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**SUBJECT: IMPACT OF MARKETING MIX ON CONSUMER
BEHAVIOUR: "CASE OF DELFO COMMERC COMPANY"**

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1.2 Abstract

This thesis is the final project for the master's degree in marketing of the Faculty of Business of the University of Macedonia. This thesis is 30 credits final project. Working on this thesis under their supervision, was very productive and their support were very important throughout all my work. I also want to thank all participants who found time for participating in the interviews (managers and consumers of "Delfo Komerc"), without them, it would not be possible to complete this thesis.

The key concept of this Thesis was to analyze the factors specifically the impact of 4p Marketing Mix on Customer Behaviour.

The goal is to conclude the connection between marketing mix elements and consumer behaviour of "Delfo Komerc".

And exactly for this purpose,we saw reasonable to use qualitative and quantitative research accompanied with data sources. Thus we made some questions according to our research for the Impact of Marketing mix on customer behaviour such as: The impact of Marketing mix on customer behaviour, the results of its influence etc.

1.3 INTRODUCTION

In this thesis I will speak modestly about the impact of marketing mix on consumer behaviour. As we know,a thesis has a certain purpose and structure, through which the student completes postgraduate studies. Thus,in this thesis, I have tried, under the leadership of Professor Jusuf Zekiri,to adhere to some formal and structural rules to create a fuller text.

In the first part I tried to elaborate the basic concepts on the importance of mix marketing elements, factors make marketing mix an important element as well as the importance of mixed marketing elements from the viewpoint of authors.

In the second part, I focused on assessing consumer behaviour as a tool for organizing mix marketing elements.

In the third part, my research was based on the data and information on the ground. The source of this information is the close look at the impact of mix marketing elements on consumer behaviour at the concrete company "Delfo Komerc"

As we know, today's competition is very dynamic, and in order to make a step forward from the competitor you need to use your marketing combinations better than your competitor, precisely for this purpose companies apply some strategies.

From the other side, there are investing the best human resources that will prepare promotional activities in the best way, by analyzing and "reading" the customer mind, to offer exactly what they require.

And our topic is exactly focused on, how customers in trade decide to choose, buy and use of product, services or experience in order to fulfill their needs.

It can happen that customers while buying a product can change their mind, what makes them to change their mind, when days before they already have been decided for another product, what is the Marketers' role in this case?

So Marketers job in this case is to make analysis with behavioural theory and statistics, what kind of steps make customers to fulfill their needs?

It can be figured out by types of interviews and observations, so this study tries to give an explanation of influence of marketing mix on customer behaviour for Delfo Commerc Company.

Here, there are used many different strategies, promotions and advertising models like: Newspapers, radio etc. in order to increase and push the customers.

1.3.1 Purpose of the Study

In this framework, purpose of the study is to realize the importance of the factors that makes the customers to purchase and the decisions based on the factors.

Our study purpose here is to help the Delfo Comerc Company to realize what the customer wants to buy and his buying behaviour in the field of b2b.

1.3.2 Conceptual framework

Customers of marble and granite in the surrounding of Tetovo is divided into regular buyers and temporary buyers.

The regular buyers are those who have loyalty for the Company and are regular in the Company for more than 10 years, while temporary are those who buy for their temporary needs.

Thus, in this framework there are different factors taken into consideration while purchasing marble or granite and those are :4p.

Our purpose here is to analyze marketing mix factors influencing buying decision of Delfo Comerc

Marketing Mix Strategy Kotler (2003)

In order that the companies achieve their customer targets in marketing, Kotler “invented” the marketing mix for the companies.

The most useful and well known in Marketing literatures are 4ps and it was suggested by Mc Carthy and Perreault.

Marketing MIX

Product: A product is a touchable or physical object, that has various benefits in order to fulfill customer needs in the trade.

Its main characteristics are: quality, design, brand, durability, packing and comfort in order to sell itself in the business trade.

Price: has to do with discounts, list of prices and it will determine level of benefits.

And afterwards, it is the unique marketing element that doesn't include costs charged to the customers to buy the products they take.

Promotion: In this context, promotion includes : advertising, sales promotion, public relations and direct marketing. (Dr.D.Ayub Khan Dawood,2016)

Distribution: this element of marketing mix includes the ways and channels how an organisation can optimize the road or connection from production to customer.

Place: its an other important element of marketing mix which has to do with distribution channels, marketing coverage product inventory, transportation and distribution sites.

Consumer Behaviour : this study has to do with the processes where groups, organizations or individuals are looking for, select, buy, use and dispose of goods and services, so as to meet their needs and wants. (Dr.D.Ayub Khan Dawood,2016)

In addition, consumer behaviour is a set of dynamic decision-making processes that includes the purchase and use of products.

And finally we must emphasize that, consumer behaviour in this study is measured through the importance given to each factors, the price that the customer is willing to pay and the frequency of purchase by the customer.

(Dr.D.Ayub Khan Dawood,2016)

1.4 Statement of the Problem (Research problem)

As it is known, nowadays companies in all over the world spend a large amount of effort, money and intellectual investment, in order to create and maintain a brand loyalty for their own target customers.

Before 2004, in North Macedonia the competency were too low, thus customers had less choices and they focused on the limited companies.

But, nowadays, varieties of product of marble and granite are available in every part of the Country, customers today have a various opportunity, customers have high level of freedom in selection process, especially the advertisement process is very competitive.

Thus, this study will try to identify influence of 4ps on brand selection and brand loyalty, which means that this research of the thesis will be useful to help the Company to find the level of brand loyalty and to realize the black box of Delfo Commerc Customers.

Through these studies, the Company can find out the suitable strategies and redesign the promotional strategies to target more customers in the future.

There are number of factors that aims customer mind in order to choose for the brand of the product.

Brand choice is included in 4p (product place, promotion, price), as well as buyers' characteristics.

In the past the most of the Delfo Customers were loyal to its products, but actually switch them to other marble and granite trades, and thus in this situations we put a question to ourselves: “To what is exactly based that our Delfo Comerc customers have positive attitudes towards 4ps and also to what extent these 4ps lead to brand choice.

The following statement can give us a clear explanation for the problem of this study.

Does 4ps of Marketing Mix lead to brand choice and brand loyalty of Delfo Comerc customers?

In addition, is the marketing really a manipulation, that forces someone to buy the product or it is just an influence, that impact on changing his mind to buy something else?

So here we will analyze exactly if marketing influences or manipulates with the Customer of Delfo Komerc.

(Mrs. Shanthakumary Milroy Christy Mahenthiran Aloysius 2004)

1.5 The objective

The objectives of the Master Thesis are like this:

Based on the above research problems, the research objectives are like this :

1. To realize the importance of Marketing mix.
2. To realize the impact Marketing mix on consumer behaviour.
3. And finally, the most important, how marketing mix is impacting on the customer behaviour, by manipulation or influencing?

(Phillip Kotler, 2003)

2.Literature review

2.1 Influence and Manipulation

If we take a deep look at the Cambridge dictionary,the meaning of the word “influence” is :”the potential to influence on people,things or a person who is capable to do it”.

Moreover,according to Cialdini(2009) within the frame of influence there is six form of rules :

Consistency,reciprocity,social proof,commitment,linking,scarcity and authority.

Based on the well-known psychologist Cialdini(2009) the first rule of the influence is the reciprocity,this rule of influence is generated from sociologists and anthropologists, as basic norm of human culture and in this case the rule is that one person attempts to repay something that the other person previously provided,Ciadini(2009) then states that an experiment that was tried by a university professor by sending a Christmas card to a sample of strangers which the feedback was interesting: the vast majority of them sent him holidays postcards to them in return.

An another rule to analyze in this context is linking,otherwise it is the basic concept with the help of which you can make impact to people since any person’s benevolent may lightly persuade the other one.

Here we can give an example of this rule in practice by Tupperware party, where a Tupperware demonstrator sale an entourage to his friend. “The power of the collective or social relation it is most likely twice to encourage product buying instead of the choice for that good ” (Cialdini, 2009, p. 142).

Consistency-usually people make it with things they already made.

Consistency has to do with looking, asking about small initial commitments

The final principle is Consensus. It happens when people are uncertain. They will follow others action in order to find themselves in this mosaic.

In this context, the Investigator realized that a modest number of persons could be able to set up an ugly panel plank in the front yard in order to assist to run a secured and safed campaign in their own community.

In the marketing perspective, the big companies spent lots of money in order to study their customer psychology and behaviour by surveys interviews observations etc. in order to conclude what they need in order to buy the product, thereby from their side to fulfill all of their needs to make them to buy the product.

According to Hanson and Kysar(1999) around 7,4 billion euro each year different companies and researches as well are spending with the aim to figure out the shopper's habit.

By doing investigations, firms can better advance themselves in the aspect of regulating and managing the market.

Therefore in this case we can conclude that few firms may attempt to manipulate the customer demand and to turn it to the benefit of the firm, by placing some replacement goods that may have an influence to the customer's eye, so in this case our questions is: does the method where marketing is constantly influencing the client signify that he/she is manipulated?

If we take e a deep look in the Cambridge dictionary, manipulation means the insincerity of the seller to the buyer, which always results in customer dissatisfaction with the quality of the price of the product.

Some studies in neuromarketing(Petre,2007) in order to realize how marketing impacts the potential customers, showed that even if people are not aware of it all the commercial stimuli have an effect on our unconscious. A study directed by North, Hargreaves and McKendrick in 1999 shows the impact that those stimuli can have in the buying process.

Indeed, marketing has a result on the costumer's alternative by satisfying their want and by predicting their progress, it may impact the customer. (Michon C., et al., 2010)

Mostly, the variation among manipulation and influence in marketing is that firms are using their mechanism in order to influence the shopper's habit however there is also the point regarding to confirmed added value that both parties can find in their cooperation. (Pervez, 2009).

(Robert Citadini,,2006)

2.1.1 Customer

What Is a Customer?

A person or an individual or a business that buys our products, from who depends our successor failure. Customers are the king of the company, because if they don't decide to buy from us then the company will fail and it won't exist anymore. Therefore, companies from all over the world are trying with different types of marketing to advertise their products, services, differentiation strategies etc to make their company and products unique in order to sell the products and to survive in the market.

Understanding customers

After general analysis of the customer, the second step that companies are taking care is to understand their needs, companies normally invests a lot of money in their sales persons, marketing strategies and so on, in order to analyze basically the brain of the customer.

Customer basically are divided in two groups: External and Internal.

External customers are interested to buy or products or services of the company, internal costumers are employees or other interested groups within the company.

