

THE IMPACT OF MARKETING MIX MODEL/ELEMENTS ON CONSUMER BUYING BEHAVIOUR: A STUDY OF FMCG PRODUCTS IN JAIPUR CITY

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Abstract-This paper takes a cautionary stance to the impact of marketing mix on consumer buying behaviour, on selected retail sector in Jaipur city. The objective of the study is to study the impact of demographic variables on consumer buying behaviour and to analyse the relationship between of marketing mix on consumer buying behaviour in FMCG Company. One way ANOVA and multiple correlation analysis is used to prove the hypotheses base on the marketing mix model 4Ps. Results reveal that all the factors of marketing mix have significant relationship between consumer buying behaviour whereas price factor exerts greatest influence on consumer buying decision. These findings contribute to the literature relating to retail marketing and have marketing implications for bringing traffic into supermarkets and increasing sales.

Key Words: Marketing Mix, Buying Behaviour, FMCG products

1. INTRODUCTION

FMCG industry, then again called as CPG (Consumer packaged goods) industry principally manages the creation, appropriation and showcasing of buyer bundled products. These are items that have a snappy turnover, and moderately low price. Buyers for the most part put less idea into the buy of FMCG than they improve the situation different items. Despite the fact that the supreme benefit made on FMCG items is moderately little, they by and large offer in expansive numbers thus the aggregate benefit on such items can be extensive. A portion of the prime exercises of FMCG industry are offering, showcasing, financing, buying, and so on.

2. CONSUMER BUYING BEHAVIOUR

Consumer behaviour is characterized as exercises individuals under take when over taking, expending and discarding item and administrations (Blackwell et al., 2001). The investigation of consumer behaviour does incorporate purpose behind purchasing as well as the utilization procedure of the buyer on the loose. In the whole procedure of purchasing, customer get driven by impacts, for example, felling, inspiration, salary, way of life, supposition, culture, identity and so on. The Indian consumer market has higher discretionary cashflow. The advancement of present day urban way of life and increment in shopper mindfulness have influenced by purchaser conduct in urban areas, town, even provincial zones.

Customer behaviour can be characterized as the aggregate of how individual and gatherings perceive and decide their requirements and how they buy and experience products and ventures to address those issues. It incorporate the "What-where-why-when and how" of the buy and experience process.

Study of consumer behaviour at organized retail stores usually deal with identification of customers and their buying behaviour pattern. It is to ascertain who, where, what, when and how consumer buys.

3. MARKETING MIX- 4 P's



Fig. 3.1 Marketing Mix- 4 P's



The advertising program comprises of various choices on esteem improving promoting exercises to utilize. Promoting exercises come in all structures. One conventional portrayal of advertising exercises is as far as the showcasing blend, which has been characterized as the arrangement of instruments into four general gatherings, which is known as the four Ps: “product, price, place, and promotion”. Marketing mix choices must be made for impacting the exchange channels and also the last shoppers. The four Ps speak to the vender's perspective of the showcasing devices accessible for impacting purchasers. From a purchaser's perspective, each promoting apparatus is intended to convey a consumer advantage.

3.1 Product

Purchasers are for the most part purchasing need fulfillment, not physical item qualities.

3.2 Price

Price is the measure of cash one must pay to acquire the privilege to utilize the product. One can purchase responsibility for product or for some, items, constrained use rights. Financial specialists regularly accept that lower costs for a similar item will bring about a larger number of offers than higher costs. In any case, cost now and again fills in as a flag of value. An item valued too low may be seen as having low quality.

3.3 Place

Place incorporates organization exercises that make the item accessible to target customers. Just in uncommon cases will clients go to much inconvenience to secure a specific brand. Clearly, great channel choices require a sound information of where target clients search for the item.

3.4 Promotion

Promotion implies exercises that impart the benefits of the item and induce target clients to get it. It incorporates publicizing, the business compel, advertising, and some other flag that the firm gives about itself and its items.

4. REVIEW OF LITERATURE

“Borden (1960s) claims to be the first to use the term ‘marketing mix’, inspired from Culliton’s (1948) description of a business executive as a ‘mixer of ingredients’ who uses a mix of ingredients for his recipe of business. Borden’s marketing mix comprised of 12 elements – product planning, pricing, branding, distribution, personal selling, advertising, promotion, display, packaging, servicing, physical finding, and analysis and research”.

“Kotler (1984) explains that The Marketing Mix should include: Customers Environmental variables Competitive variables Two additional Ps to the 4 traditional ones: Political power Public opinion formulation”.

“Smith, F. Michael and Sinha, Indrajit (2000) examined “The Impact of Price and Extra Product Promotions on Store Preference”, over four store item classifications controlling independently for the impact of two class based directing elements viz. item stock-up attributes and value level. Results demonstrated that a larger part of purchasers favored blended advancements; sort of advancements does impact store inclination (with cost and volume advancements having the best impact). Customers for the most part favored value advancement for higher evaluated item classifications and they favored volume advancements for lower estimated classes”.

5. THE OBJECTIVES OF THE STUDY ARE AS FOLLOW

- To study marketing strategy adopted by FMCG Company in Jaipur City.
- To study the impact of demographic variables on consumer buying behaviour in FMCG Company.
- To analyse the relationship between of marketing mix on consumer buying behaviour in FMCG Company.

5.1 Hypothesis of the Study

H01: There is no significant impact of demographic variables on consumer buying behaviour in FMCG Company.

