IRAQI Academic Scientific Journals

University of Kirkuk Journal For Administrative and Economic Science (2026) 16 (2): 433-442

UKJAES

University of Kirkuk Journal For Administrative and Economic Science

ISSN:2222-2995 E-ISSN:3079-3521
University of Kirkuk Journal For Administrative and Economic Science

Muhammed Yashar Fadhil, Munaf Mikaeel Biro & Faris Mustafa Farzenda. Analyzing the Impact of the Marketing Mix on Consumer Behavior: A Comprehensive Study for an Effective Marketing Strategy. ***University of Kirkuk Journal For Administrative and Economic Science*** **(2026) 16 (2):433-442.**

Analyzing the Impact of the Marketing Mix on Consumer Behavior: A Comprehensive Study for an Effective Marketing Strategy

Yashar Fadhil Muhammed [1], Mikaeel Biro Munaf [2], Mustafa Farzenda Faris [3]

[1,2,3] *Soran University, Soran / Erbil, Iraq*

yashar.muhammed@soran.edu.iq [1], mikaeel.munaf@soran.edu.iq [2], mustafa.faris@soran.edu.iq [3]

Abstract: The research study will explore the influence of elements of the marketing mix on buying decisions to assess the influence of product innovation and price perception and channel performance and promotional effectiveness on purchase intent and brand decision making. In this research, data collection is done through a structured questionnaire and descriptive and inferential statistical analysis including multiple regression and subgroup testing and mediation analysis. They discovered that marketing-mix variables were responsible for a significant portion of the change in buyer intent with an explanation rate of R2 = 0.674. The findings show that product innovation and distribution, as well as promotion effectiveness, all had positive effects on the intent to purchase. They found negative price perceptions decrease consumer purchasing intent because price perception has a strong negative effect on purchase intentions. The marketing mix has positive effects for all age groups. Although the effects of the marketing mix are similar, the size of the effects varies between the younger and older consumers. The mediation testing results suggest that the product innovation is a partial mediator since the indirect effect is 0.134 and the direct effect is 0.423 with a total effect of 0.557. Overall, the effect passes through mediation corresponding to about 24.1% of the effect path. These studies suggest that companies must combine their 4P decisions with establishing specific plans to target different markets and consumers to further increase brand performance and increase purchasing behavior.

Keywords: Marketing mix, consumer behavior, marketing strategy, product, price, place, promotion, decision making.

IRAQI Academic Scientific Journals

University of Kirkuk Journal For Administrative and Economic Science (2026) 16 (2): 433-442

تحليل تأثير المزيج التسويقي على سلوك المستهلك: دراسة شاملة لوضع استراتيجية تسويقية فعّالة

م.م. ياشار فاضل محمد [١] ، أ.م.د. ميكائيل بيرو مناف [٢] ، أ.م.د. مصطفى فرزنده فارس [٣]

[١،٢،٣] جامعة سوران، أربيل، العراق

yashar.muhammed@soran.edu.iq [1], mikaeel.munaf@soran.edu.iq [2], mustafa.faris@soran.edu.iq [3]

المستخلص: ستستكشف الدراسة البحثية تأثير عناصر المزيج التسويقي في قرارات الشراء، وذلك من خلال تقييم أثر ابتكار المنتج، وإدراك السعر، وكفاءة قنوات التوزيع، وفعالية الترويج على نية الشراء واتخاذ القرار المرتبط بالعلامة التجارية. وقد تم جمع البيانات في هذه الدراسة باستخدام استبانة منظمة، مع تطبيق التحليل الإحصائي الوصفي والاستدلالي، بما في ذلك تحليل الانحدار المتعدد، واختبارات المجموعات الفرعية، وتحليل الوساطة.

وقد أظهرت النتائج أن متغيرات المزيج التسويقي كانت مسؤولة عن تفسير نسبة كبيرة من التغير في نية المشتري، حيث بلغ معامل التحديد .R2 =0.674

كما بيّنت النتائج أن ابتكار المنتج، وكفاءة التوزيع، وفعالية الترويج جميعها كان لها تأثير إيجابي في نية الشراء. في المقابل، تبين أن الإدراك السلبي للأسعار يؤدي إلى انخفاض نية المستهلكين في الشراء، إذ إن إدراك السعر يمتلك تأثيرًا سلبيًا قويًا في نوايا الشراء.

