

**RELATIONSHIP BETWEEN MARKETING MIX AND CONSUMER
BUYING BEHAVIOR: A STUDY**

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ABSTRACT

Consumer buying behavior is the study of the marketing and its main objective is to discover how the individuals or groups choose, purchase and dispose the goods. Marketing mix such as product, place, price and promotion all are the major concepts in the field of marketing and each individual element of marketing mix can affect consumer buying behavior towards the product and service. This research study deals with the relationship between consumer buying behavior and marketing mix, in this process each individual elements to be discussed with buying behavior of the consumer. Findings of the study suggested that there is no significant difference between marketing mix and consumer buying behavior or each elements of marketing mix directly concerned and related with buying behavior of the consumer, on the basis of findings conclusion and recommendation also to be discussed.

INTRODUCTION

Statements of the problem

At present edge of business each and every business organization has common vision towards the focus of customer by following attractive marketing activity, and tries to understand

consumer needs and want continuously. Consumer buying behavior is the common behavior of consumer used on the time of purchased, however marketing mix is a business tool used in marketing and by marketers, it is often crucial when determining a product or brand's offer. Every organization adopts different marketing strategy and spend heavy amount of money in other words organization tries to understand consumer behavior. There are number of factor affecting consumer behavior such as product, place, price, promotion, quality, brand etc. the study of consumer behavior is not simple and easy today because behavior of consumer is not fixed it is displayed flexible nature during to the purchase decision, or may be changed on the last moment and time. Due to this reason marketer must efforts in order to understand why and how consumer behavior is affected with certain marketing activity. 4Ps of marketing are vital factor or tool affecting purchase decision of consumer. Marketing mix can be explained in a way that “successful marketing depends on customer’s awareness regarding to the offer product and service.

Meaning and definition

Consumer buying behavior

Consumer is an important person for a marketer, we cannot think of marketing without consumer. A successful marketer is one who may be able to understand the linking and disliking of the consumer of his product. In another word understanding of consumer behavior is must for a marketer to survive in the competitive world.

The term consumer behavior can be defined

The American Marketing Association has defined consumer behavior as, “The dynamic interaction of affect and cognition, behavior, and the environment by which human beings conduct the exchange aspects of their lives.”

Marketing Mix

Marketing mix can be known as a set of marketing tools and activity comes under the market (Horovitz 2003) ^[03]. There are commonly there are four marketing's tools known as marketing mix such as product, place, price and promotion.

1. **Product:** - A product is seen as an item that satisfies what a consumer demands. It is a tangible good or intangible service. Tangible products are those that have an independent physical existence. Typical examples of mass-produced, tangible objects are the motor car and the disposable razor. A less obvious but ubiquitous mass-produced service is a computer operating system.
2. **Place:** - Refers to providing the product at a place which is convenient for consumers to access. Various strategies such as intensive distribution, selective distribution, exclusive distribution and franchising can be used by the marketer to complement the other aspects of the marketing mix.
3. **Price:** -The amount a customer pays for the product. The price is very important as it determines the company's profit and hence, survival. Adjusting the price has a profound impact on the marketing strategy, and depending on the price elasticity of the product, often it will affect the demand and sales as well. The marketer should set a price that complements the other elements of the marketing mix
4. **Promotion:** - Advertising covers any communication that is paid for, from cinema commercials, radio and Internet advertisements through print media and billboards. Public relations is where the communication is not directly paid for and includes press releases, sponsorship deals, exhibitions, conferences, seminars or trade fairs and events. Word-of-mouth is any apparently informal communication about the product by ordinary individuals, satisfied customers or people specifically engaged to create word of mouth momentum. Sales staff often plays an important role in word of mouth and public relations

Consumer Buying behavior and growth of Business

Consumer always play significant and important role in the success and growth of business due to following reason

