have beneficial effects on brand recall (Bressoud *et al.*, 2010), brand image (Van Reijmersdal *et al.*, 2007), brand preference (Auty & Lewis 2004) and even stock prices (Begy & Talwar 2015). Hence the following hypothesis has been developed.

H₃: *Place has significant impact on customer buying behavior*

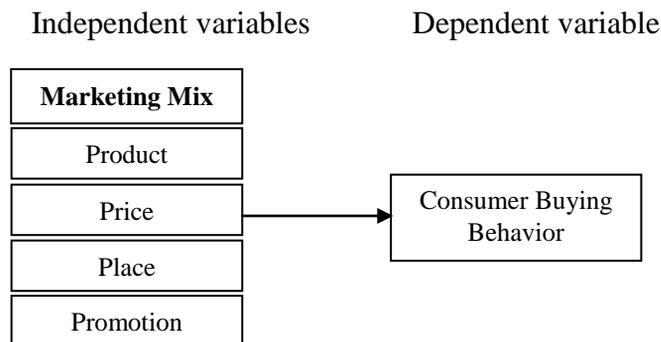
Promotion

Promotion involves a variety of activities undertaken by a firm to communicate the merits of its products to persuade target customers to purchase it. Advertising has a positive and enduring effect on base sales (Dekimpe & Hanssens, 1999). But promotion is much more than just advertising; it includes activities like advertising, sales promotion, personal selling and publicity (Kiprotich, 2012). Therefore each seller must tailor product promotion to suit the product and the market segment (Kiprotich, 2012). Likewise, advertisement and consumer perception both have a significant positive relationship with consumer buying behavior (Ehsan *et al.*, 2014). When promotion is done, then the consumer will be easier about the products offered (Aras *et al.*, 2017). That shows its significance on consumer buying decision. Hence the following hypothesis has been developed.

H₄: *Promotion has significant impact on customer buying behavior*

On the basis of literature the following conceptual model has been developed.

Conceptual model



Methodology

Research design

The purpose of this research design is to find the impact of marketing mix on customer buying behavior. Questionnaire is the most appropriate method for this study. In this a developed five Likert's scale has used to collect the data.

Population

Target population for this study is footwear consumers of Peshawar.

Sample and Data Collection

Convenience sampling technique was used in this study. 400 questionnaires were distributed among the customers of Peshawar using footwear. Out of which 370 filled questionnaires have returned resulting in 92.5% response rate. Such a response rate is very good. In those filled questionnaires 15 were discarded because they were incomplete, while 355 questionnaires were used for data analysis. Data was analyzed using SPSS version 16. Descriptive statistics, correlation analysis and regression analysis was used for identifying the relationship between marketing mix and customer buying behavior.

Results and Findings

Reliability analysis

According to Carmines and Zeller (1979) the reliability of a research instrument concerns the extent to which the instrument yields the same results on repeated trials. Willmott and Nuttall (1975) stress the point that the researcher in the social sciences and humanities should determine the reliability of the data gathering instrument to be used in the research surveys. The most widely used method for estimating the reliability of research instrument is Cronbach's alpha.

The below table 1 shows the independent variable (Marketing mix) number of items and dependent variable (customer buying behaviour) number of items. The marketing mix number of items is 21 and customer buying behaviour contains on 5 numbers of items and 26 are the total number of items. The product no of items Cronbach's alpha is 0.863, which shows that there is high level of consistency present in it. Moreover, the price no of items Cronbach's alpha is 0.788, which also indicates that high consistency level present in it. Furthermore, the placement no of items Cronbach's alpha is 0.859, which result also indicates that high level of consistency in it. In contrast promotion of items Cronbach's alpha is 0.79, which result also indicates that high level of consistency in it. Similarly, the dependent variable (customer buying behaviour) no of items Cronbach's alpha is 0.867, which indicates that the consistency is high level in the dependent variable. The reason of high Cronbach's alpha in all the variables items is the fever number of items.

Table 1: *Reliability analysis (N=355)*

Variable	Cronbach's alpha	No. of items
Product	.86	4
Price	.79	6
Placement	.86	5
Promotion	.79	6
Customer buying behavior	.87	5

The below table no 2 shows gender-wise distribution of the study's respondents. In this table total respondents are 355 out of which 113 are male having percentage 31.8 % while 242 are female having percentage of 68.2 %. Similarly the second portion in the table shows marital status of the respondents. The total numbers of respondents are 355. In this table 223 respondents are single having percentage of 62.8 % while, 132 are married having percentage of 37.2 %. Moreover, the next part in the table shows profession of the respondents. In this table the total respondents are 355 out of which 23 are businessman having percentage of 6.5 % while, 237 are job holder having percentage of 66.8 % and the remaining 95 are students having percentage of 26.8 %. In addition, the next part in the table shows age of the respondents. In this table the total respondents are 355 out of which 149 respondents have below 25 years age having percentage of 42 %, 143 respondents are 26-35 years age having percentage of 40 %, 49 of the respondents are 36-45 years of age having percentage of 13.8 while 11 of the respondents are 46-55 years of age having percentage of 3.1 % and the remaining 3 of the respondents are above of 55 years age having percentage of 0.8 %.