2.1.2 Studying Customers

Companies always study the customer profile to find out their needs and to attract them with their own specific marketing strategies and campaigns. There are groups based on age, race gender, ethnicity income level, geographic location etc., which information always helps the companies to do the right strategy to the right target group. (Will Kenton, published on 24 September 2020, accessed on February 2022)

But in general its much complicated the point of analyzing their needs, since here there are presented a number of unchecked essentials that influence their needs, wants and finally their demands.

Therefore, I saw reasonable during this chapter to deeply analyze needs, wants and Customer Demand and for sure the uncontrolled factors of the customer.

2.1.3 NEED WANT DEMAND

In order for the consumer to buy a product, he or she must have a need to fulfill it, which means the demand must be fulfilled, with other words demand is the rationalism of the want, where it is the buying power of the customer.

2.1.4 NEED

Mostly, the word “need” is interpreted like “situation when a person lacks something and has a trouble in his organism or own life” (Kotler,2008). On the other side the famous author Maslow (1987) counts five kind of needs that compose a key hierarchy (Figure 2.1).

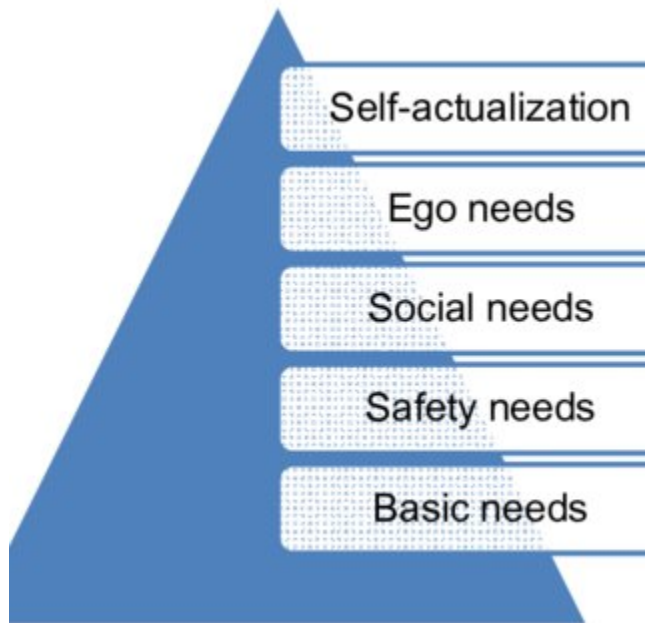


Figure 2.1

In this frame, firstly comes the physical need. The physical need is a mixture of the idea of homeostasis and the findings that appetites are a very effective signal of current needs or deficiencies in the body (Maslow, 1987). In addition, Maslow (1987) states that “homeostasis pass to the body’s mechanized attempt in order to keep a continual, normal condition of the blood circulation (p.15). Afterwards, he states that the physical needs, like blood water ingredient, salt ingredient, sugar ingredient, oxygen ingredient, continually temperature of the blood, “all of those are the most overbearing of all demands and needs as well” (p.16) although if it is much hard to make any detailed listing of principle physical needs.

The first need refers to the essential one, physical needs, like: food, air, sex, drink, shelter etc.

It means that if these things cannot function at a human, in that case it’s hardly or almost impossible to pass to the other phases of Maslow’s pyramid.

Safety needs: when psychological needs are fulfilled, then we pass to the next stage, safety needs, where the human wants safety and a secure life.

And the best solutions in this case in order to fulfill their second needs are: Police, School, Medical cares etc.

psychological insurance, monetary insurance (e.g. career, public welfare), legitimacy, liberation from fear, public stability, estates etc.(e.g. security from injuries).

3.Needs for love and acceptance-the other etape of individual needs is communal(public) and includes perceiving of acceptance, that here includes models like : fellowships, confidence, acceptance and love.

And being part of the group as well. (family, friends, work)

4.Estem needs-Maslow divides it in this way: self respect (honor, being succesfull, proficiency, being independent) as well as the wish for creating the image also appreciation in his/her own surrounding (like image).

Maslow emphasizes that the desire for appreciation or image are very crucial especially for schoolboy,youth and that has exactly to do with real self-appreciation.

5.Self Actualization needs-is otherwise known as the highest level in Maslow's hierarchy. Maslow (1943) express it as the wish that a person wants to achieve everywhere where a person can,in order to be the best one.

2.1.5 Want and demand

Based on Kotler 2008, the first notion is created and modified thanks to their own habits and lifestyles , which means that it is a product or service desired from the customer in order to fulfill his or her needs, the demands varies from the types of person, individuals have some fundamental demands (for meal and safety) however their demands are limited” (Kotler et al., 2008, p.9)

As we mentioned before, the customer firstly has a need, which means he need to fulfill it, and its normally to expect a product that fulfill their needs, if it's not so much satisfied according to

their expectation, in order to fill the demand because as stated before, the demand is the rationalization of the want; it considers the buying power of the customer.

Thus, demand can be defined as the “individual want(s) which are supported from shoppers force” (Kotler et al., 2008, p.9). Jain and Khanna (2008)

He also states that individual’s desire is considered as want if he will not waste his banknotes on this desire although he has money, because desire becomes a demand when the person is available and ready to buy it.

Conclusion: In this framework, the most important thing for a successful company, especially nowadays, where the competency is stronger than never before, is to practice the hierarchy process of the needs theory, in order to maintain the culture of the human resource management, and the employee performance as well, to increase the effectivity of the employee, sense of teamwork and as the result to increase their productivity within the company.

(Dr. Saul McLeod, 2020)

2.2 Uncontrolled factors

As before stated because some uncontrolled elements impact on customer needs wants and demands, the customer is very complicated to analyze, which means that it’s out of control of Marketing, as far as we know, every customer has their own personal and psychological factors and his cultural and social factors as well, thus you can notice that individual and psychical ones are rather interior to persons and from the other side societal elements seems to be rather more external, the main motive to determine for introducing this case in two parts.

Personal and psychological factors

As previously mentioned, customer has few internal factors, which cannot be controlled by marketing companies, but only by customers, because these are generally personal and psychological.

Based on Talloo (2007), individual elements have 5 individual attribute of the shopper: firstly comes the shopper’s age & life-cycle etape, afterwards the occupation, then the economic circumstances, the lifestyle and finally the personality. In addition, the age and the life-cycle stage consider the fact that “Human beings switch products and services they purchased during the life cycle” (Kotler, et al., 2008, p.250). In this context, Talloo (2007) suggests to researchers

of the marketer always to determine their market goals according to life-cycle category and also expand appropriate goods. Based on Kotler et al., in this context it's included three major steps: young, middle-aged and older like in the figure 2.2.

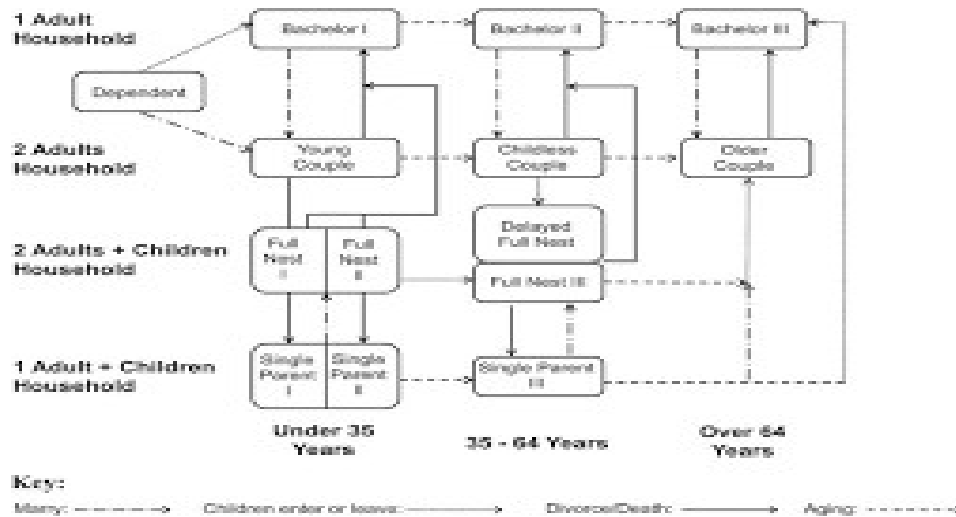


Figure 2.2

Another important point to emphasize is that the way of consumption is influenced by people's occupation.(economic circumstances) (Taloo, 2007).

Researchers of the market need to clearly analyze and determine the class of professions, with the aim to give them the appropriate good to the appropriate potential shoppers, analyzing the people above average interest in their product or services, it is the key point for Marketers (Kotler et al 2008). Taloo (2007) emphasizes her idea with a basic example; she illustrates that a blue-collar worker and president of the company will not buy the same product and especially related to clothes and leisure activities.

In addition, the economic circumstances (Tallo 2007) is the another factor that will affect the goods and services bought, in this context Kotler states that "numerous marketer researcher put in their target shoppers with numerous of money and resources, by invoicing the fee to match" (p.252).

This case is clearly illustrated with a Rolex positioning of its comfort watches illustration, where Timex is putted on the fragment of less expensive watches.

An other essential point to emphasize is the lifestyle the reason is that individuals may have very different way of life despite the fact that they belong to the same subculture.(Tallo, 2007)

Kotler et al. (2008) states that people's lifestyle is demonstrated in his/her activities, interests, opinions and demographics.

In addition, Tallo (2007) indicates that after the personal factors there are incorporated also four psychological factors, like: motivation, the perception, the learning, and the belief and attitudes.

Afterwards, Kotler et al. (2008) describes the motivation as "a demand that is enough pressing to manage the individuals with the aim to fulfill their needs" (p.255). Tallo (2007) goes further by differentiating the biogenic needs that "arise from physiological states of tension" – hunger, dehydration, anxiety – and the psychogenic needs that "arise from psychological states of tension" – need of recognition, esteem or belonging; all those needs are part of the Maslow's hierarchy of needs.

Then, Kotler et al. (2008) clarify perception as "the procedure where individuals choose, categorize, clarify information with the aim of forming an important portrait of the globe" (p.258). Tallo (2007) states, individuals do not make any reaction but perceive the same method, due to their senses, feelings and their five senses: sight, hearing, smell, touch and taste. Furthermore, the differences are in reality that everyone "follows, categorizes and explains the sensory information in the individual way" (p.167).