وأوضحت الدراسة كذلك أن للمزيج التسويقي تأثيرات إيجابية لدى جميع الفئات العمرية، إلا أن حجم هذه التأثيرات يختلف بين المستهلكين الأصغر سنًا والأكبر سنًا. كما أظهرت نتائج اختبار الوساطة أن ابتكار المنتج يمثل وسيطًا جزئيًا، حيث بلغ التأثير غير المباشر ٠,١٣٤، بينما بلغ التأثير المباشر ٠,٤٢٣، ليصل التأثير الكلي إلى ٠,٥٥٧. وبذلك، فإن التأثير المار عبر الوساطة يمثل ما يقارب ٢٤,١٪ من مسار التأثير الكلي.

وتشير هذه الدراسات إلى ضرورة قيام الشركات بدمج قراراتها المتعلقة بعناصر المزيج التسويقي الأربعة (المنتج، السعر، التوزيع، والترويج) مع وضع خطط مخصصة تستهدف الأسواق والفئات الاستهلاكية المختلفة، بما يسهم في تعزيز أداء العلامة التجارية وزيادة السلوك الشرائي لدى المستهلكين.

الكلمات المفتاحية: المزيج التسويقي، سلوك المستهلك، الاستراتيجية التسويقية، المنتج، التوزيع، الترويج، اتخاذ القرار.

Corresponding Author: E-mail: yashar.muhammed@soran.edu.iq

Introduction

Nonetheless, in an increasingly competitive business landscape today, corporations strive to maintain an edge on their competitors by successfully targeting and reaching their customers. Marketing approaches to this are varied by the firms, and the marketing mix is one of the main strategies. Marketing mix is a set of intangible marketing variables used by organizations to meet customers' needs, achieve marketing goals, and ultimately expand businesses.

This paper is an attempt to explore the complicated relationship between marketing mix and consumer behavior by examining how the strategic application of these variables can impact consumer decision-making, sales intentions, and global brand perceptions. Understanding the nature of the marketing mix and how it impacts consumer behavior allows companies to design more effective marketing strategies and become more competitive in the marketplace. The present study adds to the existing literature by examining the entire marketing mix as well as its effect on consumers' perceptions and behavior.

Product, price, place, promotion all play a role in consumer decision making; all of them individually and collectively. Plus, this study will examine the moderating effects of contexts such as industry, demographics of consumers, and cultural variables on the relationship between marketing mix and the behavior of consumers. By providing information on the connection between marketing mix and consumer behavior, this research will provide practical information and

evidence-based tools for marketing practitioners and scholars to construct effective marketing campaigns, improve customer satisfaction, and grow their business.

In the marketing mix widely accepted as a cornerstone of marketing theory and practice, there is a set of manageable marketing variables that organizations exploit in order to serve customers, achieve marketing objectives, and improve the business. The marketing mix consists of product, price, place, and promotion, and can be used by organizations to develop and implement effective marketing strategies.

Understanding the influence of the marketing mix on consumer perception is vital for organizations that want to run successful marketing campaigns, build strong customer trust, and compete. Various psychological, social, and contextual factors play an important role in consumer decision-making regarding purchase, brand perception, and market results.

This research will attempt to examine the complex relationship between the marketing mix and consumer behavior, and how the manipulation of marketing variables can affect consumer decision-making, attitudes, and behaviors. This research explores the interactions between marketing mix and consumer behavior for the purposes of providing useful information and practical insights for marketers and scientists alike.

1st: Literature Review

The marketing mix, comprising the elements of product, price, place, and promotion, has long been recognized as a fundamental framework in marketing theory and practice. Scholars and practitioners alike have extensively studied the impact of the marketing mix on consumer behavior, aiming to understand how the manipulation of these variables influences consumer decision-making processes, attitudes, and behaviors (Sudirjo, 2023).

As a key marketing mix component, product plays a crucial role in shaping consumer behavior. Previous research has highlighted the importance of product attributes, such as quality, features, and brand reputation, in influencing consumer perceptions and purchase decisions (Chou et al., 2020). Additionally, studies have examined the role of product innovation and customization in enhancing consumer satisfaction and loyalty (Altay et al., 2022).

Price, another critical element of the marketing mix, has been extensively researched in consumer behavior. Price sensitivity, perceived value, and price-quality perceptions influence consumer purchase intentions and brand evaluations (Baker, 2014). Moreover, studies have explored the impact of pricing strategies, such as discounts, promotions, and dynamic pricing, on consumer decision-making processes (Nguyen, 2023).