Table 2: *Demographics of the sample of the study (N=355)*

<i>Gender of the respondents</i>				
	Frequency	Percent	Valid Percent	Cumulative Percent
Male	113	31.8	31.8	31.8
Female	242	68.2	68.2	100.0
<i>Marital status of the respondents</i>				
Single	223	62.8	62.8	62.8
Married	132	37.2	37.2	100.0
<i>Profession of the respondents</i>				
Businessman	23	6.5	6.5	6.5
Job Holder	237	66.8	66.8	73.2
Student	95	26.8	26.8	100.0
<i>Age of the respondents</i>				
Below 25 Years	149	42.0	42.0	42.0
26 to 35 Years	143	40.3	40.3	82.3
36 to 45 Years	49	13.8	13.8	96.1
46 to 55 Years	11	3.1	3.1	99.2
Above 55 Years	3	.8	.8	100.0

The below table 3 shows that there is significant correlation between buying behavior and marketing mix ($p=0.000 < 0.05$).

Table 3: *Correlation Analysis (N=355)*

	Buying behaviour	Product	Price	Placement	Promotion
Buying behaviour	1.000				
Product	.390	1.000			
Price	.386	.305	1.000		
Placement	.526	.311	.595	1.000	
Promotion	.392	.176	.318	.505	1.000

*.Correlation is significant at the 0.01 level (2 tailed).

*.correlation is significant at the 0.05 level (2 tailed).

The below table 4 is a multiple regression model table, in which independent variables are promotion, product, price, placement and dependent variable is buying behavior. In this table R shows the strength of the relationship between the variables of the model. The value of $R=0.597$ which shows that there is 59.7 % association between the independent variables and dependent variable. The extent of variance in the dependent variable due to variation in independent variable is shown by adjusted R square. The value of adjusted R square is 0.349 which shows that predictors explain 34.9 variations in explaining Buying behavior. Similarly, the value of F shows statistical significance of the model ($p<.05$). The value of F is 48.423, $p=.000$ ($p<.05$) which shows that the model is statistically highly significant. In addition, β shows coefficients the rate of change in the dependent variable owing due to changes in the independent variable. The β value is 0.296, 0.064, 0.297 and 0.122 which shows that one unit increase in predictors causes increase in buying behavior by 0.296, 0.064, 0.297 and 0.122 units. On the value of t the researchers decide the acceptance or rejection of the hypothesis with $p<.05$. The t value is 5.231, 1.189, 5.609, and 3.244, $p=.000$ ($p <.05$) which shows that marketing mix such as product, placement and promotion effect on buying behavior while price has no effect on buying behavior. Hence, all the hypotheses 1, 3 and 4 are accepted while hypothesis 2 is rejected.

Table 4: *Regression result of marketing mix model (N=355)*

Model	Unstandardized Coefficients ^a			t-value	Sig.
	B	Std. Error			
(Constant)	.990	.235		4.204	.000
Product	.296	.057		5.231	.000
Price	.064	.054		1.189	.235
placement	.279	.050		5.609	.000
promotion	.122	.038		3.244	.001
R Square	.356	Adjusted R Square			.349
F value	48.423	F Sig.		.000 ^a	

a. Predictors: (Constant), promotion, product, price, placement

b. Dependent Variable: Buying behaviour

Analysis & Discussion

This study discussed the impact of Marketing Mix on Customer Buying Behavior: A Case Study of Footwear Industry of Peshawar, KPK, Pakistan. On the basis of the above result it shows that there is significant and positive correlation between marketing mix such as: product, placement promotion and customer buying behavior in the footwear industry of KPK, Pakistan while negative relationship between price and customer buying behavior in the footwear industry of KPK, The result of the hypotheses of marketing mix has positive relationship with customer buying behavior which is directly related with study of (Constantinides, 2006; Ling, 2007; Musungwini *et al.*, 2014 & Aras *et al.*, 2017).

Marketing mix is directly related with customer buying behavior. This study is directly related with the result of Constantinides (2006), who demonstrated that marketing mix has positive and significant impact on customer buying behavior. Similarly, the result of Ling (2007), also related to this study who view that marketing mix has significant and positive impact on customer buying behavior. Furthermore, Musungwini *et al.*, 2014 & Aras *et al.*, 2017) also related with this result.

Conclusion

The purpose of this study is to explore the impact of marketing mix on customer buying behavior: A case study of footwear industry of Peshawar, Pakistan. Analysis and result of the study explains close relationship between independent variables such as product, placement promotion with dependent variable customer buying behavior in footwear industry of district Peshawar, Pakistan.

Limitations of the research

This learning is valid to the footwear industry of Peshawar, Pakistan. Moreover, convenience sampling method was used. This is inherent disadvantage of representativeness. In addition, this study is cross-sectional in nature because data collection of this research is limited to single time period and is a result English language was difficult to understand by respondents. So it may effect on response of the respondents.

Future research

This study may be conducted from the customer of other province. Similarly, same study may be carried out for other industry. In addition, same study may be carried out to increase number of respondents and finally, Comparative analysis may be held for this study.

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