The next important elements in this framework is learning, which illustrates changes in an individual habit or reaction which comes from experience" (Tallo, 2007, p.168). According to Kotler et al. (2008), the third psychological factor in this case learning appears through the interaction of "drives, signals, feedback and boosting" (p.260)

Finally, the beliefs and attitudes is regrouping by Tallo (2007) as the last psychological factor.

Kotler et al. (2008) gives an interesting definition for the belief, as being "an idea that a person has for something" and the attitude as being "a person's consistently favorable or unfavorable evaluations, feelings and tendencies towards an object or ideas" (p.260).

In this framework, Tallo (2007) states that individuals can gain his/her own faith thanks to the studying.

Afterwards Tallo (2007) states that thanks to this process (gaining his/her own faith through studying), this element is very important in process of the buying behaviour.

2.3 Cultural and Social factors

As we mentioned before, there are some external factors of customers that cannot be controlled by companies, but only by customers itself and these factors are Cultural and Social

Cultural factors have several aspects, starting from the culture in a widely meaning, which is the most fundamental determinant of a customer or person's wants and behaviours.

The human behaviour depends on where people's living place is, better said where are passing their live cycle and the people of their surrounding, in the place that human being have the opportunity of learning fundamental set of perceptions, tastes and behaviour thanks a procedure of socializing (Taloo, 2007).

The next important one is the subculture, which Taloo declares that: "Subculture provides additional divided individualization for their own members" (Taloo, 2007)

According to him, there is included four kind of subcultures which can be distinguished: 1) Nationality groups (2) Religious Groups (3) Racial Groups and (4) Geographical areas (p.164).

Furthermore, in this context Tischler (2010) decided to make a regroup between the culture and the subculture which calls that Ethnic Subcultures, which puts them basically to the incomer's categories that "have already retained the own group identities and in addition maintained their traditions even adapting to the request of the huger community" (p.65). As finally the two sides concluded at illustrating that subcultures are crucial in this framework.

Wänke (2009) states an example which has to do with the places or countries where he lives, in a market in USA a person from Netherlands was asked to purchase a breakfast cereal, despite the fact that the market has full of alternatives for that product, the person decided to pick one spontaneously. This example shows that the habit that you got in the culture of your surrounding can play a very important role in your deciding to purchase a product.

The third or last kind of cultural factor is the social class (Tallo, 2007), based on Tallo's concept, the community stratification of the community turns out to take the form of community classes. Moreover, social classes can be also seen as subcultures because "it is likely to distinguish cultural differences between categories" (Tischler, 2010, p.65). Kotler, Armstrong, Wong and Saunders (2008) emphasizes the significance of the demographical details of the shopper, which in this context includes gender, the age, birthplace, citizenship, marriage status and family composition. (p.242).

Within the frame of the consumer behaviour there is also an other element that has impact on consumer, it is called Social factors and its divided in : the reference groups and the family (Taloo, 2007).

The reference groups have two types of impact : direct impact that includes membership groups and indirect impact that can have an impact towards individual's performance.

Thus, the researchers of the market will have problem to recognize the references groups which influence on the target of the clients, since the impact of the above mentioned reference groups will routinely be introduced, no matter what the phase of the Product Life Cycle is. (Taloo, 2007).

In addition, Marketing couldn't manage internal-external components, but it is supposed to handle them.

In order to stimulate the client to feel more convenient with what he doesn't have knowledge, marketing could formulate commercial stimuli.

Petre (2007) states that majority of people will improve their purchasing intentions, despite the fact that they don't care too much to the commercial stimuli.

Additionally, the client plays key role in the marketing and buying procedure, which means that client is the heart of marketing due to his negotiation power.

According to Wanke (2009) the client's conclusion are omnipresent, they make conclusions every day.

In addition, they don't often take existential decisions, like growing up children, therefore they take so much small decisions, from the toothpaste product in the early hours until watching a movie at the evening. What we conclude here is that also small choices from the shoppers can have influence to researchers of the market and the firms offer.

(Sarah Correard, 2015)

2.4 Significance of mix marketing components defined from the side of different authors

Kotler (1984)-Based on Kotler,unmanageable environmental elements are quite crucial components for the program of the marketing strategy.

Thus,the Marketing Mix need to incorporate buyers and environmental and competitive variables as well.

Doyle (1994)-In this framework,Doyle has an interesting viewpoint.

He states that within the framework of 4p components,many market researchers may put two other components such as : Services and Workers,with the aim to sell the products and finally to fullfill their marketing goals.

Bennett (1997)-in order to achieve our marketing goals,this author believes that internal variables plays important role towards achieving our goals.

Therefore,the client can buy goods from the opposite side which is recommended by the Marketing Mix Five against the 5 principles of the clients disposition : Benefit,practicability,diversity,capacity,goodness.

Lauterborn (1990) he states that in order to function the marketing plan,the company is supposed to put the client in the spotlight,thus the 4ps must be converted to 4cs,like: The want of the client,facility or easement,cost and communication.

(Efthymios Constantinides,2006)

2.5 Factors making important marketing mix elements

2.5.1 Marketing mix helps in New product development –

In this context, we should point that there is an interesting fact when the company is trying to modify the existing product, simultaneously to the supervisors or managers of company can arise ideas for a similar product that can be designed despite the price, place and promotion might be different.

Therefore, it can be considered a NP while designing the marketing mix, because the managers of the company come up with ideas for NPD.

2.5.2 Marketing mix helps for increasing the product portfolio –

An interesting way of expanding the product line and length, is that as a manager you are supposed to make some minor changes within the frame of marketing mix, simultaneously it means that you are making minor changes to the product, more accurately to product features, to its pricing and promotions.

At the end, by modifying the marketing mix and concrete features within it, you can enrich the product portfolio of your Company.

2.5.3 It is a guide to improve a business –

It's another very interesting fact to be considered in the service sector, it's about physical evidence which is an important p which must be taken seriously in the service marketing mix.

Therefore, if the managers of the company realize its importance, automatically they improve the physical evidence of their business and as a result they are bringing more business.

2.5.4 It helps you in being dynamic –

A successful company always must follow carefully the external and internal factors, also being prepared against any misfortune.

Which means that the company is supposed to be ready for reacting in cases such as: recession, poor business environment etc.

The best way of achieving this points are understanding of product, people, processes, promotions and all other P's, in order to respond in the best way.

We should emphasize that there are many methods of marketing mix may be important for the organisation, the best solution is analyzing and understanding marketing mix is not a lengthy procedure and ROI on the time spent is much higher.

(Hitesh Bhasin,2018)

2.5.5 Consumer behavior

What is Consumer Behaviour ?

Consumer behaviour is analyzing the people, groups, or institutions/companise also the procedure where this type of people utilize aiming to choose, ensure, use, and have the good, service, experience, or the concept with the aim to fullfill their need. In addition, it is also concerned with the social and economic impacts that purchasing and consumption behavior has on both the consumer and wider society

Finally, the investigation (study) displayed that shopper's behaviour is quite complicated to forecast, but some investigation methods, like ethnography and machine learning are giving positive signs regarding to how the shopper makes the decision.

Afterwards, in order to analyse shopper's behaviour, here is a program customer relationship management (CRM) a program based on data, which helps in fragmentations of the market, more specifically habitual fragmentations, like: developing trustability fragmentations, which can be used in order to develop tightly targeted, customized marketing strategies on a one-to-one basis. (Also see relationship marketing).

Based on some research, the prediction of consumer behavior is complicated, including here the Marketing experts, but there are also some new research methods, including the machine learning.

Source: https://en.wikipedia.org/wiki/Consumer_behaviour, pages 1 ad 2

2.6 The importance of marketing mix

If the company doesn't follow this way, the company will be faced with failures. Consumer behaviour it's too difficult to analyze, due to the diversity and different attitude of every shopper has related to buy, use and having of product or service (Solomon, 2009). Realizing the concepts of consumer behavior helps to position the good or services effectivily.

Below we have categorized some of the definitions from different authors which explain how important to the researchers of the market is to realize and practice these concepts of consumer behaviour

- To realize purchasing behaviour of shoppers. (Solomon, 2009).
- To maintain shoppers by online shops. (Solomon, 2009).
- To realize the points impacting Shopper's purchasing behaviour. (Solomon, 2009)

The most important thing before launching the product, undoubtedly is understanding and analyzing the consumer behaviour.

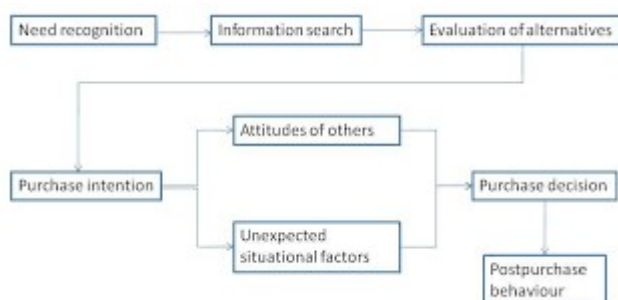
2.7 Buying process

Buying decision process

In order to realize what, where, how much, when, how much he or she buys, marketing needs to study detailly the customer's buying process.

In addition, to realize better the shoppers behaviour, how he/she decides to buy a product or service, the researcher of the market demonstrates some step in the fig. 2.3

Fig.2.3



The procedure or steps of purchasing (Kotler,2008)

2.7.1 Need recognition

In this step we have the need of the buyer decision process. The potential customer recognizes a need or a problem, which begins with identification from the shopper of a wanted situation from a current situation (Lee and Johnson, 2005). In Addition, the need can be activated by internal stimuli, that is the individual's normal needs (hunger, thirst...); and/or external stimuli that can be environmental elements (the smell of bakery, a nice dress in a shop's window). In fact, human beings are most conscious of visual stimuli even if smell starts to be recognized as an important one (Kotler et al., 2008).

In addition, Hogan (1999) emphasizes three motive which stimulates individuals to buy :
The principle: is individuals who “attempts to purchase good & services which creates a formulation regarding their faiths/religions” (p.91)

- Status: are individuals who attempt to possess an assigned status and make it clear for other individuals.

- Experience: individuals who “are doing something since it brings them pleasure, entertainment, enjoyment...” (p.92)

Because the shopper is differently influenced from different type of stimuli,so the marketing must advance strategies which includes and improve these stimuli (Kotler ,2008).

In this framework,researchers of the market are supposed to analyze and conclude the factors that influences the clients in order to purchase the good. (Armstrong,2009).