H02: There is no significant relationship between of marketing mix on consumer buying behaviour in FMCG Company.

6. RESEARCH METHODOLOGY

Present study is an empirical analysis of marketing mix model and consumer buying behaviour. The present study is exploratory as well as descriptive in nature. Both primary and secondary methods have been used for collecting the data. Structured questionnaire has been administered for the purpose of collecting primary data. The questionnaire was distributed amongst 50 respondents. The questionnaires were designed using 5point likert’s scale. Coding and tabulation were done and analyzed by using SPSS software. Findings are presented in form of table and charts.

6.1 Research Instruments

A questionnaire is outlined which catches the Product, Price, Place and Promotion factors that impact FMCG product purchasing behaviour. The questionnaire likewise catches demographic factors in the research. Five scales with rating from 1 to 5 were utilized as a part of the questionnaire. Through organization of survey the examination tries to analyse the significance given to every factor while buying of FMCG item. Information was gathered from 50 respondents in Jaipur city through a study administrated survey.

6.2 Sample Size

The information on marketing mix and consumer buying behaviour has been collected from 50 customers from retail sector in Jaipur city.

6.2 Variable Measurements

Factors are the last structures on which study is directed. Based on the hypothesis, parameters have been characterized. A variable is an amount that changes over the span of research work or that have distinctive esteems for various examples in the examination.

6.3 Independent Variables

The independent variables are the “Marketing Mix factors: Product, Price, Place, and Promotion”.

6.4 Dependent Variable

Consumer Buying Behaviour is the dependent variable that the study measure with the independent variables.

7. RELIABILITY AND VALIDITY TEST

Table-7.1 Reliability and Validity Test
Reliability Statistics

Parameter	Cronbach's Alpha	N of Items
Marketing Mix	.822	14
Consumer Buying Behaviour	0.735	18

From the above table we can see that Cronbach's alpha is more than 0.700 which indicates a high level of internal consistency for our scale with this specific sample.

7.1 Data Analysis & Hypotheses Testing

H01: There is no significant impact of demographic variables on consumer buying behaviour in FMCG Company.

Table –7.2 Differences in Consumer Buying Behaviour and Marketing Mix

Source of variation	Sum of Squares	D.F	Mean Square	F	Sig	Null Hypothesis Accept/Reject
AGE	1.012	3	.337	2.943	.043	ACCEPT
Within AGE	5.272	46	.115			
Total	6.284	49				
EDUCATION	3.063	3	1.021	14.582	.000	REJECT
Within EDUCATION	3.221	46	.070			
Total	6.284	49				
FAMILY INCOME	1.442	3	.481	4.566	.007	REJECT
Within FAMILY INCOME	4.842	46	.105			
Total	6.284	49				

From the above table it can see that in case of age, null hypothesis is accepted as sig. value is more than 0.05 and it has proved that there is no significant impact of age factor on consumer buying behaviour in FMCG Company.

Whereas in case of education and family income null hypothesis is rejected as sig. value is less than 0.05 and it has proved that there is a significant impact of education and family income factor on consumer buying behaviour in FMCG Company.

H02: There is no significant relationship between of marketing mix on consumer buying behaviour in FMCG Company.

Table-7.3 Descriptive Statistic

Descriptive Statistics			
	Mean	Std. Deviation	N
Product	3.8933	.61515	50
Price	3.2667	.56344	50
Place	3.7400	.75078	50
Promotion	3.2800	.65200	50
CBB	3.5333	.35811	50

Table-7.4 Correlation Analysis Between Marketing Mix and Consumer Buying Behaviour

Correlations					
		Product	Price	Place	Promotion
Consumer Buying Behaviour	Pearson Correlation	.267	.465	.261	.379
	Sig. (2-tailed)	.006	.003	.009	.005
	N	50	50	50	50
Correlation is significant at the 0.05 level (2-tailed).					

7.2 Inference

Correlation analysis shows that there is a degree of relationship between Marketing Mix and Consumer Buying Behaviour.

The above table revealed that there is a significant relationship between all the factors of Marketing Mix with Consumer Buying Behaviour. It has found that Price has highest Pearson correlation value 0.465 and p value (sig value) is .003 which indicates there is significant moderate positive correlation between Price and Consumer Buying Behaviour.

Then Promotion has second highest Pearson correlation value 0.379 and p value (sig value) is .005 which indicates there is significant moderate positive correlation between Promotions and Consumer Buying Behaviour.

Product has Pearson correlation value 0.267 and p value (sig value) is .006 which indicates there is significant moderate positive correlation between Product and Consumer

7.3 Buying Behaviour

Place has Pearson correlation value 0.261 and p value (sig value) is .009 which indicates there is significant moderate positive correlation between Place and Consumer Buying Behaviour.

It has analysed that null hypothesis has rejected which shows that there is a significant impact of market mix on consumer buying behaviour in retail sector.

CONCLUSION

Overall, this study provides insights into consumers' perception on retail marketing mix elements and how these factors influence their buying behavior. One way ANOVA analysis shows that age has no significant impact on consumer buying behaviour in FMCG Company whereas, education and family income has significant impact on consumer buying behaviour. Multiple correlation analysis confirms a significant positive relationship between marketing mix variables and consumer buying behaviour. Specifically, the results show that price is the most important factor that affects consumer purchasing behaviour towards the FMCG products.

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