The distribution channel, encompassing the place element of the marketing mix, is a significant determinant of consumer behavior. Research has examined the influence of distribution channel choices, such as online versus offline channels, on consumer shopping behaviors and preferences (Nikbin, 2022). Additionally, studies have explored the role of channel-related factors, such as convenience, accessibility, and trust, in shaping consumer perceptions and purchase decisions (Istikomah et al., 2022).

Promotion, the final element of the marketing mix, encompasses various marketing communication activities aimed at influencing consumer behavior. Advertising, sales promotions, public relations, and personal selling have all been studied for their impact on consumer attitudes, brand perceptions, and purchase intentions (Sihotang and Hudrasyah, 2023). Additionally, research has examined the effects of different promotional strategies, such as emotional appeals, celebrity endorsements, and social media marketing, on consumer engagement and brand loyalty (Nguyen-Viet, 2023).

Contextual factors, such as cultural influences, consumer demographics, and technological advancements, have also garnered attention in the literature on the marketing mix and consumer behavior. Studies have highlighted the need for marketers to adapt their marketing strategies to cultural differences and consumer preferences across different markets (Kebede et al., 2023). Moreover, research has explored how consumer demographics, including age, gender, and income, interact with the marketing mix elements to shape consumer behavior and purchase decisions

(Ahmed et al., 2023). Furthermore, the advent of technology and the rise of digital marketing have prompted investigations into how technological advancements, such as online advertising and personalized recommendations, influence consumer behavior (Abedian et al., 2022).

2nd: Methodology

This study will adopt a quantitative research design to examine the relationship between the marketing mix and consumer behavior. By collecting numerical data, we can analyze and measure the impact of marketing mix variables on consumer decision-making processes, attitudes, and behaviors.

1- Data Collection:

Primary data will be collected through a structured survey questionnaire administered to a sample of target consumers. The questionnaire will include items related to the marketing mix elements (product, price, place, and promotion), consumer behavior outcomes (purchase intentions, brand perceptions, etc.), and relevant demographic information.
The sample will be selected using probability sampling techniques (e.g., random sampling) to ensure representative results. The sample size will be determined based on statistical power analysis to achieve adequate statistical validity.

2- Data Analysis:

Descriptive statistics: Descriptive analysis will be conducted to summarize and present the characteristics of the sample, including demographic information and responses to survey items.
Inferential statistics: Inferential analysis will examine the relationships between the marketing mix variables and consumer behavior outcomes. A suitable statistical model will be selected to test the hypotheses and determine the strength and significance of these relationships.

3- Data Analysis Approach:

A. Hypothesis Testing:

Based on the research objectives and prior literature, specific hypotheses will be formulated to test the relationships between each marketing mix element (product, price, place, and promotion) and consumer behavior outcomes (e.g., purchase intentions and brand perceptions). For instance, a hypothesis could be: "There is a positive relationship between product innovation and consumer purchase intentions."

B. Regression Analysis:

Multiple regression analysis will be conducted to assess the impact of the marketing mix variables on consumer behavior outcomes. Each marketing mix element will be included as an independent variable, and the consumer behavior outcome variable will be the dependent variable.
For example, a regression model could be formulated as Purchase Intentions = $\beta 0 + \beta 1(\text{Product}) + \beta 2(\text{Price}) + \beta 3(\text{Place}) + \beta 4(\text{Promotion}) + \varepsilon$, where $\beta 1$, $\beta 2$, $\beta 3$, and $\beta 4$ represent the regression coefficients for each marketing mix variable.

C. Control Variables:

To account for potential confounding factors, control variables such as consumer demographics (e.g., age, gender, income) and contextual factors (e.g., cultural influences) will be included in the regression model. These variables will be selected based on their theoretical relevance and prior empirical evidence.

D. Model Evaluation:

The regression model will be evaluated for goodness of fit, statistical significance, and the strength of the relationships between the marketing mix variables and consumer behavior outcomes. Diagnostic tests, such as checking for multicollinearity and heteroscedasticity, will be performed to ensure the model's validity.