Information search: The customer starts to look for information,that “ interests him/her,thus he/she goes with further study and analyze of the datas and infos” (Kotler, 2008). Afterwards,if the desired product is close to him/her, the client will probably buy it. But, on the other side if the potential customer may keep his/her need in memory or undertake and look for information which is related to it. Thus,client have the possibility to receive the desired datas from many references (Armstrong et al., 2009) like individual references (people that surround you), business references (promotion, sellers,.), collective references and so on.

Here, the market researcher must analyze and understand with all the details which sources are used in this framework. In fact, commercial,that is the key reference in order

to estimate it, then to notify the clients, which is fully managed from marketing (Kotler, 2008).

Assessment of choices: Here the client analyzes the options from the previous collected informations. In addition, the shopper is trying to find the most ideal option concerned to the components that has a significance for the clients such as price, quality, time delivery (Lee Johnson, 2005). Because the customer search for certain benefits that can be acquired by buying certain products, he/she probably will attribute a certain importance to the various characteristics (Kotler et al., 2008).

So here the key point is the marketers to study on how the customers evaluate the alternatives, which characteristics are the most important (Kotler et al., 2008). In addition, if marketers “have knowledge regarding to the evaluation procedure, furthermore researchers of the market can make some move with the aim to impact shopper’s choice ” (Kotler 2008). But, the assessment phase is not exclusive. Moreover, the opinion regarding to the different decisions, is based on the shopper and his/her shopping case. (Armstrong, 2009)

Purchase intention, attitudes of others, unexpected situational factors: the first choice of the customer is the purchase intention, after this stage, some external arguments enters in the process: attitudes of the others and unexpected situational factors. The attitudes of the others can be related to the influencers in the buying roles, as explained below. The unexpected situational factors (financial, familial...) are not manageable from the shoppers and the clients as well. (Kotler, 2008).

Purchase decision:

Purchase decision is known as “ the procedure that the shopper purchase the good” (Kotler, 2008). Which means that this decision might be influenced by the perceived risk as well. The size of risks depends on the kind of buying; therefore in this case the shopper by the research of information always attempts to bring down those risks, by searching the domestic brands, taking guarantees. On the other side, what the researcher of the market needs to do is basically to realize those elements in order to give the accurate infos to the clients, with the aim of reducing the risk. (Kotler, 2008).

Post-purchase behaviour:

It is focused on the formal or informal assessment shopper's product (Lee, Johnson, 2005). Regarding to how satisfied or dissatisfied of the shopper is it is defined thanks to connection among client's expectations and his accomplishment(Armstrong ,2009). Indeed, a common response is for the customer to have doubts about the purchase, it is called cognitive dissonance (Lee, Johnson, 2005). In this case, marketing should find ways to help the customers move through it (Kotler et al., 2008). For example, advertising can reinforce the reasons for making the purchase (Lee, Johnson, 2005).

The different type of purchasing behaviour

As we before illustrated in the buyer decision, the shopper identifies a different level of risk in connection with the kind of product. In addition, the decision-making changes according to the type of purchasing decision. (Kotler,2008)

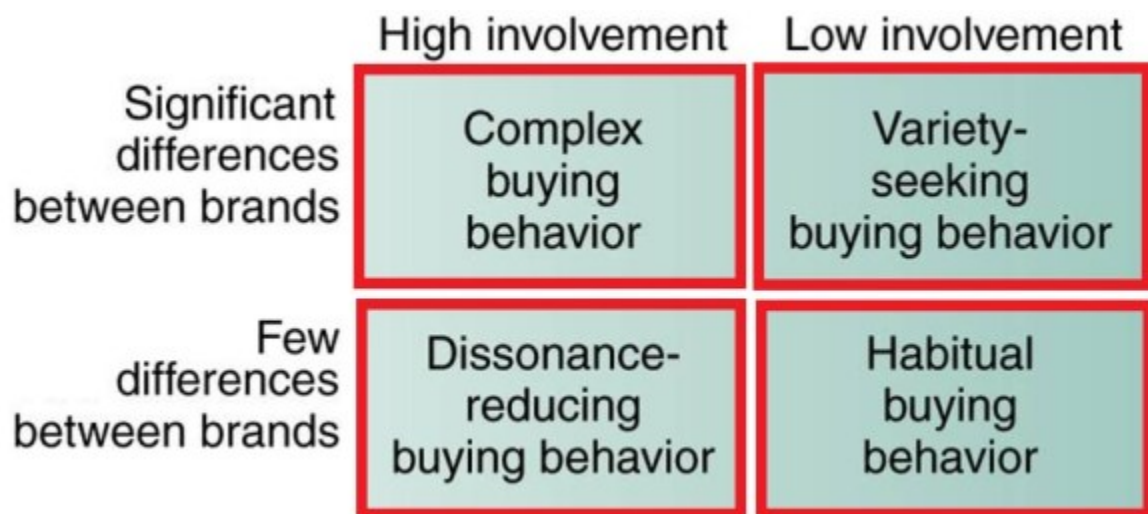


Figure 2.4

2.7.2 Four kinds of purchasing behaviour (Kotler 2008)

Complicated purchase behaviour: In this framework the shopper is tremendously involved and recognizes huge differences among brands. It could also occurred at the moment that the good is costly, not so purchased, however self-expressing or the risk accepted is quite significant in this framework (Cant 2006). Conforming to these components, the client is supposed to pass the studying process. The clients is supposed to create approach concerning to the product. In addition, he/she can make a thoughtful choice. For market researches is very significant to realize this complicated procedure in

order to assist their probable clients to gain knowledges regarding the product (Kotler,2008). Generally, researches of market “are supposed to stimulate store sales individuals and the shoppers’s surrounding in order to impact the final brand choice” (Kotler,2008).

Dissonance-reducing buying behaviour: Here, the client is so included in the purchase as for an expensive, infrequent or risky one. But, he/she does not see a huge difference among brands. The client reply more to the price or the convenience than for the complicated buying behaviour.

The market researches duty in this framework is to assist the client before and after logo/trademark decision (Kotler et al., 2008). The potential customer will shop very quickly, his/her decision will be determined by shopping around and will figure out what is available on the market (Cant et al., 2006).

Habitual buying behaviour: It is at the opposite from the above mentioned one, in this example he/she has a low participation and perceives less differences among brands. In addition, it is basically for low-cost and usual purchased products. The possible client is not trademark/logo loyal; but an ordinary buy (Cant,2006). For this type of product, the client does not use a research process, however on the other side he/she receives the feedback regarding the products through advertisement. Within this framework, marketers use prices and sales promotion to stimulate the customer. Afterwards, marketing attempts to find the client thanks to the symbols it uses in advertisements (Kotler, 2008).

Variety-seeking buying behaviour: It is characterized by a significant perceived difference among brands but a low participation. The client usually passes among marques/brandnames (Cant, 2006). Within this frame marketing has also some strategies to achieve to the customer. The market leader will always attempt to get to the habitual buying behaviour shelf space, avoiding out-of-stock and do frequent reminder advertising. On the other side, the competitor will inspire via prices, sales promotions, free samples and advertisement (Kotler 2008).

(Sarrah Correard & Hayat El Amrani, 2022)

2.7.3 Buying roles

As we before demonstrated the purchase procedure is very complicated, in regard to the different stage the shoppers go through and the different behaviour they may have. During all this process, marketing is present in order to use different strategies to stimulate the customer. In addition it is another component that researchers of the marketer are supposed to work and learn: the different buying roles. It is a must for researchers of markets to realize and recognize those roles with the aim to have a suitable targeting decision (Sahaf, 2008). Actually, the buying may include more than one individual; despite the fact, there are 5 different purchasing roles (Kotler, 2008). Realizing the fact that more roles could be played from the same person (Saxena, 2009). These roles are: The originator, recommends the suggestion for purchasing a product (Sahaf, 2008). It may include an individual who may belong to the shopper's family, a friend or a sales person (Saxena, 2009). The influencer is the person whose view or advice influences the buyer (Kotler et al., 2008). The influencer is also perceived as an expert (Saxena, 2009). In fact, the potential customer values the opinion of this person (Sahaf, 2008). The decider is the person who makes the buying decision, decides whether, what, how or where to buy (Kotler et al., 2008). The decider usually considers the economic and noneconomic parameters before making a decision (Saxena, 2009)

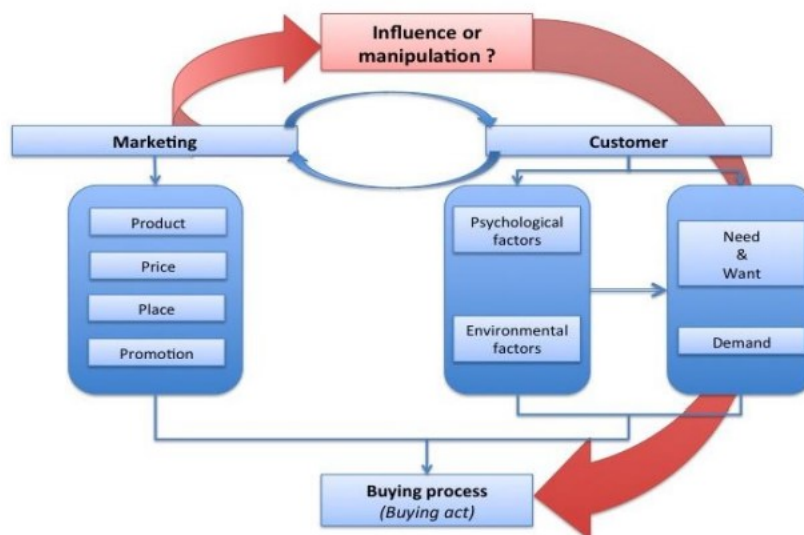
The shopper is the individual who buys our product or service. When the choice is done, any other person can buy it (Kotler, 2008). The user is the individual who finally consumes the good (Sahaf, 2008). Individuals with these roles have different values in the good or the service. The value recognized depends also on the possible contentment of the good or the service (Saxena, 2009). To demonstrate the method that purchase roles could be classified, Saxena (2009) gives the example of an assumed household, the Mathur purchase a holiday plan. Mr and Mrs Mathur are working for an international bank in India, in addition this couple have a little daughter. Finally, Mrs Mathur's hommie Geeta, his colleague, comes back in Goa. She is quite enthusiastic and describes her stay. Geeta plays the role of the initiator. Back home, Mrs Mathur talk to her husband about Geeta's trip and insists that they plan a similar holiday. Next day, Mrs Mathur sees an advertisement of the Goa Penta Hotel, which offers a free one-way air ticket to the tourists staying for three nights and four days until the 30th of September. She calls the hotel's sales office and a sales person gives her details about the facilities and the organisation of the trip.

