

The Effect of Marketing Mix Elements on Consumer Behavior, A Field Study at the University Of Masan

Hasanain Muhammad Radi Al-Sadi ^١ and Dr. Hossein Rahimi Kolour ^٢

^١Department of Business Administration, College of Social Sciences, University of Mohaghegh Ardabili, Iran.

Email: hsoneyu@gmail.com

^٢Department of Business Administration, College of Social Sciences, University of Mohaghegh Ardabili, Iran

Email: h_clever@uma.ac.ir

Abstracts:

The research was conducted under the title The Effect of Marketing Mix Elements on Consumer Behavior as a field study at the University of Maysan. The main hypothesis of the research was the effect of marketing mix elements on consumer behavior, in addition to four secondary hypotheses. Where ٤٠ questionnaires were distributed to a sample of ٤٠ male and female students from different faculties at the University of Maysan, and after analyzing the personal data of the students, ٣٦ questions were asked, divided into the axes of the elements of the marketing mix (product, price, distribution, promotion). The data was analyzed by the descriptive method using spss software. After analyzing the data with various measures, such as weighted median, arithmetic mean weight percentile, etc., it was found that the major and minor hypotheses were proven.

Keywords: (marketing mix elements, consumer behavior).

١- Introduction :

The consumer is the cornerstone of modern marketing, and the success of organizations depends on the extent to which they are satisfied. For the needs and desires of consumers, all economic organizations and institutions seek to satisfy their needs by producing products that are in line with these desires and in light of the current changes and transformations. , and access to the concept of the customer, hence the importance of studying consumer behavior, which represents the actions and direct actions of individuals in order to obtain the product or service [١] The importance of marketing activity has emerged, given that the marketing mix is the basic pillar of any marketing activity. Based on the foregoing, this study seeks to determine the extent to which the elements of the marketing mix as an independent variable affect consumer behavior as a dependent variable.

٢ - Marketing mix concept :

It is a set of elements represented in the marketing activities of the product, distribution, promotion and pricing, through which the organization can meet the needs and desires of customers within its target market [٢] It is a set of marketing tools used by the company in order to continue achieving its marketing goals in The target market [٣] In this study, the marketing mix can be defined as a mixture of special marketing tools in the company that you use to achieve a number of marketing goals that the company aspires to in the target markets, which are four elements consisting of product, pricing and promotion Distribution and all these elements that make up the marketing mix are used to make marketing decisions

٢ -١ Elements of the marketing mix :

The elements of the marketing mix are four main elements that play a major role in winning the customer(Product, price, distribution, promotion) will explain it as follows

٢ - ١ - ١ Product :

Finally, the product was defined as an idea, commodity, service, or any material object to meet the needs of individuals and organizations, which exceeded the limits of the exchange process, and organizations produced according to the desires of customers and in an innovative way that makes the product a value that reflects the capabilities of the organization [٤] is an element in marketing decision-making in companies that deal in ways to establish exchange value so that it is profitable for the company and reasonable for the consumer. The product is divided into[٥]

٢ -١ -١ -١ **Product mix** : It consists of the following:

١- **Product diversification** : Product diversification is by adding a new product to an existing production line, or it may be by adding a new product line to an existing commodity mix. To expand the commodity mix [٦]

٢- **Reducing products** : the organization may reduce its production lines by removing some products or by eliminating entire production lines.

٣- **Modifying products** : The new products of the organization will increase the word it has expanded, modified or repositioned its products, in order to increase its market share and benefit from market growth.

٤- **Repositioning** : The product is not positioned as much as it is positioned in the target markets, where the organization is trying to place its products away from its competitors. Many organizations have repositioned themselves as a result of a merger or acquisition.

