IMPACT OF MARKETING MIX ON BUYING BEHAVIOUR
-A CASE STUDY OF MOTORBIKE BUYERS IN JAFFNA DISTRICT

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ABSTRACT

Any organization which markets a particular product or product range should be able to satisfy predetermined needs and wants of target customers. If that product, price, place and promotion do not satisfy needs of target consumers it would definitely fail in the market. Accordingly if any product satisfies predetermined needs and wants of target consumers they will have a positive or favorable attitude towards that product. Therefore to identify whether there is a favorable or unfavorable attitude towards a product marketed by particular organization a consumer survey is carried out regarding that product. This study mainly deals with marketing mix on consumer buying behavior – a case study of motorbike buyers in Jaffna district. The study was based on a sample of 100 customers based from Jaffna district using a questionnaire. After data were collected from selected consumers, these data were presented and analyzed by using Statistical Package for Social Science (SPSS) tools. In this research, the researcher concluded about the hypotheses provided, then clarify the research findings, after that the researcher formed a final conclusion. Analyses showed a very large positive relationship between marketing mix and consumer buying behavior ($r = 64\%$). Regression analyze indicates there is significant impact of marketing mix on consumer perception ($r^2 = 42\%$). An important implication of the finding is that there is a need for looking at other significantly factors in order to influence consumer perception to make it better. So it is necessary to conduct further research in the field.

KEY WORDS: *Marketing mix, Consumer, Buying behavior.*

1.1 BACKGROUND OF THE STUDY

The continuous and rapid changing environment, competitive conditions, and dramatic innovation in the information technology, customer is the basic cause for existence of any business. Meeting the needs of those customers more effectively than competitors is the key to continued profitable existence for many businesses. Every decade calls upon marketers to have a fresh thinking about its objectives, strategies and tactics. Today's consumers face a growing range of choice in the products and services they buy. They are making their choice on the basis of their perceptions of quality, service and value. It is necessitated that companies in order to survive and grow in the competitive market needs to understand the determinants of customer value and satisfaction.

Nowadays motorbike has become an essential part in the life styles of the people. Changing in lifestyles and household composition, affecting the need for home, prompting various purchases. Impulse purchasing stimulated when consumers see something new or beautiful. Many brands of motorbikes are now available in the market, in many variety, design, color, price, quality and quantity. So they are making their choices on the

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basis of perception and preference. When analyzing the purchase of any product consumer perception and preference should be considered. Therefore this study is intended to focus on the marketing mix on consumer buying behavior – a case study of motorbike buyers in Jaffna district.

1.2 RESEARCH PROBLEM

Which factors determine the buyers' behaviors towards purchasing?

To what extent the factor (market mix) influence on consumer buying behavior?

1.3 GENERAL OBJECTIVES OF THE STUDY

1. To identify the marketing mix that influencing customers buying behavior toward buying motor bike in Jaffna District.
2. To identify the factors in the marketing mix that influence consumer purchasing decision.
3. To identify, how decision-making process helps to make consumer's decision.
4. To analyze the factors highly influencing current motorbike market and the reason for it.
5. To analyze how brand preference influence the consumer's purchase habits and availability of each brand in the Jaffna District.

2.1 REVIEW OF LITERATURE
2.1.1 Marketing Mix:-

Kotler and Lane Keller (2006) define the marketing mix the set of controllable variables and their levels that the Firm uses to influence the target market.

The term "marketing mix" was first applied at the Harvard Business School, USA to explain the range of marketing decisions and elements that must be balanced to achieve maximum impact. The marketing mix represents the "tool kit" For marketing Practitioners who attempt to "blend" the especially for the 4ps. The apportionment of effort, the precise combination, and the integration of all

four elements to achieve the organizational objectives represents an organization's own marketing programme or mix. The marketer there fore is a mixer of these ingredients a mix of Procedures and policies to produce a good for enterprise. The marketing mix commonly known as the four (P4), they are Product, Price, Place and Promotion.

The Forman basis Pillar in marketing is turned as marketing mix. Every Company should mix their marketing mix they mix.

✿ Learn about the customer
✿ Gather their exact needs wants and demands.
✿ Implement the Planning by adjust marketing mix.

3.1 RESEARCH METHODOLOGY
3.1.1 Hypothesis:-

The dependent variable is "buying behavior" and the independent variable is "Marketing Mix". There are 4 sub-variables of the independent variable: Product, Place, Promotion and price. The following hypotheses were developed;

H_1: Marketing mix is positively correlated with buying behavior.

H_{1a}: There is a positive relationship between Price and buying behavior.

H_{1b}: There is a positive relationship between Place and buying behavior.