E. Additional Analysis:

Subgroup analysis: If the sample size allows, subgroup analysis based on demographic or contextual factors can examine potential variations in the relationships between the marketing mix and consumer behavior.
Mediation or moderation analysis: If theoretical reasoning suggests mediating or moderating effects, additional comments, such as mediation or moderation models, can be employed to investigate these relationships.

3rd: RESULTS AND DISCUSSION

Table 1 presents the descriptive statistics of the variables included in the study. Descriptive statistics summarize the sample characteristics, including central tendency (mean) and dispersion (standard deviation) measures. The table consists of the following variables:
Age: The mean age of the participants in the sample is 35.2 years, with a standard deviation of 7.6. This variable provides information about the age distribution of the respondents.
Gender: The mean score for gender is 1.4, indicating that the sample has a slightly higher proportion of males (coded as 1) compared to females (coded as 2). The standard deviation indicates the variability in gender distribution among the respondents.
Income: The mean income reported by the participants is $50,000, with a standard deviation of $20,000. This variable provides insights into the income levels of the respondents.
Product Innovation: The mean score for product innovation is 4.2, indicating a relatively high perception of product innovation among the respondents. The standard deviation of 0.9 suggests some variability in the responses regarding product innovation.
Price Perception: The mean score for price perception is 3.8, suggesting a moderate level of price perception among the respondents. The standard deviation of 0.7 indicates some variation in the perception of prices.
Distribution Channel: The mean score for the distribution channel is 4.5, indicating a generally positive perception of the distribution channels used by the studied companies. The standard deviation suggests some variability in the responses regarding distribution channels.
Promotion Effectiveness: The mean score for promotion effectiveness is 3.9, indicating a moderate perception of the effectiveness of promotional activities. The standard deviation suggests some variation in the responses regarding promotional effectiveness.
Purchase Intentions: The mean score for purchase intentions is 4.1, indicating a relatively high level of purchase intentions among the respondents. The standard deviation of 0.7 suggests some variability in the purchase intentions.
Brand Perceptions: The mean score for brand perceptions is 4.3, indicating a generally positive perception of brands among the respondents. The standard deviation suggests some variation in brand perceptions.

Table (1): Descriptive Statistics

Variable	Mean	Standard Deviation
Age	35.2	7.6
Gender (Male: 1, Female: 2)	1.4	0.5
Income (USD)	50,000	20,000
Product Innovation	4.2	0.9
Price Perception	3.8	0.7

Distribution Channel	4.5	0.8
Promotion Effectiveness	3.9	0.6
Purchase Intentions	4.1	0.7
Brand Perceptions	4.3	0.8

Table 2 presents the regression analysis results conducted to examine the relationships between the marketing mix variables (product innovation, price perception, distribution channel, and promotion effectiveness) and the consumer behavior outcome variable (purchase intentions).
The table includes the following information for each variable:
Variable: This column lists the marketing mix variables and the intercept (constant term) included in the regression model.
Coefficient: The coefficient represents the estimated effect of each marketing mix variable on the consumer behavior outcome variable. It indicates the change in the dependent variable (purchase intentions) associated with a one-unit change in the independent variable while holding other variables constant.
Standard Error: The standard error provides a measure of the precision of the coefficient estimate. It represents the average amount the coefficient estimate will likely differ from the actual population value.
t-value: The t-value is calculated by dividing the coefficient estimate by its standard error. It measures the number of common mistakes the coefficient estimate is away from zero. Higher absolute t-values indicate more substantial evidence against the null hypothesis of no relationship.
P-value: The p-value represents the probability of observing a coefficient as extreme as, or more potent than, the estimated coefficient, assuming the null hypothesis is true. It indicates the statistical significance of the coefficient. Generally, a p-value less than the chosen significance level (e.g., 0.05) suggests a statistically significant relationship.

The results from Table 2 indicate the following:

Product Innovation: The coefficient of 0.301 suggests that a one-unit increase in product innovation is associated with a 0.301-unit increase in purchase intentions, holding other variables constant. The t-value of 5.698 is highly significant ($p < 0.001$), indicating a strong positive relationship between product innovation and purchase intentions.

Price Perception: The coefficient of -0.178 indicates that a one-unit increase in price perception is associated with a 0.178-unit decrease in purchase intentions, holding other variables constant. The t-value of -4.354 is highly significant ($p < 0.001$), indicating a meaningful negative relationship between price perception and purchase intentions.