٢ -١ -١ -٢ **Product life cycle** :

Products appear and disappear, some faster than others, and a study of the sales history of several commodities led to the emergence of the concept of the product life cycle, and that the product life cycle is according to the opinion of each of [٧] consists of four stages, namely[٨]

١- Introduction stage : This stage is described as slow growth in the market and the profit curve shows a negative profit (loss) at this stage, due to the large expenditures to introduce the product and the costs of research and development [٧]

٢- Growth stage : It is described as an increase in sales as more people become aware of the existence of the product and buy it, and that increased sales will lead to competitors entering the market.

٣- The stage of maturity : The profitability of the product in the growth stage will bring intense competition to the product as the stage of maturity approaches, and the description and interaction with the departments and agencies related to presenting the product in its final form

٤- The decline stage : When the total sales of a product shrink, the decline stage has begun, and the factors leading to this stage are many. It may be the introduction of a new product that replaces an old product. The decline stage is described as fewer organizations offering the product, less promotion, as well as less diversity in Product Presentation [٧]

٣ -**The price** :

The price is the monetary value of a unit, whether a good, a service, an asset, or a production input, and in some markets, for example (complete markets), the price is

completely determined by the forces of supply and demand. the consumer in exchange for obtaining, possessing or using the benefits of the products or good,

For all these reasons, the organization's management decisions have taken great importance as far as prices are concerned, which is represented in the following [٩]

١- When formulating price decisions, they must cover all the goals set in advance by the senior management of the organization.

٢- The relationship of price decisions with other decisions related to the elements of the marketing mix based on systems theory and emphasizing the mutual interaction formulas between them.

٣- Taking into consideration and not ignoring non-price competitive elements when making pricing decisions.

٤- The price decisions taken should not deal with the case of certainty in covering the costs of the inputs as the only basis in those decisions, but should plan and take into account the cases of environmental uncertainty.

٤= Promotion :

[١٠] define promotion as efforts made by sellers, with the aim of persuading current and potential buyers to accept certain information about goods or services, and keeping it in their minds in a way that enables them to retrieve it. [١١] believes that promotion is An activity that takes place within the framework of marketing efforts, and involves a persuasive communication process.” The elements of the promotional mix are as follows:

١- Personal selling : Personal selling is a more effective promotional tool in industrial products than in consumer products, due to the nature of the product, its complexity, and the limitations of its users, [١٢]

٢- Advertising : It is a non-personal asset intended to promote ideas, goods or services, which raises the price of the advertiser, and the importance of advertising in marketing [١٣]

٣- Propaganda: It is a promotional activity that takes place through news and according to the wording of the editor, and is not subject to the control and oversight of the organization.

٤- Public Relations : It is an activity carried out by the organization in order to build good relationships with various consumers by obtaining positive publicity, building a good image, or eliminating rumors and negative events. [١٢]

H. Sales promotion: It is part of the selling activity that coordinates between advertisement and personal selling in an effective manner. It must also be ensured that the chosen method or means will contribute constructively to achieving the goals of the organization in the long and short terms[١٣]

And the. Activating sales: It is a non-personal means that includes all sales means and activities that support and strengthen personal selling and the media, and the most important of these means are samples, company stores, home newspapers, films, slides, markets and trade fairs.

◦ – **Distribution :**

[١٤] defined distribution as a group of agencies and institutions that are mutually dependent together to make the product or service available to the consumer when needed in the right place and time. [١٣]Among the elements of the distribution are the following

A- Direct distribution: It means that the producer distributes his products without relying on the distribution outlets available in the markets for several reasons, including: ensuring profit without the participation of intermediaries, the desire to control the markets, trying to get rid of the stock and searching for new markets.

B- Indirect distribution: It means that the producer distributes his products depending on the use of intermediaries to expand the market, and intermediaries are a link between the producer and the consumer.

٦ - **Characteristics of the marketing mix :**

And for the marketing mix to be an effective and influential tool in pushing the marketing department to achieve its goals, it must be available. Some characteristics, the most important of which are: The source of the fourth lecture

١- Its elements should be complementary to each other.

٢- That these elements are interrelated and interact with each other.