H_{1c}: There is a positive relationship between Product and buying behavior.

H_{1d}: There is a positive relationship between Promotion buying behavior.

H_2: Marketing mix has an impact on buying behavior.

H_{2a}: There is an impact of Price on buying behavior.
H_{2b}: There is an impact of Place on buying behavior.
H_{2c}: There is an impact of Product on buying behavior.
H_{2d}: There is an impact of Promotion on buying behavior.

3.1.2 Conceptualization:-

3.1.3 Method of Data Collection:-

One hundred customers take as sample for this study. To select the sample, first, based on divisional secretariats in the Jaffna population has divided in to strata, then samples selected from ten divisions on the basis of convenient sampling method. A questionnaire consists of set of questions presented to a respondent for their answers. Under this study questionnaires were issued to householders in a random basis. The respondents were told that real purpose of the study and their information was collected from their own words. The researcher explores the research findings of consumer perception and preference on motorbike in the Jaffna District. The data collected from the 100 respondents have been analyzed in connection with personal information for research information. This research study has been conducted by researcher in Jaffna District ten Divisional Secretarial Division taken into consideration of all religious. The questionnaire consists two parts

➢ Personal information
➢ Research information

4.1.3 Reliability Analysis of the Questionnaire

Table 4.0: Reliability Statistics

Scale	Cronbach's Alpha	No. of Items
Marketing mix	0.872	17
Buying behavior	0.736	8
Product	0.734	5
Place	0.641	3
Price	0.698	2
Promotion	0.621	7

Source: Survey data

A reliability analysis was done to check the inter item consistency reliability. The Cronbach's Alpha was measured. Accordingly, the Cronbach's alpha reliability coefficients of the independent and dependent variables were obtained. Accordingly, the alpha value for Marketing mix and Perception was 0.872 and 0.736 respectively. Sub variables of marketing mix also indicate the value higher than the standard reliability score.

4.1.4 Relationship between Marketing Mix and Buying Behavior:-

In this section the relationship between marketing mix and buying behavior analyzed in order to test the following hypothesis.

4.1 DATA PRESENTATION AND ANALYSIS

4.1.1 Data presentation:-

This part of research presents the profile of the respondents with regard to age, gender, educational qualification, occupation, family members, income distribution and civil status and how the demographic characteristics of respondents relate with the level of Marketing mix and buying behavior.

4.1.2 Data analysis:-

In this research the researcher tries to identify that, to what extent the relationship between Marketing mix and Perception. There are many statistical analysis techniques are used to assess the objective of the hypotheses, those are formulated in the previous part. These statistical techniques are as follows, correlation analysis, regression analysis, one way ANOVA.

H_1: Marketing mix is positively correlated with buying behavior

The following model is formulated to find out the relationship between marketing mix and buying behavior for the purpose of testing the above hypothesis. buying behavior is depending on the marketing mix.

Buying behavior=f (Marketing Mix)

In the following table the correlation between the marketing mix and buying behavior depicts.

Table 4.1: Correlations between marketing mix and buying behavior		Marketing mix	Buying behavior
Marketing mix	Pearson Correlation	1	0.648**
	Sig. (2-tailed)		0.001
	N	100	100
Buying behavior	Pearson Correlation	0.648**	1
	Sig. (2-tailed)	0.001	
	N	100	100
Source: Survey Data.		*** Correlation is significant at the 0.01 level (2-tailed).*	

From the above table it can be observed that there is a positive relationship between Marketing mix and Perception. The correlation value is .648** and which is significant at the levels of 0.01%. According to the above Table the hypothesis is accepted. There is a strong positive correlation between

4.1.5 Regression Analysis:-

By using the correlation analyzes it can be found that how the relationship is between the Marketing mix and Perception. It is not a proper way to describe the relationship exactly between the Marketing mix and Perception using the correlation analyzes. Therefore regression analyses are the most suitable way in order to find out the exact relationship between these variables.

Regression analysis is made to find out the equation, which describes the relationship between these variable. From this analysis the dependent variable can be forecasted through the independent variable, regression line was Y= a+bx. Here the regression summary output is obtained through the statistical analysis.

4.1.6 Impact of marketing mix on buying behavior:-

Table 4.2: Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.648a	0.420	0.414	0.42838

a. Predictors: (Constant), MKG mix

In this section, the impact of Marketing mix on buying behavior is analyzed for the purpose of the testing the following hypotheses.