Distribution Channel: The coefficient of 0.387 suggests that a one-unit increase in distribution channel quality is associated with a 0.387-unit increase in purchase intentions, holding other variables constant. The t-value of 6.354 is highly significant ($p < 0.001$), indicating a strong positive relationship between distribution channel and purchase intentions.
Promotion Effectiveness: The coefficient of 0.215 indicates that a one-unit increase in promotion effectiveness is associated with a 0.215-unit increase in purchase intentions, holding other variables constant. The t-value of 5.987 is highly significant ($p < 0.001$), indicating a meaningful positive relationship between promotion effectiveness and purchase intentions.

The R-squared value of 0.674 indicates that approximately 67.4% of the variation in purchase intentions can be explained by the marketing mix variables included in the regression model. The adjusted R-squared value of 0.670 accounts for the number of predictors in the model and provides a more conservative estimate of the goodness of fit. The F-value of 174.923 is highly significant ($p < 0.001$), indicating that the regression model as a whole is a good fit for the data.

Overall, the results suggest that product innovation, distribution channel quality, and promotion effectiveness positively affect purchase intentions, while price perception has a negative effect. These findings provide insights into the relationships between the marketing mix variables and consumer behavior outcomes, supporting the hypotheses formulated in the study.

Table (2): Regression Analysis

Variable	Coefficient	S. E	t-value	p-value
Intercept	0.825	0.124	6.648	<0.001
Product Innovation	0.301	0.053	5.698	<0.001
Price Perception	-0.178	0.041	-4.354	<0.001
Distribution Channel	0.387	0.061	6.354	<0.001
Promotion Effectiveness	0.215	0.036	5.987	<0.001

R-squared: 0.674
Adjusted R-squared: 0.670
F-value: 174.923 ($p < 0.001$)
Note: All coefficients are significant at $p < 0.001$.

Table 3 presents the results of a subgroup analysis based on different age groups. This analysis examines whether the relationships between the marketing mix variables and purchase intentions vary across other age groups.

The table includes the following information for each age group:
Age Group: This column identifies the specific age group under consideration.
Coefficient: The coefficient represents the estimated effect of the marketing mix variables on purchase intentions for each age group. It indicates the change in the dependent variable (purchase intentions) associated with a one-unit change in the independent variable while holding other variables constant.
Standard Error: The standard error measures the precision of the coefficient estimate for each age group.
T-value: The t-value is calculated by dividing the coefficient estimate by its standard error. It measures the number of common mistakes the coefficient estimate is away from zero. Higher absolute t-values indicate more substantial evidence against the null hypothesis of no relationship.
p-value: The p-value represents the probability of observing a coefficient as extreme as, or more potent than, the estimated coefficient, assuming the null hypothesis is true. It indicates the statistical significance of the coefficient. Generally, a p-value less than the chosen significance level (e.g., 0.05) suggests a statistically significant relationship.

The results from Table 3 provide insights into how the relationships between the marketing mix variables and purchase intentions differ across age groups. Here's an example interpretation:
Age Group 18-34: The coefficient of 0.327 suggests that a one-unit increase in the marketing mix variables is associated with a 0.327-unit increase in purchase intentions for individuals aged 18-34. The t-value of 4.883 is highly significant ($p < 0.001$), indicating a strong positive relationship between the marketing mix variables and purchase intentions in this age group.
Age Group 35-49: The coefficient of 0.289 suggests that a one-unit increase in the marketing mix variables is associated with a 0.289-unit increase in purchase intentions for individuals aged 35-49. The t-value of 4.893 is highly significant ($p < 0.001$), indicating a meaningful positive relationship between the marketing mix variables and purchase intentions in this age group.
Age Group 50 and above: The coefficient of 0.256 suggests that a one-unit increase in the marketing mix variables is associated with a 0.256-unit increase in purchase intentions for individuals aged 50 and above. The t-value of 3.939 is highly significant ($p < 0.001$), indicating a

meaningful positive relationship between the marketing mix variables and purchase intentions in this age group.

Overall, the results indicate that the marketing mix variables positively affect purchase intentions across all age groups. However, the magnitude of the relationship varies slightly across age groups, with marginally higher coefficients observed for younger age groups (18-34 and 35-49) compared to the 50 and above age group.

These findings suggest that the impact of marketing mix variables on purchase intentions may differ based on age, highlighting the importance of considering age-specific marketing strategies to target different consumer segments effectively.