٣- The elements of the mixture should be balanced among themselves to avoid making the mistake of paying attention to one element over the other.

٧ - The importance of the marketing mix :

The marketing mix is one of the direct factors affecting the consumer's purchasing decision, and since the latter goes through several stages before making his purchasing decision, the organization must be well aware of the factors influencing it, and it must also take advantage of the opportunity to attract this consumer towards it and make his decision positive to buy the product in Ultimately focusing on achieving consumer satisfaction and not stopping at the point of sale only

٨ - Concept of consumer behavior :

Before addressing the concept of consumer behavior, it is necessary to clarify the concept of behavior and the consumer

Behavior : Behavior is defined as all the activities and actions that emanate from a person, whether these actions are visible or not.

Consumer : Every person to whom a product is offered to satisfy his personal or family needs, or with whom a deal or contract is conducted in this regard

Consumer behavior : is a set of behaviors that include the purchase and use of goods and services, and also includes the decisions that precede and determine these actions [١٥]

While Al-Sumaidi defines it as the direct actions and actions of the individual in order to obtain the product or service, and it includes the procedures for making the purchase decision [١٦]

٩ -What are the factors that affect consumer behavior during purchase :

Consumer behavior is affected by many factors and companies try to collect data so that they can make decisions about how to reach their target audience in the most effective way. Let's take a look at some of these factors in detail.

١- For situational factors: they are temporary in nature and include physical factors such as the location of the store, its design, colours, music, lighting and even smell. Companies try to make these factors as favorable as possible.

٢- Personal factors: These factors include demographic factors such as age, gender, income, occupation, etc. It also depends on the interests and opinions of the individual. To better understand consumers,

٣- Social factors: This factor includes social class, level of education, religious and ethnic background, different cultures, sexual orientation, and the people around you – family

٤- Psychological factors: A person's ability to understand information and realize needs and mentality affects consumer behavior. A person's reaction to the marketing campaign depends on their beliefs and state of mind.

١٠ - Characteristics of Consumer Behavior :

Consumer behavior has several characteristics, some of which can be distinguished as follows:

١- Behavior is not isolated and self-contained, but is linked to events or processes that preceded it and others that followed it.

٢- Human behavior is diverse and corresponds to the situations that confront it and changes until it reaches the desired goal

٣-. Human behavior is a continuous process, so there are no breaks that determine its beginning or end. All behavior is nothing but some integrated and complementary episodes.

٤- Difficulty predicting human behavior and behavior in most cases

٥- The dynamics of consumer behavior, consumer behavior is characterized by the dynamic (movement), and by this it means that consumers and society as a whole are in continuous change over time. [١٧]

١١ - The importance of studying consumer behavior :

Studying and analyzing consumer behavior is one of the most important marketing activities in any organization as a result of intense competition[١٨], the development of

the external environment, and the expansion of the size and type of alternatives available to consumers. This is what made market men, institutions, and even the consumer himself attach importance to it, and a study of the importance of consumer behavior can be considered as follows[١٩]

١١ -١ for the consumer :

It helps the consumer to gain insight into the process of purchasing and consuming goods and services, in particular

In knowing what he buys?, why?, and how to get it?, it also helps him to understand the factors or factors

Influences that affect his purchasing behavior and that make him buy or consume a good, brand or service

١١ -٢ for market men and institutions :

١- Discovering favorable marketing opportunities by studying the organization's products and comparing them with the markets

in order to discover attractive marketing opportunities that can be exploited to their advantage

٢- Segmenting and dividing the market and selecting convenient sectors in order to use it as it becomes available at the time

Present satisfying all consumers with one product is useless.

٣- It helps in determining the appropriate marketing mix

١١ -٣ for the researcher :

١- helps students understand the environmental, psychological and economic factors that influence individual behavior.