1. Consumer is known as the king of the market therefore he decided the supremacy of the market in another word service provider and market leader always elected by the consumer. So no any business organization can ignore the consumer for growth of the business.
2. Consumer always search for various alternative in order to fulfill their personal need, in this process he always go with those business and service provider who can meet their expectation in the product, price, quality etc.
3. Success and failure of business fully depend on the consumer because in the process of need recognize and information search the behavior and attitude of the consumer differ from product to product and business to business still not search real service provider.
4. Now a day's consumer has become more challenging and good educated therefore apart from the product they always willing to attention on the service, in this process he learned about behavior, knowledge, honesty and quality before purchase the goods and services.
5. Role of consumer is very great in the success of business because consumer assist business to analyzing market opportunity, in this process of analysis marketer can easily identify the unfulfilled needs and want of consumer for future prospective.
6. Analysis of the market opportunity helps business to set target market, which assist marketer to know how consumer behave and make purchased decision which again enable marketer to design the products or services particularly suited to their wants and need

Review of Literature

Niranjan Wejesequera, (1996)^[07], suggested that Most of the studies support the existence of positive relationship between elements of marketing mix and brand selection and brand loyalty.

Meldrum and McDonald (2007)^[06] suggested that “Successful marketing depends on customers being aware of the products or services on offer, finding them available in favorably judging that practitioners of the offering in terms of both price and performance”.

East et al., (2013)^[02] indicated that Price represents another critically important element of marketing and four major types of pricing strategies consist of economy, penetration, skimming, and premium pricing strategies.

Kotler (2012)^[05], suggested that Promotion element of marketing mix refers to any combination of promotion mix integrating various elements of advertising, public relations, personal selling and sales promotions to varying extents.

Backhaus et al (2007)^[01], suggested that purchase decision is one of the important stages as this stage refers to occurrence of transaction. In other words, once the consumer recognized the need, searched for relevant information and considered the alternatives he/she makes decision whether or not to make the decision

Kacen et al (2004)^[04], consider this stage as one of the important stages as the consumer considers all the types and alternatives taking into account the factors such as size, quality and also price.

Research Methodology

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them. It is necessary for the researcher to know not only the research methods/techniques but also the methodology

Research Design

As such the research design is descriptive in nature both primary as well as secondary data has been used in order to fulfill the research. Primary data has been collected through questionnaire distributed among the group of people and secondary data has been collected through various instruments such as journal, books, internet and some published source.

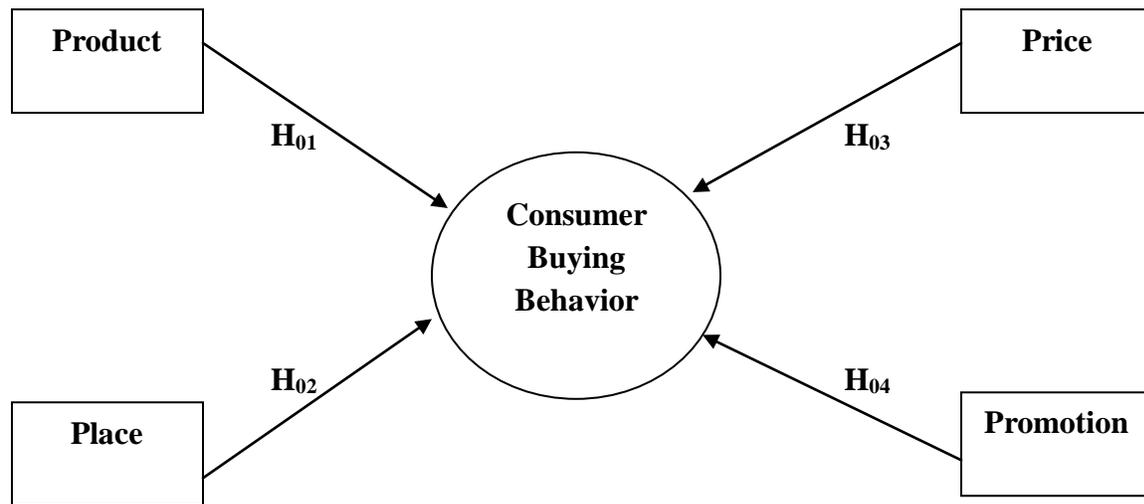
Objective of the study

The objectives of the studies are as under

1. To study about consumer buying behavior
2. To study about various elements of marketing mix

3. To describe relationship between marketing mix and consumer Buying behavior
4. To identify which is important element affect consumer buying behavior

Research framework



Hypothesis

The hypothesis of the study is as under

H₀₁: There is no significant difference between product and consumer buying behavior

H₀₂: There is no significant difference between place and consumer buying behavior

H₀₃: There is no significant difference between price and consumer buying behavior

H₀₄: There is no significant difference between promotion and consumer buying behavior

Scope of the study

As we know that there are numbers of factor influencing consumer buying behavior such as price, product, quality, brand, product etc. this research study has great importance for every business entity to over consumer behavior by providing such factor. Now a day's consumer has become more and more challenging because he always studies to choose and consume product among various alternative, therefore this is biggest challenge before business entity to survive in this competitive world. According to this challenging situation this has become compulsion to study about consumer behavior and interest regarding to the product and service as well. This research study has scope which assists each and every business unit to identify which piece and element of marketing directly influence buying behavior of the consumer.