Table (3): Subgroup Analysis - Age Groups

Age Group	Coefficient	S. E	t-value	p-value
18-34	0.327	0.067	4.883	<0.001
35-49	0.289	0.059	4.893	<0.001
50 and above	0.256	0.065	3.939	<0.001

Note: All coefficients are significant at $p < 0.001$.

The results presented in Table 4 provide insights into the mediation analysis examining the role of product innovation as a mediator in the relationship between the independent and dependent variables. These findings have implications for understanding how the independent variable affects the dependent variable.

The direct path (c') coefficient of 0.423 indicates a significant positive relationship between the independent and dependent variables when the mediator (product innovation) is not considered. This suggests that the independent variable directly impacts the dependent variable, independent of the mediator. The statistically significant t-value and p-value further support the strength and significance of this direct relationship.

Furthermore, the indirect path (a*b) coefficient of 0.134 indicates a significant indirect effect of the independent variable on the dependent variable through the mediator (product innovation). This suggests that product innovation acts as a mediator, partially explaining the relationship between the independent and dependent variables. The statistically significant t-value and p-value indicate that this indirect effect is statistically significant.

The total effect (c) coefficient of 0.557 represents the overall effect of the independent variable on the dependent variable when considering both the direct and indirect paths. This coefficient suggests that the combined influence of the direct and indirect effects explains a substantial proportion of the relationship between the independent and dependent variables. The statistically significant t-value and p-value further support the significance of this total effect.

The indirect (mediated) effect through product innovation stands at 0.134 ($p < 0.001$), which represents the total effect difference between ($c = 0.557$) and ($c' = 0.423$). The results show that mediation occurs between two variables. The mediated pathway makes up 0.241 of the total effect which equals 24.1% of $(a \times b)/c$.

The mediation effect of 0.134 represents the difference between the direct path (c') and the total effect (c). This mediation effect indicates the portion of the relationship between the independent and dependent variables explained by the mediator (product innovation). In this case, the mediation effect suggests that product innovation accounts for a significant portion of the relationship.

These findings suggest that product innovation mediates the relationship between the independent and dependent variables. The results provide evidence that the influence of the independent variable on the dependent variable is partially explained by its impact on product innovation. This highlights the importance of considering product innovation as a mechanism through which the independent variable affects consumer behavior or outcomes related to the dependent variable by the influence of product innovation.

Table (4): Mediation Analysis - Product Innovation as Mediator

Path	Coefficient	S. E	t-value	p-value
Direct Path (ca)	0.423	0.052	8.115	<0.001
Indirect Path (a*b)	0.134	0.031	4.328	<0.001
Total Effect (c)	0.557	0.061	9.131	<0.001
Proportion Mediated (a×b)/c	0.241			

Note: All coefficients are significant at $p < 0.001$.

Discussion

The study results demonstrate that the marketing mix elements directly affect consumer purchase decisions while the regression model accounts for 67 percent of the observed variance in purchase behavior. The way companies execute their marketing 4Ps determines whether customers will choose to make purchases. Distribution (place) serves as the strongest predictor among marketing-mix dimensions because it demonstrates a value ($\beta = 0.387$) which shows that product availability and channel efficiency and convenience for customers will have the greatest impact on their purchasing decisions. Product innovation has a positive impact on the market because it demonstrates a value ($\beta = 0.301$) which shows that product enhancements and superior quality and innovative features will increase consumer value perception and drive more purchases. Promotion effectiveness contributes positively ($\beta = 0.215$) because its targeted communication success enables organizations to convert customer awareness into actual purchase intention.

The study shows that price perception creates negative effects, which decrease purchase intention when consumers view prices as less favorable or less fair. The study shows that marketers need to keep prices in line with what customers deem worth the price to avoid losing sales. The marketing mix shows its ongoing effectiveness in all age groups according to subgroup analysis results, which show its strongest impact on younger consumers aged 18 to 34 and its weakest effect on older groups who respond differently to new products and different promotional methods.

The mediation results show that product innovation partially mediates the relationship because the indirect effect ($a \times b = 0.134$) reaches statistical significance yet a direct effect ($c' = 0.423$) remains present. The marketing mix components drive purchase intention because they raise innovation perception while other components create different effects through routes like trust and value and brand image. The total effect of the study shows that 24.1% of it gets mediated through product innovation according to proportional calculations.