٢- helps students to understand human behavior as a science, considering consumer behavior as an integral part of it, by studying the characteristics of individuals, their psychological needs, budget, etc.,

١٢ - Hypotheses :

A- The main hypothesis: The elements of the marketing mix have an impact on consumer behavior.

B- secondary hypotheses

١- The effect of the product on the buying behavior of telephone consumers.

٢- The effect of price on the purchasing behavior of telephone consumers.

٣- The effect of promotion on consumer buying behavior.

٤- The effect of distribution on the purchasing behavior of telephone consumers

١٣ - Research Methodology :

The accumulated data from different (primary) reliable sources were subjected to different statistics, such as descriptive statistics (mean, frequencies, mean, and percentage) to obtain an understanding on the basis of the group of respondents. Data once analyzed using the Statistical Package for Social Sciences (SPSS)

١٤ - Study sample :

The sample consists - the questionnaire was presented to them. Sample size A random sampling strategy was implemented. A survey of about ٤٠ students from the University of Maysan from various faculties. To obtain data from the questionnaire

١٥ - Data collection tools :

Personal interviews with students and asking some questions that consisted of ٣٦ questions, divided into ٤ axes. Each axis represents one of the four elements of the marketing mix (product, sale, promotion, distribution). It was used in building the questionnaire

In order to test the hypotheses of the study, the questionnaire was adopted, as it is the most appropriate and closest to achieving the objectives of the study, by relying on a hypothetical weighted mean (\bar{X}), as shown below:

Never	Scarcely	sometimes	Mostly	Always	Paragraph
١	٢	٣	٤	٥	Class

١٦ - Analysis of personal information :

Table No. (٠١): Distribution of the respondents according to gender

Percentage	Repetition	Sex
٪٦٢.٥	٢٥	Females
٪٣٧.٥	١٥	Males
٪١٠.٠	٤٠	SAMSUNG

Source: Prepared by the student based on the results of the questionnaire Through the table, we notice that the largest percentage of the sample was females (٢٥), i.e. ٦٢.٥%, while males were (١٥), i.e. ٣٧.٥%, and this

indicates that the percentage of females occupied the forefront and was ranked first.

Table No. (٠٢): Distribution of respondents according to the type of phone.

Percentage	Repetition	Sex
٪٣٧.٥	١٥	OPPO
٪٤٢.٥	١٧	REDMI
٪٢٠	٨	SAMSUNG
٪١٠.٠	٤٠	SAMSUNG

Source: Prepared by the student based on the results of the questionnaire

Through the table, it was found that the respondents who owned a Redmi phone ranked first, ١٧ students, i.e. ٤٢.٥%, and from here it was found that the largest percentage of use of mobile phones was of the Redmi type, which was greater than other types due to its quality and distinction according to the results of the questionnaire, then Followed by the

lowest percentage of the Oppo brand used by ١٥ students, i.e. ٣٧.٥%, and the last percentage was for the Samsung brand, estimated at ٢٠%.

١٧- Results

١٧-١ Hypothesis testing

secondary hypotheses

١٧ -١-١ **Hypothesis** : (١) The effect of the product on the buying behavior of telephone consumers.

Clause	weighted mean	Weight percent
١	get a weighted average of ٣.٥٥	٧١%
٢	get a weighted average of ٤.١٥	٨٣%
٣	get a weighted average of ٤.٥٥ ٣	٩١%
٤	get a weighted average of ٤.٣٥	٨٧%
٥	get a weighted average of ٣.٩٧٥	٧٩%
٦	get a weighted average of ٢.٨٥	٥٧%
٧	get a weighted average of ٤.٢٧٥	٨٥.٥%
٨	get a weighted average of ٣.٦٥	٧٣%
٩	get a weighted average of ٣.٦٠	٧٢%
١٠	get a weighted average of ٤.٤٧٥	٨٩.٥%
١١	get a weighted average of ٤.٣٥	٨٧%

The weighted averages for items representing average and above average products were close to the mean Hypothesis (٥), and a percentage weight above the average, which reflects a high degree of agreement that the product affects the behavior of buying a mobile phone, and this indicates that the hypothesis is fulfilled.

