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E. Sam

Research Scholar, School of
Commerce, CMS College of
science and commerce,
Coimbatore, Tamil Nadu

M.S Baby

Assistant Professor, School of
Commerce, CMS College of
science and commerce,
Coimbatore, Tamil Nadu

Role of marketing mix towards the purchase of laptop with reference to Coimbatore city-a study

E. Sam, M.S Baby

Abstract

Marketing Mix is one of the most fundamental concepts in marketing management. For attracting consumers and for sales promotion, every manufacturer has to concentrate on four basic elements/components. These are: product, pricing, distributive channels (place) and sales promotion techniques. Customers form expectations about the value and satisfaction that various market offerings will deliver and buy accordingly. Satisfied customers buy again and tell others about their good experiences. Dissatisfied customers often switch to competitors and disparage the products to others. Here Marketing mix plays an important role as marketing mix is used to reinforce the advantages of product (Laptop) carefully, reflecting its core value and positioning. Different market researcher in customer buying behavior gives a answer the questions such as consumers buy, how consumers buy, where consumers buy, when consumers buy and why Consumers buy. So in order to expand our knowledge base and to come up with a reasonable solution to the above discussed problem the project has been undertaken. This research will determine and focusing which marketing mixes competency influence on purchasing buying behavior among the laptop buyers. Marketing mixes competency are such as price, product, promotion and placement. Besides that this study investigated the role of family members as a moderating variable to influence the relationship between independent and dependent variables. This study also interested to understand the level and pattern of laptop purchase by laptop buyers.

Keywords: Marketing Mix: Product, pricing, place, promotion, Customers (buying behavior), Competitive Environment, and Laptop.

1. Introduction

The concept of marketing mix is an important element in the field of marketing. The steps taken by a business enterprise to improve sales is known as marketing effort. Therefore, marketing effort is not a single function but a combination of many different activities undertaken by a firm to market its products. The entire marketing efforts center around the consumer because the modern marketing is consumer oriented. For this the management should first select its market targets, identify the demand for its product, and collect basic information relating to consumer behavior and the intensity of trade completion. Then it should develop a programme and decide upon the instruments and strategy for meeting the needs of the customers and the challenge of the competitors. To attain success in the marketing effort, the various components should be coordinated. The various components and instruments used in the marketing process constitute the marketing mix ^[1].

The selection of a target market serves as the basis for creating a marketing mix to satisfy the needs of that market. The decisions made in creating a marketing mix are only as good as the organization's understanding of its target market, the target market is demographic information and the organization should also analyses customer needs, preference and behaviors with respect to product design, pricing, distribution and promotion in the case for "Kimberly Clark" its market research founder customer who buy varied needs so the company introduced a variety of package, and colours ^[2].

Marketing mix decisions should have two additional characteristics consistency and flexibility. All marketing mix decisions should be consistent with the business-unit and corporate strategies. Such consistency allows the organization to achieve its objectives on all three level of planning. Flexibility on the other hand, permits the organization to alter the marketing mix in response to changes in market conditions, competition and customer needs. Marketing strategy flexibility has a positive influence on organizational performance. Market orientation and strategies flexibility complement each other to develop the organization manage varying environmental conditions ^[3].

Correspondence:

E. Sam

Research Scholar, School of
Commerce, CMS College of
science and commerce,
Coimbatore, Tamil Nadu

At the marketing mix level, a company can detail how it will achieve competitive advantages. To gain an advantage, the company must do something better than the competition, in the other word its product must be considered with its product level of quality its distributions method must be efficient and cost as little as possible and its promotions must be more effective than the competitions. It is also important that the companies make these advantages sustainable. To conclude it can be said that the company's marketing mix reflects this broad marketing by offering the latest products, attractive prices, effective promotions and a websites that facilitates distribution ^[4]. Marketing mix are refined the principle of what is generally known today as the 4Ps. However, in the post dot-com boom, marketing managers are learning to cope with a whole host of new marketing elements that have emerged from the online world of the Internet. In some ways these new marketing elements have close analogs in the offline world, and yet from another perspective they are revolutionary and worthy of a new characterization into the Marketing mix ^[5]. The importance of some elements within the marketing mix will vary at any one point in time. Decisions cannot be made on one element of the marketing mix without considering its impact on other elements, even a number of criticisms on 4Ps; however, it has been extremely influential in informing the development of both marketing theory and practice. Marketing mix used by a particular firm will vary according to its resources, market conditions and changing needs of clients. Marketing mix was particularly useful in the early days of the marketing concept when physical products represented a larger portion of the economy. Today, with marketing more integrated into organisations and with a wider variety of products and markets, some authors have attempted to extend its usefulness by proposing a fifth P, such as packaging, people and process. Today however, the marketing mix most commonly remains based on the 4 P's. Despite its limitations and perhaps because of its implicitly, the use of this framework remains strong and many marketing textbooks have been organised around it in spite of its deficiencies, the 4Ps remain a staple of the marketing mix ^[6]