The advertisement and the sale person are influencers. The facilities represent a perceived value for Mrs Mathur. After this process she might take a decision with her husband, buy the holiday plan, and all the family will use it.

2.7.4 Theoretical framework

Firstly, we see reasonable to mention marketing 4 P's: product, price, place, and promotion. It collaborates with the shopper and oppositely. Market researcher needs to study the customer, in order to decide regarding the Marketing 4ps. Moreover, market researches is supposed to analyze his/her needs and wants, demands; including his/her psychological and environmental factors as well. This interaction between marketing and customer has an objective: impacting the buying process. The aim of the research of this Thesis is to illustrate how marketing is impacting on the customer's buying behaviour, through his/her needs and wants; by manipulating and/or influencing.

Figure 2.5 Theoretical framework (made by the authors)



(Sarrah Correard & Hayat El Amrani, 2011)

Chapter: 3 RESEARCH OBJECTIVES AND METHODOLOGIES

3.1 Research Methodology

During this chapter we will discuss detailed the methods we applied for the five mine research questions :

To understand the impact of Product, Price, Place and Promotion factors on consumer buying behaviour in granite products of “Delfo Komerc”.

What are the factors under marketing mix variables that influence a consumer in purchasing a particular marble Products.?

Should companies integrate various marketing mix tools to impact the consumer behaviour of “Delfo Komerc”?

How do consumers get awareness about different brands? □

How marketing mix impacts on consumer behaviour of “Delfo Komerc” ?

What are the loopholes in marketing mix of “Delfo Komerc” ?

And most significantly in this case we analyzed from a shopper viewpoint in a marketing framework, what difference(s) between influence and manipulation? Is marketing manipulating the shopper during the purchasing ?

3.1.1 Data collection, recruitment and analysis

To address the research questions, a mixture of qualitative, primary and secondary research methods were used to explore the “multiplicity of meanings, representations and practices” (Smith 2001: 24) of ethics in higher education.

The reason why I have chosen the qualitative research is based on the table :

Quantitative	Qualitative
Numbers	Words
Point view of Researcher	Point view of participant
Static	Process
Structured	Unstructured
Macro	Micro
Behaviour	Meaning

Hard,Reliable data	Reach,deap data

Table 3.1

Our Research and study purpose here is the impact and role of Marketing Mix on customer behaviour,so we are in a social process,so the qualitative approach is chosen.

The second method is utilized to realize a complicated public phenomenon,which allows to researchers to study the holistic characteristics of real life events.

Afterwards,in order to demonstrate and prove why this options is better,below we will show you,classified according to their characteristics:

Strategy	Form of Research Question	Requires control of behavioural event ?	Focuses on contemporary events
Experiment	How,Why	Yes	Yes
Survey	Who,what,where,how many ,how much	No	Yes
Archival analyses	Who,what,where,how many,how much	No	Yes_No
History	How,why	No	No
Case of study	How,why	No	Yes

Table 3.2

The most important thing here is to realize the influence or the impact of Marketing Mix on consumer behavior,so it is necessary to use we use the question „how“,which means that in order to understand the marketing impact we need to understand how they behave.

Since we are studying here the role of marketing on customer,its necessary to clarify and demonsrate it with a relevant strategy,with a case study.

(Sarrah Correard, Hayat El Amrani,2011)

3.2 Formulating the case study

The case study design is made of 5 important parts :

A study's questions

Study proposition

Units of analysis

The logic linking the data to the propositions

The criteria for interpreting the findings

Firstly, our study question will be, how can marketing change the customer's mind in order to buy another product instead of the other one, what makes him or her to change his or her mind and to buy the other product, influenced from marketing. In this research we are trying to prove exactly that marketing is not a kind of manipulation of the customer's buying process, where we will interview and analyze individuals, how they behave in the buying process and how marketing influences them in this process.

During this research, we are going to use also a multiple case design, because in order to apply the theory, we need to replicate it.

The reasons of using multiple case studies, are literal replication, where the foreseen outcomes are similar or contrasting, and replication which the foreseen outcomes are contrasting, for predictable reasons.

In addition, the objective of the research of my thesis is to realize how marketing impacts the customer's buying process, through the buying process,

In order to prove it, we found two types of products, which do not fulfill any essential need for our clients, in order to reach our conclusion: if these products are not needed for the Delfo Komerc clients, then why do they buy them, does marketing have any kind of impact or not, and another product from extreme categories, in order to have a better argument for my research thesis.

Based on the above mentioned points, we saw it reasonable to choose two kinds of products that are served in the Macedonian market: marble and granite and decoration.

Marble is a must product for a home, where the marketing towards the customers should be: Our kitchen or room is best with this kind of marble or granite, while the decoration is for ardent „fans“ of home or business owners.

to see their place like the most special one.

Therefore here our main goal is to see how customers react towards our marketing strategy, and if we manage their mind with our marketing strategy to sell our product towards customers.

With help of these two products, we will analyze the marketing role, in regarding of 4p. (product price place promotion)

3.3 Collecting data

In this framework, we have two principle ways to gather the data: the qualitative and the quantitative way. ultimately have chosen the quality research methodology, our plan is to present the primary and secondary data

Secondary data

As we know, secondary data are those who already exist within the office, which is collected before for other purposes, founded from the company's investigators, and we can use it to analyze better the research problem in this thesis, here we can use books, catalogs, online data sources and so on.

Also here can be included the non written materials as video recordings, pictures, DVD and CD rooms and databases.

Here I saw reasonable to use some of the above mentioned sources such as :online data, journal articles books etc.

(Sarra Correard, Hayat El Amrani, 2011)

3.3.1 Primary data

This kind of data are those who we are going to collect through or ways of research, here we saw reasons for using ethnography and participant observation, where the participants here immerse himself in a group for a certain period of time, the investigator analyzes by listening and observing their behaviour.

Interviewing—the question we used here is: The impact of marketing in customer behaviour is kind of manipulation?

The question goes through a complex behaviour in order to make consumers and individuals talk freely in marketing and the product we are planning to present in order to realize the way that consumers act and how they

3.3.2 THE FOCUS GROUP

In this chapter, we tried to organize different groups with different types of ages, in order to realize how marketing customers and the age can be a factor.

1st: 30-40 years old (in direct with the group)

2nd: 40-70 years old (in direct with the group)

Here we made some regulations, in order to be successful in our research experiment, therefore we organized focus groups with people, the sessions will last from 25 to 35 minutes, then we decided to make the interview only with Albanians in order to avoid the cultural issues, in order to ease the investigator's job (Bryman, Bell, 2007)

Here we selected 18 people to realize the three focus groups, mainly by Albanian ethnicity, majority of them live in the Tetovo municipality, our focus will be in the Albanian market (Tetovo) and for us it is easier to understand metaphors and cultural background.

Composition of the focus group

Focus group 1: 1 April 2017	Focus group 2 :1 May 2017
Besim 48	Medin 31
Artan 76	Erdirin 41
Lavdrim 66	Labinot 32
Isen 45	Edon 40
Valdrin 55	Harbin 36

Table 3.3

In order to make the interview fruitful we organized it with semi structured interview,our questions was regarding two product marble and decoration,the price place and the promotion,then we continued our interview with the consumers would purchase the product or at the minimum if this since consumers want it or they need it and also we asked how they perceive this marketing process.

(Sarra Correard,Hayat El Amrani,2011)

3.4 Findings

During this chapter of our analyses we will present the analyses of our focus groups,divided on three groups: Marble,decoration and marketings's perception of the participant.

3.4.1 Finding on marble and granite

In the Focus group 1 the marbles of Delfo Komerc is well known for the customers in the surrounding of the C. Besim and Artan's opinion,Delfo Komerc's marble makes to their stairs of their houses to look unique,Lavdrim thinks his house from outside with marble and granite from Delfo Komerc look like Hospital,Isen thinks that with granite the room of his house looks like V.I.P people house.

At the end they concluded that its a basic product,that marble from Italy has more quality then the marble imported from Bulgaria.

Regarding to the price,Besim states that he will buy again from the same marble and granite,because it gives the impression to his guests that his house looks special in his village,while majority of them stated that the price of the marble and granite are very high and if they would find any cheaper product from competitor they would change their mind .

We asked to the interviewers regarding of the entry to the product, Besim, Artan,Lavdrim and Isen believes that its easy to access find it. Valdrin declares the company has huge assortment of the product, Besim and Artan agreed and stated that the product is well highlighted. Valdrin had a good idea according to Besim, Artan and Lavdrim.

We also asked about the access to the product,and the answer from the majority was that its easy to access to the company,because its located close to the highway and paytoll.

Regarding to the question of last advertisement they saw on the product Besim mind that Marble and Granite advertisement decorate buildings better, Artan concludes by saying "we agree,the feedbacks from our actual consumers are positive".

In addition, Artan says that when he sees the marble and granite product of Delfo Commerce he thinks that the advertisement enhances the beauty of the house.

Isen adds that is a “satisfied advertisement” since they commented that the benefits promoted in the advertisement are true, Valdrin memorizes that they are durable and water-resistant and Lavdrim adds that we can utilize the granite for all of the types of decor since they are able in many shapes and colors.

<https://khatabook.com/blog/marble-and-granite-business/>

In the last point regarding to the advertisement, we found out that majority of the clients are satisfied about the advertisement, because it includes the key values of the product and the characteristics, which makes the advertisement convincing.

In the focus group 2, for the majority is well known the marble and granite products.

Medin and Labinot say that that is not a problem for them the price, while majority of the people in the second group said that the price is too expensive, especially in this corona crisis.

So while discussing Medin and Edon, Edon pointed him that the wholesale price is very high, and there can be a price lower it especially for the old and loyal clients, while on the other side Labinot added that if they continue to sell at this price, then they can seriously think about changing the furniture, to the competencies of Delfo Komerc Company.

About the distribution or the placement, Labinot says that destination is not a problem for him at all.

At the last point of the second group we have the promotion, Labinot here declares that based from an advertisement from another marble and granite company in another country, it would be better if there is mentioned for the target customers they are offering for example: service unit (hotel, bars, restaurants, fast foods, school, universities etc).

While from the other side, Edon replies that the most important point that it is a „must“ during the promotion it is mentioned that it takes a lot of care to finish the job according to the plan,

for example: „With Delfo Komerc Company, your restaurant and stores have a unique look from outside and inside, and we care for style, luxury and ambient in your place.