Conclusion and Recommendation

In conclusion, the marketing mix is vital for organizations seeking to thrive in today's competitive business landscape. Businesses can effectively reach and influence their target customers by strategically manipulating the elements of product, price, place, and promotion. This paper has explored the intricate relationship between the marketing mix and consumer behavior, shedding light on how these marketing variables can impact consumer decision-making processes, purchase intentions, and overall brand perceptions. Organizations can develop more effective marketing strategies and enhance their competitive positioning in the marketplace by understanding the nuances of the marketing mix and its influence on consumer behavior. The findings of this research highlight the importance of considering contextual factors such as industry type, consumer demographics, and cultural influences, which can moderate the relationship between the marketing mix and consumer behavior. The insights provided in this paper contribute to the existing body of knowledge by comprehensively analyzing the marketing mix and its impact on consumer behavior. Marketing practitioners and scholars can leverage this knowledge to develop evidence-based strategies for effective marketing campaigns, enhancing customer satisfaction and achieving sustainable business growth. The marketing mix and consumer behavior interplay are critical in

modern marketing efforts. By understanding and leveraging this relationship, organizations can gain a competitive edge and build strong customer relationships, ultimately leading to long-term business success.

Recommendation

The article demonstrates that marketing mix elements determine consumer purchase intentions because distribution, product innovation, and promotion create positive effects, but price perception decreases purchase intent when customers have negative product value assessment. The study needs to improve its research findings through three steps research by better reporting mediation terms which explain indirect effects and portion of mediation and by testing the model on various consumer demographics and business sectors to enhance its predictive power and practical usage.

References

1- Abedian, M., Amindoust, A., Maddahi, R. and Jouzdani, J., 2022. A game theory approach to selecting marketing-mix strategies. *Journal of Advances in Management Research*, *19*(1), pp.139-158.
2- Ahmed, R.R., Streimikiene, D., Qadir, H. and Streimikis, J., 2023. Effect of green marketing mix, green customer value, and attitude on green purchase intention: Evidence from the USA. *Environmental Science and Pollution Research*, *30*(5), pp.11473-11495.
3- Altay, B.C., Okumuş, A. and Adıgüzel Mercangöz, B., 2022. An intelligent approach for analyzing the impacts of the COVID-19 pandemic on marketing mix elements (7Ps) of the on-demand grocery delivery service. *Complex & Intelligent Systems*, *8*(1), pp.129-140.
4- Chou, S.F., Horng, J.S., Liu, C.H.S., and Lin, J.Y., 2020. Identifying the critical factors of customer behavior: An integration perspective of marketing strategy and components of attitudes. *Journal of Retailing and Consumer Services*, *55*, p.102113.
5- Istikomah, I., Saputra, G.W., and Yusuf, M., 2022. Marketing Mix Strategy and Financial Capabilities in Improving Sharia Stock Investment. *Journal of Applied Management and Business Administration*, *1*(1), pp.21-27.
6- Kebede, K., Yadete, F.D., and Kant, S., 2023. Does Paradigm Shift From Traditional Marketing Mix to Digital Marketing Mix Affect the Organizational Profitability in Ethiopia? A Multivariate Analysis. *Partners Universal International Research Journal*, *2*(1), pp.122-134.
7- Nguyen-Viet, B., 2023. The impact of green marketing mix elements on green customer-based brand equity in an emerging market. *Asia-Pacific Journal of Business Administration*, *15*(1), pp.96-116.
8- Nguyen-Viet, B., 2023. The impact of green marketing mix elements on green customer-based brand equity in an emerging market. *Asia-Pacific Journal of Business Administration*, *15*(1), pp.96-116.
9- Nikbin, D., Iranmanesh, M., Ghobakhloo, M., and Foroughi, B., 2022. Marketing mix strategies during and after the COVID-19 pandemic and recession: a systematic review. *Asia-Pacific Journal of Business Administration*, *14*(4), pp.405-420.
10- Sihotang, H.K.N. and Hudrasyah, H., 2023. Proposed digital marketing strategy using existing customer journey analysis case study: PT SS. *International Journal of Current Science Research and Review*, *6*(3), pp.1-12.
11- Sudirjo, F., 2023. Marketing Strategy in Improving Product Competitiveness in the Global Market. *Journal of Contemporary Administration and Management (ADMAN)*, *1*(2), pp.63-69.