Statement of The Problem

In the present competitive environment consumers usually face a broad array of product and services that might satisfy a given need. How do they choose among these market offerings? Customers form expectations about the value and satisfaction that various market offerings will deliver and buy accordingly. Satisfied customers buy again and tell others about their good experiences. Dissatisfied customers often switch to competitors and disparage the products to others. So customer value and customer satisfaction are key building blocks for developing and managing customer relationship. So there should be a better understanding about the expectations of the customers and the satisfaction level of the customers. Here Marketing mix plays an important role as marketing mix is used to reinforce the advantages of product (Laptop) carefully, reflecting its core value and positioning. It confirms how and why it will be of interest to various segments of Laptop buying public. It is also found that there are certain difficulties in the understanding of various factors that influence consumer buying behavior in the Laptop sector. Different market research on consumer buying decision answers the questions like what consumers buy, how consumers buy, where

consumers buy, when consumers buy and why Consumers buy to identify these needs and wants.

Significance of The Study

In this dynamic turbulent environment, the laptop manufacturers or automotive industry need to use fully integrated sources of competitive advantage in order to survive. Customer buying behavior is not fixed it is changing from time to time. As researcher mentioned before, this study is focused on marketing mix competency. Nowadays buyers are really sensitive in terms of what the company marketed. Price, product, place and distribution are the elements that play an important role in the marketing competency. Generally, if the seller do not fully put or give right thing to the customer it will affect the company sale, market share and profit. There were very few studies conducted on which marketing mixes competency influence the laptop buyer's buying behavior decision. Therefore it is significant to conduct a research to provide understanding and insight on the factors that influencing laptop purchase. The finding from this study hopefully will help the laptop buyers to understand more on the marketing competency effort which can help them in the purchase of laptop. Manufacturer and laptop seller, with better understanding of the laptop buyer's buying behavior, may help them in setting and offering a competence product, better price, great promotion and placement in the market. The purpose of this study is to test the hypotheses and to explain the nature of certain relationships, or to establish the differences among groups or the independence of two or more factors in situation. There are many studies about competitive advantage but research focusing on the marketing competency in Coimbatore. Therefore researcher really interested in this study in order to give further details and explanation about the role of marketing competency in the showrooms that influence buying behavior of laptop.

Scope of The Study

The area of study is confined to Coimbatore city for a period of six months.

Objectives of The Study

- ❖ To investigate the role of marketing mix towards the purchase of laptop in Coimbatore city.
- ❖ To study the influence of demographic variables towards the purchase of laptop.

Methodology

Selection of the Sample

Convenience sampling method was adopted for the purpose of selection of Sample units by the researcher. Since the total population is infinite, the researcher has taken 300 respondents from the sample area Coimbatore city.

Formation of the Questionnaire

The second stage of methodology is related to the formation of Questionnaire to obtain necessary details pertaining to the study. The set of interview schedule and Questionnaire has been-framed to collect information from the respondents' customer buying behavior.

Collection of Data (methods of data collection)

With the aid of interview Schedule and structured Questionnaire both Primary and Secondary data are collected

from the customers who have laptop. The researcher also collected necessary particulars from various documents and records which are maintained in various websites and journals.

Consolidation of Data

The collected data has been consolidated in the form of schedules for the purpose of interpretation; tabulation and formation of master table for analysis purpose was the work done in this step.

Analysis of Data

Observational designs and Ex-post-facto research design was followed in the study. The Following Tools were applied to analyze the data, Simple percentage Analysis, Measures of Dispersion (Standard Deviation), Measures of central tendency (Mean), Chi-Square, Factor Analysis, Mean Score and Analysis of variance (ANOVA).

Framed Hypotheses

- ✓ **H₀**: There is no significant difference between purchases of laptop with Age of the respondents.
- ✓ **H₀**: There is no significant difference between purchases of laptop Educational Gender of the respondents.
- ✓ **H₀**: There is no significant difference between Purchases of laptop Educational Qualification of the respondents.