3.4.2 Findings on tiles and decorations

In the first Focus group, Medin says that the decorations of Delfo Komerc are well known, as for houses, graves, etc., and it gives to the marble of the houses an extra beautiful look, while Besim adds that the best option for home decorations would be, unusual combinations, antique and modern mix in order to create a magical balance between them. Labinot's opinion is that the decorations of Delfo Komerc are extra beautiful and he could purchase it gladly, and he emphasizes he can utilize it even further at his workplace, in his own office because he considers the decorations complementary.

Harbin’s personal opinion about the price is that the decorations are too expensive, but because it is a luxury product for high-end buyers, it is a normal price, while Labinot states that it depends on the marble and granite they are using for the decoration, maybe the product is more complicated where the decoration needs to be done.

About the advertisement, Labinot says that since the decoration is something intangible, the Company should invest more effort in the past experiences of decorations, by demonstrating the luxury, the experience and professionalism of the staff. While Harbin’s opinion is that the Company should also demonstrate field measurement service, highly recommending a perfect finishing product by the specialized staff of the Company.

For the focus group 2, the decorations of the Delfo Komerc are popular as well, while majority of them complained about the products price, while Erdin pointed that a lower price from 10 or 15 % would be a better price because of the quality of services that they offer, while Labinot declares that the decorations are for a high class category so the price should be higher.

Medin and Edon has an interesting debate related to the access in Delfo Komerc, while Medin says it is very easy to reach because he passes every day from the highway where the company is located, Edon declares that it is far for him, because he lives in a village 10 kmh from the Company, and he rarely use the highway, the other participants declared that if the Company wants to achieve the bigger target, they need to open the filials or stores in the remote villages, where is not accesable for other clients.

About the promotion, Labinot says that e mail marketing sounds better, because it has 4400% ROI, thus you have a great opportunity to change your prospects into your costumers by sending personalized e mail to your inbox. Edon declares that its the same for him however he memorizes better advertisement on billboards. Harbin and Erdin declares that the advertisement is underlined with the topy technology.

Regarding to promotion, Medin says that advertisement on billboard in the Skopje TETOVO highway is better than others declared that the advertisement in TV and calendars are more important.

3.4.3 Finding on marketing’s perception

In this finding, we asked to participants to define the marketing in other words

Focus group 1	Focus group 2
Advertisiment(4 times)	Advertisiment(2 times)
Promote	Product
Price	Consumption

Quality	Purchase
Purchase	Finance
Salesman	Need and expectation

Table 3.4

In the focus group 1,Valdrin thinks that the advertisement is the motor of the product,which makes value. Lavdrim strongly believes that price is the key point in order to sell it in the most ideal way to customer,Artan the promotion of the product should clarify precisely the quality of the product,otherwise the customer will change and will buy from the competency,Isen states that Salesman is the most important person for a Company because he pushes the product to customer and will finish successfully the last activity of the company.

Regarding to the question how they perceive marketing,Valdrin strongly believes that thanks to Marketing you can see any need that you need at home or in your office for example I didn't know that by decorating the marble in the company,you pull more clients to your business,on the other side Artan declares that we shouldn't trust in marketing because there are a lot of manipulation as well,which clients at the end don't take what they need or want. Besim and Isen reported us that Marketing should define the right quality of the product,otherwise a dissatisfied client would result badly to the company reputation.

In conclusion Artan and Isen were of the thought that Marketing is kind of manipulation for customers,while Lavdrim thought that Marketing is not kind of pressure,if you are impressed you can buy it and if you don't see it reasonable you can not buy,while Besim thought that Marketing is only an informative purpose for its clients.

Focus group 2

In the focus group two,Medin wrote that Marketing encourages consuming of the product,Erdir is with the thought that Marketing creates needs and it influences the other people to buy a product,from the other side Edon declares that price factor is also very important for buying the product,while majority of the customers reply that marketing doesn't force them to buy,unless you don't see it reasonable for your purposes.

Afterwards,Labinot states that when a company focuses too much in marketing it can make the customer feel annoyed,if the customer can not be able to buy it,the example can be the repetitive advertisement in the marble industry and in marketings,while Erdir with Medin replies that this kind of marketings are part of our daily tv live and internet,avoided,while here Harbin gives the example of advertisements shown on screen in oil station "you don't have space"

do therefore you wait to watch it“.

Finally they all agreed that actually there is an overwhelmed marketing in their surrounding.

Regarding to the marketing perception,Labinot declare that Marketing is the heart of the company and without it would die.

On the other side,Medin says that in order to survive the competency companies need to make a differentiation with globalization in order to be one step from others.

Edon strongly believes that marketing is the best method to push it to customers and to finish the sales successfully,but from the other side Medin replies that too much marketing can influence negatively customers,because for example some customers can buy the product just because of the color of the package,and buy it and see the real taste they face with dissatisfaction.

For Labinot,marketing has an influence to those kind of people who manipulate with others,while the others r no.

For example one person came to buy a product at Rio Company and he wasnt satisfied at all,because of the color of the marble,so then the seller proposed an other product with a similar colour but lower quality,so pushed him to buy the product,by not giving choices,so this is kind of manipulation,Edon now was totally convinced that influence is a manipulation,and majority of them.

(Sarra Correard,Hayat El Amrani, 2011)

3.5 Analysis

In the frame of Analysis chapter,we are going deeply to analyse the findings of the focus groups of Delfo K. These findings are crossed with theoretical concepts in order to make the conclusion clearer and easier at the end.

3.5.1 Influence and manipulation

By analyzing the perception of marketing mix on the focus group,we saw a mixed of ideas from them,which showed that marketing played a key role to push the product towards the customer.

For example,during the focus group nr 2 we saw that many of interviewers agreed that Marketing has the power to manipulate with the customer,where interviers replied with words „lie“ :abusive“ etc,in order to change their

product by serving or promoting other kind of options,instead of a solution,where majority of them said manipulated depends on the customers persnality

Afterwards,an other member of focus group 2 gave us an interesting approach in the research,he stated that :Manipulation has an impact to people who manipulate with others,which we concluded that influence and impact and the manipulation on the other side totally depends on the ability how they will react towards the marketing,the example was with the first person one person came to buy a product at Rio Company and he wasnt satisfied at all,because of the colour of the marble,so the seller proposed an other product with a similar colour but lower quality,so pushed him to buy an other product by giving choices,so majority of the group members concluded that this is kind of manipulation from the sellers side,when he bought that product and was satisfied with it,we can concluded that instead of being manipulated here rather we can point the term of influenced.

3.5.2 Customer

Our analyze and finding within the Customer chapter was divided in two customer groups,regarding to the products,here they decided to buy a product according to their need and want,which means that based on these factors they will decide for purchase.

Here we found out that both products we analyzed(marble and granite and decorations) that they didnt have an interest to buy the product,until they change themselves somehow influences psychicaly or from marketings strategies,then they decide and make a choice for a certain product.

Afterwards,we realized that all of the participant groups concluded that marble and granite of Delfo Company are so much necessary,but they are so much influenced from the way of advertisement,while the same thing is also true for the second product decoration of marble and granite,where only the regional customers has better knowledge for these products,they are trying to convince their colleges from further cities,that is a must product for them.

Our Focus group finally came to the conclusion that our theory on customer was right,people buy in order to satisfy their needs and sometimes here companies wants to take it for themselfe as an „advantage“ by trying to convince people to buy useless but wanted products,and at the end we concluded that customers decided to buy a product bae don the cultural and social factors.

3.5.3 Marketing

Product

In both of focus groups, all people interviewed has knowledge about the products and they were very interested in CNC machine with the technology and decorations of the products we offered them, because CNC machine can meet their needs better.

The most important thing we noticed here is that, the quality of marble and granite and the decoration were not according to their needs, but since the marketing of the company is very well organized and due to the limited number of competitors surrounding the customers were supposed to buy from them, there is a lack of added values on the product.

Price

In this chapter we concluded that the prices for both products are expensive, according to the value, afterwards in the focus groups they stated that there should be an improvement in price, or at least some discount for loyal clients to be loyal to them, and then and the quality of product is important as well, they stated that they are ready to pay more, if the quality of the product is according to their needs.

Place

According to the focus groups, 60 percent of the buyers stated that is accessible to the clients while some of the other some filials on the other cities must be opened, because there is a transportation problem to them, push strategy should be better defined, meanwhile the assortment of product is large and well organized to attract their customers.

Promotion

Here we analyzed the opinions of the both group for both of products.

What they remember mostly is the TV Advertisement, what they remember and convince them is the machine that produces the products, and the short message „with our marbles, your house looks the best and unique, from antique to modern, a combination of them“

Regarding the marble and granite products, they memorize components like, colours and characteristics how to be able to demonstrate a detailed advertisement. Moreover, the customers memorize advertisements on billboards.

television. The television's advertisement of the marble and granite is presented in appendix 4. In this case he some of the functionalities of the marble and granite like watching at pictures, utilizing an agenda, searching for Afterwards,they remembered the advertisement in billboards and calendars,brocures and cathalogs,by promoting kind of marbles and granite,their features,models characteristics and so on,which makes the advertisements ve towards the clients needs.

3.5.4 Marketing perception

Based on the impression on marketing perception from both groups,we concluded that the focus group 1 included elder people,we realized that they were optimist and have positive impression regarding to the mark simbolied it with advertisement and sales,while the other group 2,were a bit sceptic and they associa manipulation or lie.

In the first group,they say that marketing is trying to show the real benefits of the product,in order to rea customer in the right time,in order to get the desired benefits.

While the second group,Marketing can be an influence or manipulation depending on the intention,but most of that influence is the first step of the manipulation.

As conclusion,they all agree on the fact that marketing is the best tool to reach the desired product to the rig according to their needs,the both oft he group in general tink that marketing manipulates the weakest and it all the persionality oft he customer.

3.5.5 Buying Process

Marble and granite

Here we concluded that both of the research groups buy marble and granite in order to fullfill house a needs,starting from,renovating and to make unique the look of the toilet,kitchen,the outlook of the company a order to make their projects unique,starting from the ancient styles to modern styles and combination both oft he The findings shows us that both of the interviews group have information for the products of our company,th TV promotions,bilboards calendars and so on and they state that marbles and granites of Delfo are well rep

linear and easy to find.

3.5.6 Decorations

The focus group finding shows that the Decoration is a complex buying behaviour product, because it has a high price for majority of the customers in not affordable at all, according to the value that the decorations offers, so he must find a marketing strategy in order to solve it.

(Sarra Correard, Hayat El Amrani, 2011)

3.5.7 Surveys and Questionnaires

It is used in order to gather, analyze, research and interpret the viewpoint of one category from a target society. They are usually used in the field of marketing research, sociology, psychology, politics etc.