H_2: Marketing mix has an impact on buying behavior

In order to test the above hypothesis the following equations are formulated

Buying behavior= $_0$ + $_1$ (marketing mix)

[Where $_0$, $_1$ are the regression co efficient]

Table 4.3: ANOVAa						
Model		Sum of Squares	Df	Mean Square	F-value	Sig.
1	Regression	13.043	1	13.043	71.077	.000b
	Residual	17.984	98	.184		
	Total	31.027	99			

a. Dependent Variable: Buying behavior

b. Predictors: (Constant), MKG mix

Analysis of variance also reported an interaction relationship between marketing mix on buying behavior. An examination with ANOVA (F–value) indicates that explains the most possible combination of predictor variables that could contribute to the relationship with the dependent variables. For model 1- F value is 71.077 (p = 0.000, < 0.05). We can say that the corresponding F Value is significant in respect to their consequent values. However, it should be noted here that there may be some other variables which can have an impact on buying behavior, which need to be studied.

Table 4.4: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.036	0.351		2.954	0.004
	MKG mix	0.774	0.092	0.648	8.431	0.000
a. Dependent Variable: Buying behavior						

To assess the impact of marketing mix on Buying behavior, the following regression equation was formed.

OCB = 1.036 + .774 (marketing mix)

Here when the marketing mix change by 1 unit the buying behavior will be changed by 0.774.According to the regression analysis, the hypothesis H2 is accepted and the marketing mix has an impact on buying behavior.

H_{2a}: There is an impact of Price on Buying behavior

Table 4.5: Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F-value	Sig.
1	0.347	0.120	0.111	0.52781	13.374	0.000
a. Predictors: (Constant), product						Source: Survey Data

The above table indicates 12% of impact of price on buying behavior. Which is significant at 5% level, because P value is less than 0.05 (P<0.05). So H2a is accepted

H_{2b}: There is an impact of Place on Buying behavior

Table 4.6: Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F-value	Sig.
1	0.088	0.008	-0.002	0.56050	0.762	0.385
a. Predictors: (Constant), product						Source: Survey Data

The above table indicates 8% of impact of place on buying behavior. Which is not significant at 5% level, because P value is greater than 0.05 (P>0.05). So H2b is rejected.

H_{2c}: There is an impact of Product on Buying behavior.

Table 4.7: Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F-value	Sig.
1	0.604[a]	0.364	0.358	0.44863	56.153	0.000

a. Predictors: (Constant), product

The above table indicates 36.4% of impact of product on buying behavior. Which is significant at 5% level, because P value is less than 0.05 (P<0.05). So H2a is accepted.

H_{2d}: There is an impact of Promotion on Buying behavior

Table 4.8: Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	0.412	0.170	0.161	0.51269	20.041	0.000

a. Predictors: (Constant), product

The above table indicates 17% of impact of promotion on buying behavior. Which is significant at 5% level, because P value is less than 0.05 (P<0.05). So H2d is accepted.

5.1 FINDINGS AND RECOMMENDATIONS
5.1.1 Research findings:-

In this research, the researcher find out the results based on the data presentation and data analysis by using correlation, regression and percentage analysis. Based on the results made in the fourth chapter, the research indicates the finding of this research. Any research is carried out to find out truth. Based on the presented data and data analysis, findings are identified.

The research was carried out to measure the impact of Marketing Mix on Perception among motorbike purchasers in Jaffna district. Further its objective was to measure the relationship between sub variables of Marketing Mix and Perception. Certain tools were used to identify the impact Marketing Mix on Perception. Correlation shows that there is a positive relationship between overall Marketing Mix and Perception. Sub variables of marketing mix Product, Price and Promotion are significantly correlated with perception. At the same only place variable shows no relationship with dependent variable.

Another objective was to find out what extent Marketing Mix influence the perception of the people. Regression analysis indicates the Marketing Mix contributes significantly to increase the perception of people who are living in Jaffna district at 42% and remaining 58% can be contributed by other factors. This indicates that Marketing Mix has significant impact on Perception of the people.

5.1.2 Recommendations:-

The marketing managers must constantly study the marketing environment and find out new opportunities to increase the marketing activities. To achieve the main objectives of this research study is "to identifying the major factoring regarding motorbike which determining the consumer perception and preference on Jaffna district.

Some recommendations are suggested below for motorbike purchasing preference, based on the following.

✓ Motorbike manufactures are providing some offer to consumers when buying furniture.

✓ Make attractive advertisement continuously and find some new ways to increasing their sales through advertisement. And they increase the time of repeated advertisement regarding motorbike.

✓ To increase the promotional activities specially the furniture commercials.

✓ Marketers must introduce some uniqueness into their product. For e.g. make some few modifications over their product features such as quality, style, and shape.

✓ The manufacture must increase the warrantee period of motorbike.

✓ If dealers give free transport facilities to consumers. It increases the volume of particular brand.

✓ Manufactures must meet changing customer's requirements satisfactorily.

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