- ✓ **H₀**: There is no significant difference between purchases of laptop with Marital Status of the respondents.
- ✓ **H₀**: There is no significant difference between purchases of laptop with Occupation of the respondents.
- ✓ **H₀**: There is no significant difference between purchases of laptop with Monthly Income of the respondents.

Limitations of The Study

The study is confined only to the four P's of marketing mix towards the purchase of laptop. The time spent towards the study is limited. The study towards laptop brands by the researcher has been restricted within Coimbatore city; hence any findings, suggestions and recommendations cannot be extrapolated for other cities or regions. The primary data were collected through interview method which is subjected to recall bias.

Data Analysis

Age and Purchasing of laptop

In order to find out the purchasing of laptop significant with age groups of respondents, analysis of variance (ANOVA) is adopted for the **H₀**: There is no significant difference between purchases of laptop with that of the age of the respondents. The result of ANOVA is presented in the table below.

Table.1 Distribution on purchasing of laptop with Age of respondents –F test

Sl.no	Age	No. of Respondents	Mean	Standard Deviation	F- value	P-value
1	Below 25	96	16.51	2.31	5.97	0.000
2	26-35	117	13.36	1.84		
3	36-45	48	83.86	8.95		
4	Above 46	39	141.80	25.22		
	Total	300	56.80	4.06		

Source: Primary Data

From the ANOVA test, the 'F' value for purchasing of laptop with age group of respondents is 5.97 which is significant at the 'p' value of 0.000. Since the 'p' value is less than 0.05, the null hypothesis is rejected. Therefore it may be concluded that there is a significant difference in purchasing of laptop with age group of respondents, thus it is evident that age is a significant variable in influencing the purchasing of laptop in the study area.

Gender and purchasing of laptop

Gender has a vital role in purchasing of laptop it has been classified as male and female. In order to study the relationship between purchasing of laptop and gender 't' test is attempted with the **H₀**: There is no significant difference between purchasing of laptop with gender of respondents. The result of 't' test is presented in the following table.

Table. 2 Distribution on Purchasing of laptop and gender - 't' Test

Sl.no	Nature of work	No. of Respondents	Mean	Standard Deviation	t-value	p value
1	Male	189	24.26	3.42	2.622	0.009
2	Female	111	30.52	4.37		
	Total	300	28.40	4.06		

Source: Primary Data

From the ANOVA test, the 'F' value for purchasing of laptop with gender of respondents is 2.622 which is significant at the 'p' value of 0.009. Since the 'p' value is less than 0.05, the null hypothesis is rejected. Therefore it may be concluded that there is a significant difference in purchasing of laptop with gender of respondents, thus it is evident that gender is a significant variable in influencing the purchasing of laptop in the study area.

Educational Qualification and purchasing of laptop

Educational qualification is also a variable which has relationship with purchasing of laptop. On the basis of educational qualification respondents are classified as secondary grade, Bachelor degree, Post graduate and others which include M.Phil/Ph.D, diploma etc. In order to find out the significant difference in purchasing of laptop with educational qualification of respondents 'ANOVA' test is used for the **H₀**: There is no significant difference between purchasing of laptop with educational qualification of respondents. The result of ANOVA is presented in the table below.

Table 3. Distributions on Purchasing of laptop with Educational Qualification – F test

Sl.no	Educational Qualification	No. of Respondents	Mean	Standard Deviation	F value	p value
1	Secondary grade	52	60.80	11.71	2.017	0.004
2	Bachelor degree	110	53.48	6.78		
3	Post graduate	87	56.63	9.70		
4	Higher degrees	51	54.47	7.42		
	Total	300	56.80	8.12		

Source: Primary Data

From the ANOVA test, the 'F' value for purchasing of laptop with educational qualification of respondents is 2.017 which is significant at the 'p' value of 0.004. Since the 'p' value is less than 0.05, the null hypothesis is rejected. Therefore it may be concluded that there is a significant difference in purchasing of laptop with educational qualification of respondents, thus it is evident that educational qualification is a significant variable in influencing the purchasing of laptop in the study area.

Marital Status and purchasing of laptop

Marital status is a variable component which has relationship with purchasing of laptop. On the basis of marital status the respondents are classified as married and unmarried. In order to find out the significant difference in purchasing of laptop and marital status of respondents, 't' test has been adopted for the H_0 : There is no significant difference between purchasing of laptop and marital status of respondents. The result of 't' test is presented in the table below.