In the field of advancement of science and technology, it's proven to be so effective a technique for gathering relevant information.

3.5.8 The Questionnaire

It is a tool that includes a couple of questions to put to the focus group of the study.

The Questionnaire normally puts questions that promote ideas, priorities, behaviours and arguments. (Sarah Mae Sincero, accessed on February 2022)

3.5.9 Focus Groups and Interviews

Focus groups collect information from a group of people. Participants included in that group usually are trained by a facilitator divided into small groups in order to solicit opinions and reactions.

Unlike the focus group, in the part of interview facilitators work one on one to measure their response related to the product. Meanwhile both of them by researches they are trying to collect data. (Google.com) (Sarah Mae Sincero, accessed on February 2022)

3.6 Impact of marketing mix on consumer behaviour

It (Payne 2004) declares that marketing mix in a competitive marketplace, has become an important key between the company success and failure.

Regarding to the competency, he declares other powers in the trade place like: laissez-faire and liberalization. He further emphasized that trade place is always converting and its potential develop new chances and threats that require a strong marketing ability to manage them.

Kotler and Keller (2006) emphasized the recommendation for companies to produce and sell those products that suits better for the market.

The discount happened for the reason of rivalry in the business trade, there was increasing in shoper and sales base for the reason of the cut price programme.

What the marketer needs to know is which people are involved in the buying decision and what role each of them plays, in order the marketing strategies could be aimed at these people.

Strategic marketing management formulation involves selecting a specific target market and making decisions regarding the crucial elements of product, price, promotion and distribution so as to satisfy the needs of customers in that market. Companies aim at choosing the “right” actions from a lot of choices. Those programs depends from the type of good or service which moreover formulates a guiding principle where all marketing actions of the firms are supposed to concentrate their energy (Majumdar 1996). With marketing program in place, any challenge that a firm approaches directly with may be efficiently treated by practicing more suitable points for this case. This confirms that firms are not caught by surprise. Varying situations call for new survival techniques. A marketing program recognizes those categories of the clients so that a certain company may greater provide than their selected rivals and clothier product offers, prices, distribution, promotional efforts, and services verso those market segments. Finally, the program needs to reach unfullfilled client needs that provide sufficient possible benefit.

(Mwagawe Jotham Katana, 2014)

Chapter 4: Analysis of the impact of marketing mix on consumer behaviour "Case study Delfo Komerc Company"

4.1 History of the company



Figure 4.1

DelfoKomerc was founded as a family business in 1997. At the beginning it started to work with simple and basic processing of marble and granite, while later in 2005 with the transfer in a bigger place, it started to expand the assortment of products, it sells marble and granite in the state level to Macedonia.

The enterprise has a 15 years' experience in marble and granite processing. Granite and marble, they import from Italy. Our products are intended for local consumers as well as in the wider regional market and the State. We now have a team of qualified retirement ages (10 employees), jobs are allocated in an organized manner, exploiting technology is solid enough for the market where we operate.

4.2 The Marketing Mix of "DELFO Commerc"

-Product

-Price

-Distribution

-Promotion



Figure 4.2

4.2.3 ANALYSIS OF PRODUCTS

A product can be defined as an item produced and made available in response to a gap in the market. This gap is originated from the need or want of a tangible product or an intangible service by the potential customers. The key element here is to identify the need and address it by delivering the exact item. In response to its consumers, Delfo Commerc offers different types of marble and granite thickness depending on consumer demand (1-6cm), many different shapes and decorations depending on the order we also offer transportation and assembly services. Marble prices are standard and rotate almost the same with competitors while some types of granite have very competitive prices.

Product quality is the main criterion for access to competitive markets. Quality control ensures that raw materials and final products are handled, stored, processed, or packaged according to the required quality standards. The underlying purpose of a quality assurance program is to have timely and reliable information on all attributes of a product that affect its quality. Quality as a synonym for marble and granite security can be used as a means of marketing final marble and granite products in countries with high security standards.

We will continue to work with our core products where we are at the same level with other producers in regional productivity and efficiency, taking into account the needs, the taste of consumers and their ease. "Customer acceptance for our products is influenced by color, quality, aroma and taste. Quality is a major reason for our customers to purchase our products. Customers choose products based on price and packing quality.

Customer experience with our products (taste, quality) determines whether they will continue to buy such products. Product quality can be maintained throughout the supply chain by applying good practices. Loss of quality is a function of time.

Given that granite is a natural product, we do not have any significant difference from the competition but we try to be more attractive by quality and service such as: Quality assortment, combination of granite with ceramics and various special deities depending on message.

As far as granite is concerned, it is not a seasonal product, but due to the construction break in winter, we have also declined as compared to summer.

For the future, we are thinking of expanding our product assortment by bringing in many other types that currently do not exist in our market.

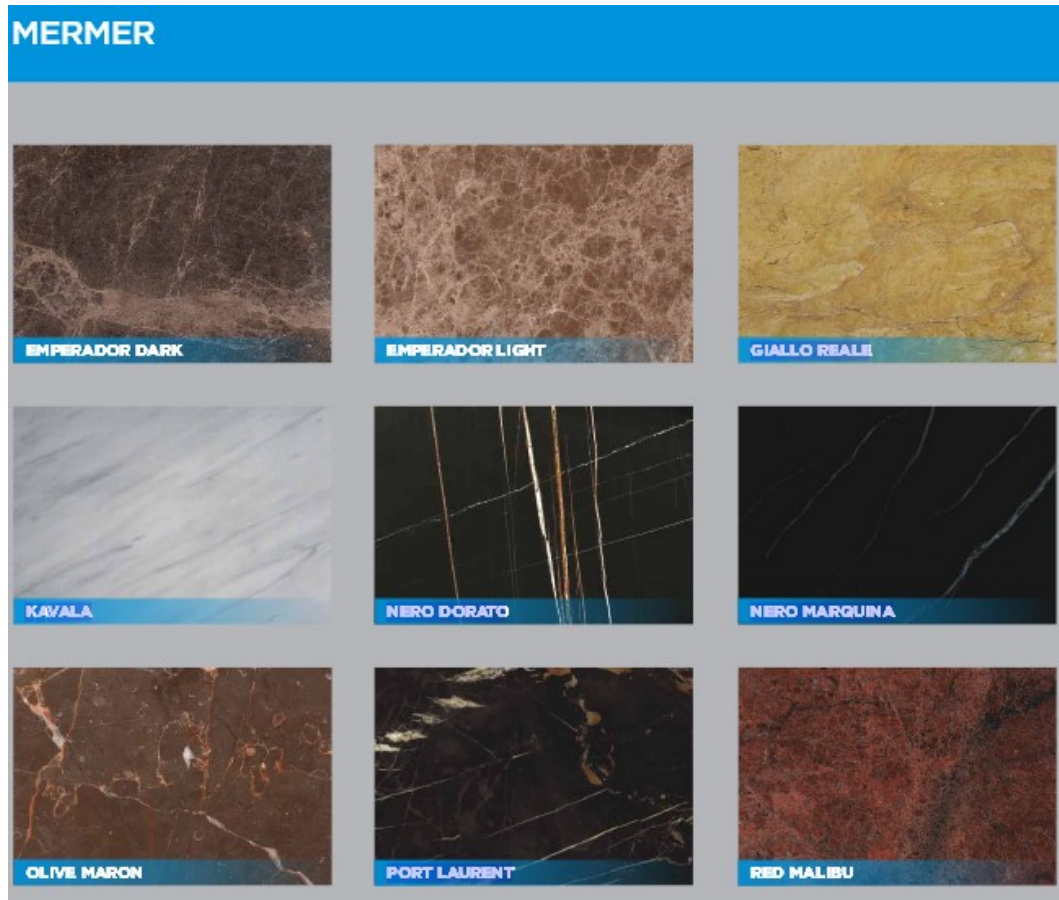


Figure 4.3

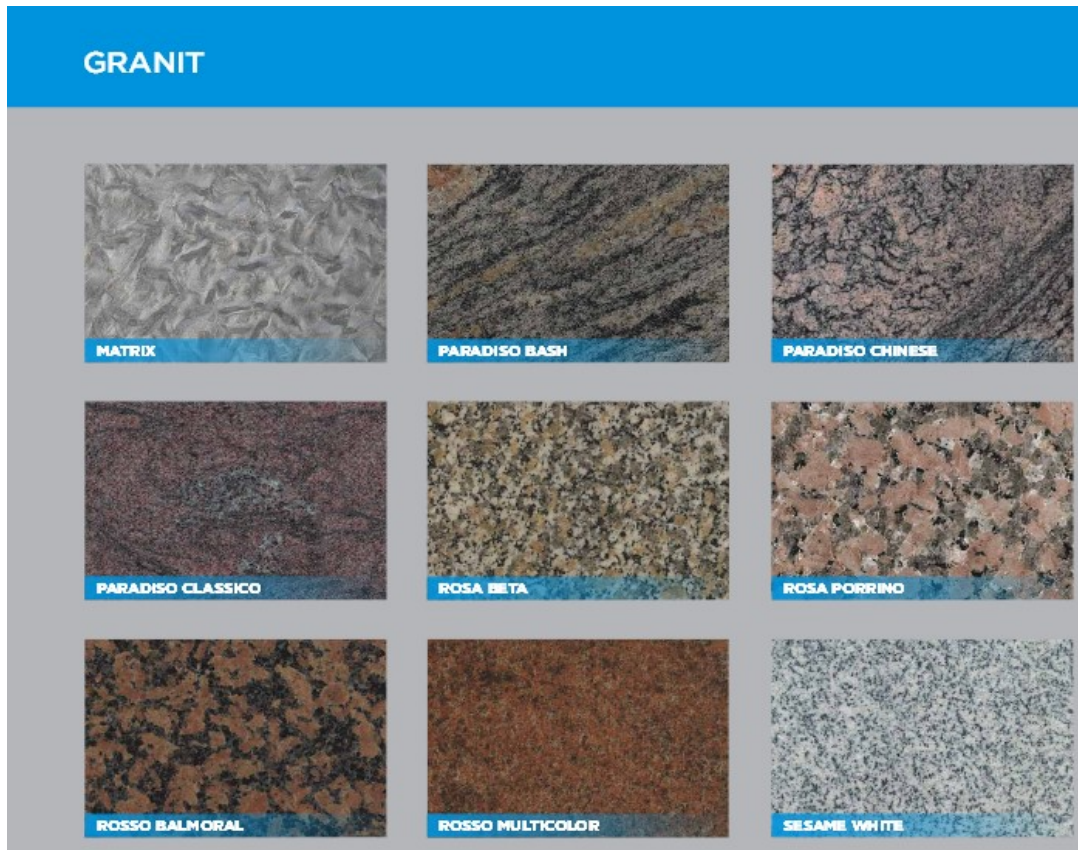


Figure 4.4

The prices of "Delfo Commerc"

Price is one of the most sensitive and important P's of the marketing mix which involves adjusting the cost to the market in order to reasonably cater the solution by adding value to both the customer relationship and the business. Companies need to ensure that the products are correctly priced i.e. not overpriced enough that no one buys it or underpriced enough that might raise quality concerns in the customer's mind. The pricing strategy adopted by Delfo Commerc differs considerably from its competitors in the market.