Limitation of the study

This study has several limitations such as

1. Non proper availability of data
2. Only four piece of marketing discussed with consumer buying behavior
3. Finding only related with element of marketing mix.

Research Findings

1. There is no significant difference between product and consumer buying behavior

| r | t | Significant |
|-------------|-------------|--------------------|
| 0.79 | 3.64 | 0.05 |

Degree of Freedom=2, Tabulated value =4.303

Interpretation:- Value of t is 3.64 significant at the level of 0.05 and less than table value, which is suggested that our null hypothesis there is no significant difference between product and consumer buying behavior is accepted hence

H₀1: is accepted

2. There is no significant difference between place and consumer buying behavior

| r | t | Significant |
|-------------|-------------|--------------------|
| 0.69 | 2.28 | 0.05 |

Degree of Freedom=2, Tabulated value =4.303

Interpretation:- Value of t is 2.28 significant at the level of 0.05 and less than table value, which is suggested that our null hypothesis there is no significant difference between place and consumer buying behavior is accepted hence

H₀2: is accepted

3. There is no significant difference between price and consumer buying behavior

| r | t | Significant |
|-------------|-------------|--------------------|
| 0.76 | 3.11 | 0.05 |

Degree of Freedom=2, Tabulated value =4.303

Interpretation:- Value of t is 3.11 significant at the level of 0.05 and less than table value, which is suggested that our null hypothesis there is no significant difference between price and consumer buying behavior is accepted hence

H₀3: is accepted

4. There is no significant difference between promotion and consumer buying behavior

| r | t | Significant |
|-------------|-------------|--------------------|
| 0.70 | 2.37 | 0.05 |

Degree of Freedom=2, Tabulated value =4.303

Interpretation:- Value of t is 2.37 significant at the level of 0.05 and less than table value, which is suggested that our null hypothesis there is no significant difference between promotion and consumer buying behavior is accepted hence

H₀4: is accepted

Overall findings

H₀1: is accepted

H₀2: is accepted

H₀3: is accepted

H₀4: is accepted

Conclusion and Recommendation

The study of consumer buying behavior has become necessary and compulsion for each and every organization, it is important for both consumer as well as business entity. Present research study deals with the relationship between consumer buying behavior and marketing. In this process we have discussed and identify four element of marketing mix such as product, place, price and promotion which directly and indirectly influenced buying behavior of the consumer. On the basis of the result of findings we can conclude and recommended as:

1. Findings of the study clearly indicated that there is no significant difference between product and consumer buying behavior; it means product is directly concerned with the buying behavior of

consumer. Therefore each and every business unit's primary focused on the product and also study consumer behavior in order to identify their attitude towards the product. In another word production of product should be as per consumer expectation in order to make them satisfy.

2. Findings of the study suggested that there is no significant difference between consumer buying behavior and place; it means place is also related with the buying behavior of the consumer. Therefore each and every business units should identify right place under the approach of consumer because place play great role in order to make consumer behavior positive. In other word selection of right place always assists organization to over the competitor and attracts more consumers.
3. Findings of the study indicated that there is no significant difference between price and consumer buying behavior; it means price is directly concerned with buying behavior of the consumer. Therefore each and every business organization focused on the price of the product, in another word we can say that price is one of the important factor which can change consumer attitude and behavior any time. Hence before pricing decision, service provider and business entity first try to study about consumer behavior towards the price of the product and service which can result to increased the sale.
4. Findings of the study clearly indicated that there is no significant difference between promotion and consumer buying behavior; it means promotion is directly concerned with the buying behavior of the consumer. Therefore every business entity should carry about various promotional activities such as advertising, incentive, offer etc which can change consumer attitude and behavior towards the product and service.

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