Table 4. Distribution on Purchasing of laptop and marital status of respondents-'t' test

Sl.no	Marital Status	No. of Respondents	Mean	Standard Deviation	't' value	p value
1	Married	158	56.11	7.47	1.545	0.000
2	Unmarried	142	57.18	8.45		
	Total	300	56.80	8.12		

Source: Primary Data

From the ANOVA test, the 'F' value for purchasing of laptop with marital status of respondents is 1.545 which is significant at the 'p' value of 0.123. Since the 'p' value is less than 0.05, the null hypothesis is rejected. Therefore it may be concluded that there is a significant difference in purchasing of laptop with marital status of respondents, thus it is evident that marital status is a significant variable in influencing the purchasing of laptop in the study area.

Occupation and purchasing of laptop

Occupation is a variable which has relationship with purchasing of laptop. On the basis of occupation the respondents are classified as below 3 years, 3-5 years and above 5 years. In order to find out the significant difference in purchasing of laptop of with occupation of respondents, 'F' test has been adopted for the H_0 : There is no significant difference between purchases of laptop with occupation. The results found with the help of ANOVA have been tabulated in the following table.

Table 5. Distribution on Purchasing of laptop with occupation –F test

Sl.no	Occupation	No. of Respondents	Mean	Standard Deviation	F value	p value
1	Government Employees	62	57.01	8.27	0.089	0.005
2	Private employees	110	56.80	7.59		
3	Professional	72	56.60	9.08		
4	Self employment	56	60.90	7.49		
	Total	300	56.80	8.12		

Source: Primary Data

From the ANOVA test, the 'F' value for purchasing of laptop with occupation of respondents is 0.89 which is significant at the 'p' value of 0.005. Since the 'p' value is less than 0.05, the null hypothesis is rejected. Therefore it may be concluded that there is a significant difference in purchasing of laptop with occupation of respondents, thus it is evident that occupation is a significant variable in influencing the purchasing of laptop in the study area.

Monthly Income and purchasing of laptop

Monthly income is a variable which has relationship with purchasing of laptop. On the basis of monthly the respondents are classified as Below 15000, 15001-30000, 30001-45000 and Above 45001. In order to find out the significant difference in purchasing of laptop with monthly income of respondents, 'F' test has been adopted for the H_0 : There is no significant difference between purchasing of laptop with monthly income. The results found with the help of ANOVA have been tabulated in the following table.

Table 6. Distributions on Purchasing of laptop of with Monthly income of respondents –F test

Sl.no	Monthly Income	No. of Respondents	Mean	Standard Deviation	F value	p value
1	Below 15000	48	56.32	8.59	1.923	0.008
2	15001-30000	95	56.46	8.23		
3	30001-45000	86	58.84	9.32		
4	Above 45001	72	56.89	8.61		
	Total	300	57.13	8.22		

Source: Primary Data

From the ANOVA test, the 'F' value for purchasing of laptop with monthly income of respondents is 1.923 which is significant at the 'p' value of 0.008. Since the 'p' value is less than 0.05, the null hypothesis is rejected.

Findings & Recommendation

The following suggestions and recommendations are offered for the findings made for the study. The laptop company should create awareness among the all consumers. They must provide advertisement through media like newspaper, magazine, television and internet. From the research it clearly reveals that the laptop company have more prospective buyer. Laptop customers are not habitual buyer. They need to keep in continuous look for creating awareness and brand recall. The laptop company should take necessary steps to improve the security of the laptop to reduce the misuse by stranger. Laptop Company should give more attention to the slogan brand ambassador, music and picturising. For retain the competitive market the laptop company should provide high quality, more service to their customer. To attract new customer the laptop company should provide many offer. Laptop advertisement should highlight the quality of the product. The laptop consumers are preferred the color, quality, style, company must take innovative steps for improving facilities in the laptop.

Conclusion

Laptop has invested heavily in providing a range of products that enable people to communicate on the move. These products are supported by other elements of the marketing mix - the right price, in the right place, with appropriate promotion. In a highly competitive market Laptop needs to regularly adjust this marketing mix in line with the changing requirements of millions of customers.

Even number of criticisms on 4Ps, however, it has been extremely influential in informing the development of both marketing theory and practice. Today, with marketing more integrated into organizations and with a wider variety of products and markets, some authors have attempted to extend its usefulness by proposing a fifth P, such as packaging, people and process. Today however, the marketing mix most commonly remains based on the 4 P's. Despite its limitations and perhaps because of its simplicity, the use of this framework remains strong and many marketing textbooks have been organized around it. In spite of its deficiencies, the 4Ps remain a staple of the marketing mix.

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