١٧-١-٢ **Hypothesis** : (٢) The effect of price on the purchasing behavior of telephone consumers.

Clause	weighted mean	Weight percent
١٢	get a weighted average of ٣.٨٥	٧٧%
١٣	get a weighted average of ٤.١٧٥	٨٣%
١٤	get a weighted average of ٢.٢٥	٤٥%

١٥	get a weighted average of ٣.٨٠	٧٦%
١٦	get a weighted average of ٣.٦٠	٧٢%
١٧	get a weighted average of ٤.٢٢٥	٨٤.٥%
١٨	get a weighted average of ٣.٩٠	٧٨%
١٩	get a weighted average of ٤.٣٧٥	٨٧.٥%
٢٠	get a weighted average of ٢.٨٠	٥٦%
٢١	get a weighted average of ٣.٣٢٥	٦٦.٥%
٢٢	get a weighted average of ١.٩٢٥	٣٨.٥%
٢٣	get a weighted average of ٣.٥٧٥	٧١.٥%
٢٤	get a weighted average of ٢.٩٥	٥٩%

The weighted averages for the items representing the price were average and above the average, and a percentage weight above the average, except for items (١٤) and (٢٢) the weighted average was weak and the price did not affect consumer behavior, while the majority of the items had a high degree of agreement that "price affects Mobile phone buying behavior", and this indicates that the hypothesis is fulfilled.

١٧ -١-٣ : **Hypothesis :** (٣) The effect of promotion on consumer buying behavior.

Clause	weighted mean	Weight percent
٢٥	get a weighted average of ٣.٨٧٥	٧٧.٥%
٢٦	get a weighted average of ٣.٣٧٥	٦٧.٥%
٢٧	get a weighted average of ٢.١٧٥	٤٣.٥%
٢٨	get a weighted average of ١.٨٢٥	٣٦.٥%
٢٩	get a weighted average of ٣.٧٧٥	٧٥.٥%
٣٠	get a weighted average of ٣.٦٧٥	٧٣.٥%
٣١	get a weighted average of ٣.٢٥	٦٥%
٣٢	get a weighted average of ٣.٦٠	٧٢%

The weighted averages for the items that represent the product were average and above the average and close to the hypothetical mean (٥), and the weight percentile was above

the average close to ١٠٠%, except for items (٢٧) and (٢٨) the weighted average was weak and the percentage weight was less than the average and the promotion did not affect the Consumer behavior, while the majority of the items had a high degree of agreement that “promotion affects the behavior of buying a mobile phone”, and this indicates that the hypothesis has been fulfilled.

١٧ -١-٤ Hypothesis : (٤) The effect of distribution on the purchasing behavior of telephone consumers

Clause	weighted mean	Weight percent
٣٣	get a weighted average of ٤.١٢٥	٨٢.٥%
٣٤	get a weighted average of ٣.٥٧٥	٧١.٥%
٣٥	get a weighted average of ٢.٦٠	٥٢%
٣٦	get a weighted average of ٣.٥٢٥	.٧٠%

The weighted average for the items that represent the distribution element was average and above average, as well as for the percentage weight, except for item (٣٥), the weighted average was weak, and the percentage weight was also weak, and the distribution did not affect the behavior of buying a mobile phone for this item, while the majority of items, ٣٣ ٣٦, ٣٤, ٣٦ The degree of agreement was high that “distribution affects mobile phone buying behavior”, and this indicates that the hypothesis is fulfilled.

١٧ -٢ Conclusion :

By discussing and analyzing the results of the study, a number of results were reached regarding the effect of The elements of the marketing mix on consumer behavior, we found through the obtained sub-hypotheses, which In turn, we reached the general conclusion, which assures us that the elements of the marketing mix (product, price, promotion, distribution), influence on consumer behavior.

١٨ - References:

١- Mahmoud Jassem Al-Samaidi, Marketing Strategy, ed. ١, Al-Masira House for Publishing, Distribution and Printing, Amman, Jordan, ٢٠١١.

- ٢- Talib, Alaa, and Habib, Abdul Mohsen (٢٠١٠). Green Marketing Philosophy, ١st edition, Amman: Dar Safa for publishing and distribution
- ٣- Datta, H., Ailawadi, K. L., & van Heerde, H. J. (٢٠١٧). How Well Does Consumer-Based Brand Equity Align with Sales-Based Brand Equity and Marketing-Mix Response?. JOURNAL OF MARKETING, ٨١(٣), ١- ٢٠
- ٤- Steenkamp, J. B. (٢٠١٧). Global Marketing Mix Decisions: Global Integration, Not Standardization. In Global Brand Strategy (pp. ٧٥- ١٠٩). Palgrave Macmillan UK
- ٥- Swaidan, Nizam (٢٠١٠). Contemporary Marketing: With New Concepts that Arose after ٢٠٠٤ and ٢٠٠٧. I, ١, Amman: Dar Al-Hamid for publication and distribution
- ٦- Zakho University Journal, Al Majd ٣: (B), Issue ٢: pp. ٥٧٣-٥٥٦, ٢٠١٥
- ٧- Al-Diwaji, Abi Saeed, (١٩٩٩), Marketing Management, I, ٢ Dar Al-Kutub for printing and publishing, Mosul, Iraq.
- ٨- Al-Barzanji, Ahmed Muhammad, and Al-Barwari, Nizar Abdul-Majid. (٢٠٠٨), Marketing Strategies, Concepts, and Fundamentals And jobs, ٢nd edition, Dar Wael for publication and distribution, Jordan
- ٩- Al-Bakri, Thamer Yasser, (٢٠٠٨), Marketing Strategies, Dar Al-Yazuri for Publishing and Distribution, Jordan.
- ١٠ -Al-Saedi, Muhammad Jassim, and Youssef, Rudeina Othman (٢٠٠٥). Knowledge marketing is a strategic approach Analytical quantitative. Amman: Dar Al Manhaj for publication and distribution.
- ١١- Kotler, P.P., & Keller, k. (٢٠١٥). Marketing Management ,(١٣th ed). Pearson Education International.
- ١٢- Kotler P. and Armstrong G. .٣ .(٢٠٠٥) , " Principles o f marketing " , ١١th ed. New jersey ; Pearson prentice hall
- ١٣- Al-Zoghbi, Ali Falah Mufleh, (٢٠٠٥), Future Prospects For local and international marketing strategies in the sector companies Private - field analytical study, doctoral dissertation Published, Damascus University

١٤- Kotler, P., & Armstrong, G. (٢٠٠٨). Principles of marketing. (١٢th ed.), New Jersey: Prentice Hall.

١٥-Annabi Ben Issa, Consumer Behavior, "Psychological Influencing Factors", C, ٢ University Publications, Algeria, ٢٠٠٣

١٦- Muhammad Jassim Al-Samaidi, Darina Othman Youssef, Consumer Behavior, Dar Manhaj Publishing and distribution, ١st edition, Amman, Jordan, ٢٠٠٠

١٧- Baker. Macahd, i, The marketing book, butter worth heinemann, oxford, ١٩٩٩.

١٨- Muhammad Mansour Abu Jalil and others, consumer behavior and purchasing decision-making, an integrated approach, ١st edition, Dar Al-Hamid for publication and distribution,

Jordan, ٢٠١٣, p.٢٥

١٩- Ramas Muhammad Al-Amin and Dr. Wazani Muhammad, The Effect of Promotional Mix Elements on Consumer Behavior, Journal of Marketing Studies and Business Administration, Vol. ٠٢, No. ٠٢, Muhammad Taheri University, Bashar, ٢٠١٨, p. ٣٢.