Delfo Commerc charges premium prices, targeting middle to upper level income groups because it is not just selling a product rather it is selling a differential product with a specific technology to its customers which they are willing to trade in return for a handsome amount.

Our price-furniture are sold in a low price market segment at a price of 20-45 euros per marble, while 40-135 euros per m2 for granite.

In fact, we will continue to sell marble and granite because our customers need the variety available and we need to serve them. Since stores have the purchasing power, there is no way to get a better price for our products. Our prices in the Macedonian market for our products are about 3-5% lower than our competitors who have invested heavily in marketing. Sales are on the rise due to good taste, product quality and best price on the market, but growth is on a small scale. In a winter season we can give customers discounts on the market to stimulate purchases. We aim to achieve better prices than our competitors coming from Eastern Macedonia. In our regional exports our prices are at a level with other companies from the region.

Based on product quality and prices, prices can undoubtedly be considered affordable and acceptable to consumers.

The prices of marble and granite are as follows:

Description	Nj.m.
Mermer	

Tilos Patos

m

Tilos 2cm

m

Tilos 3cm

m

Skrapari Patos

m

Skrapari 2cm

m

Skrapari 3cm

m

Pajazina 2cm

m

Pajazina 3cm

m

Kristalin 2cm

m

Kristalin 3cm

m

Kristalin 4cm

m

Kavala 2cm

Kavala 3cm

Silvia 2cm

Silvia 3cm

Vraca 2cm

Vraca 3cm

Figure 4.5

Distribution (distribution)

We know that there are 4 forms of distribution:

Direct form (level 0)

On one mediator: Manufacturer - retailer - customer (level 1)

Two Intermediaries: Wholesale Producer-Retailer-Retailer-Retailer (Level 2)

Three Intermediaries: Wholesale Producer-Retailer-Retailer-Retailer-retailer (Level 3)

Based on these data we can conclude that the company "Delfo Commerc" uses the one and two middlemen

salesperson depending on the market where it operates.

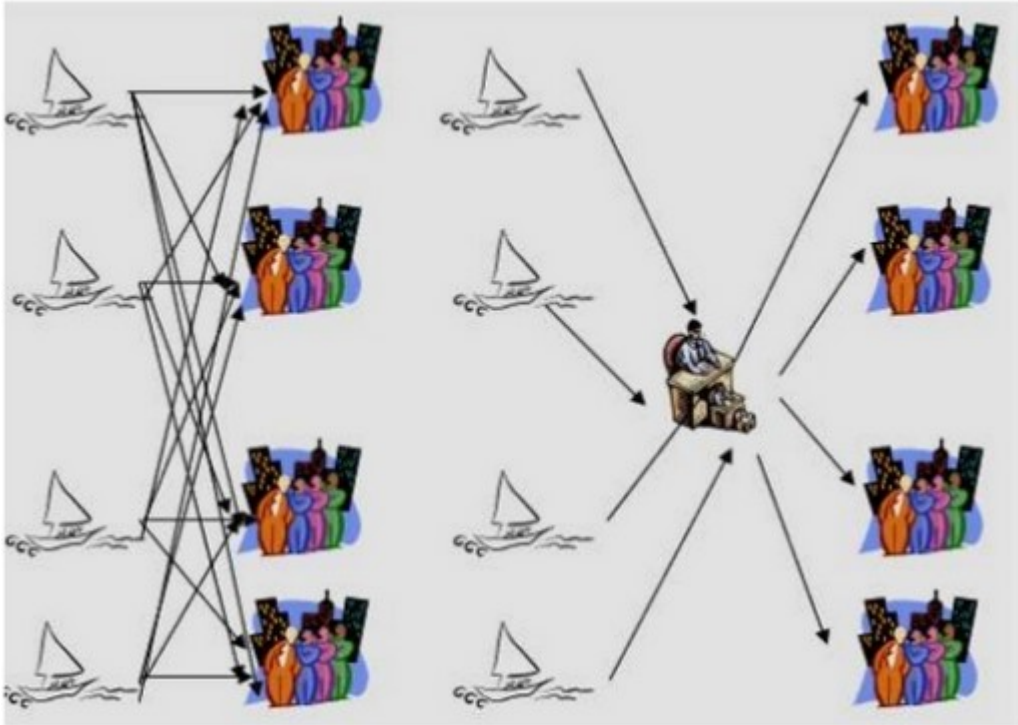


Figure 4.6

Promotion

Promotion as a whole involves techniques for a product or service in order to increase the interest of the buyers around that product in order to increase their profit. This includes various incentive tools such as coupons, reward games, various discounts, gifts and forms different. Based on this fact, the company "Delfo Commerc" uses almost most of these methods only to be at a higher level than its competitors.

Trade promotions are important for selling our products and we will continue this practice. We are planning to attend and appreciate the possible participation at the Skopje Fair that is being advertised as a major event of the marble and granite industries in Macedonia. Transparency and promotion through story: we will tell the final users where the product comes from and who the producer is, in order to be more open and honest. We need to take advantage of the opportunities of using social media and other information technologies to promote and establish customer relationships. The social media platforms used

wisely in our country include Facebook and Twitter. Interactive web sites and platforms are often raised to communicate with different parties. Of course, we need to have a certain target group of consumers in mind and all communication should be focused on them. We will become active in PR activities to create publicity for our products and reach out to the various parties.

5. Conclusion about Research Interviews and Questions

During the field research through interviews and questionnaires, we came to interesting and important conclusions by the managers and customers of the company "Delfo Komerc" as follows:

Product

The most essential for a Company is the product's quality, because from it its affected consumer's reputation and it has directly influence to consumer buying decision at Delfo Komerc.

Besim Veliu (2017) realized that product features is positively matched up to consumer behaviour and client faithfulness in the marble & granite industry. According to the questionnaires mostly from the consumers (2017) reveal that "Delfo Comerc" consumers are concerned about the marble quality and safety when buying in our Company. Afterwards, the questionnaires found that client choice is impacted by product features of quality, benefit and simplicity of preparation. Afterwards, the other reason for buying quality marble and granite in Macedonian trade emphasizes the key components like: brand names, ranges of size and volume, and the origin of goods.

Hence the following hypothesis has been developed:

H1: Product element has a positive impact on consumer buying behaviour.

Price

B. Veliu (2017) Through his 16 years of experience, he states that most of the marble & granite buyers the pricing is a key element that makes his/her personal selection. He states that

expensive price express the value and calible of product. Considering the fact of the significance of cost saving clients analyze the alternatives and makes comparisons of the prices in the process of granite and marble purchasing (B.Veliu, 2017). According to the questionnaires, a huge retail price shows the fact that quick financial costs seems to prevent shopper buying behaviour while a cost effective price cause growth in product trading. That is why clients shows interest in the ratio among price and quality while making the buying decision.

Hence the following hypothesis has been formulated:

H2: Competitive price has a positive impact on consumer buying behaviour.

Place/Convenience

This element includes all activies which prepares the products to target clients (Kotler and Keller 2009). The major part of the analyzers/investigators accept that a suitable Place/Convenience boost shop patronage via minimized transaction costs (Berry,Seiders,Grewal,2002;Huddleston, Whipple, VanAuken,2004; Jabir, 2010). The manager of “Delf Komerc” (Besim and Iljaz Veliu) from his 16 years of experience stated that retail stores at central locations attracts consumers from long distances. Alongside location, results of questionnaires from the Macedonian part study of customers showed that marble consumers

prefer markets which have product quality, product availability and accessibility.

An explanation can be that those components construct client’s perception of service quality offered from retail shops.

Hence we have the following hypothesis:

H3: Place/ Comfort of the place has a positive impact towards shoppers purchasing behaviour.

Promotion

Promotion is a marketing campaign that sellers are using to increase the sales by presenting actual offers to targeted shoppers (Dunne 2010). Specifically, promotion may improve sales by sales converted from another shops and increase in consumption by current clients

(Ailawadi Harlam, César,Trounce 2006).

The special instruments that makes the contrast among retailer and manufacturer promotional plans&projects involves in-store sales promotion and advertising (Bemmaor and Mouchoux 1991). Our questionnaires from consumers concluded that for clients it is very important sales promotion while choosing the shops. This finding is verified by the head of “Delfo Komerc” Besim Veliu (2017) who shows that promotional assets such as print advertisements,client loyalty and cutting the price seems to change the mind of the clients of marble Companies,pushing them to buy our products.

An interestin fact is that, according to the information found from Economic zone of northwestern Macedonia is that in-store advertising has a huge power in impacting Macedonian shopper’s buying decision regarding to marble and granite products. Therefore this type of hypothesis is formulated:

H4: Promotion factor has a positive impact towards shoppers purchasing behaviour.

(The Ninh Nguyen& Thi Thu Hoai Phan & Phuong Anh Vu, 2015)

5.1 Limitations of the Study

This master thesis had the following limitations:

The size of the sample was relatively small - 6 participants. A bigger

The size of the sample

It was relatively small-12 participants were divided into two groups from customer and management side, sample would probably enhance the reliability of the research.

Time frame/Resources

Regarding to time frame, this study will be completed between 3-6 months. Scope of the study was selected on this time period.

Population size

Within the frame of population size are included 10 customers and 7 staffs from the segment.

Geographic location The sample has been selected from the customer in Macedonian region So, the finding of my research will be based on the ideas of the above.

Other limitations:

-The analysis of the impact of Marketing mix on consumer behaviour of “Delfo Komerc” may be influenced by factors which were not mentioned in this project.

Qualitative research is not allowing the measurement of the examined

-Qualitative research is not allowing the measurement of the examined problems.

-In some cases participants may refused to speak against their organisation. (Spyros Langkos 2015)

Suggestions for Further Research

This study concentrated on the consumers within the seven consumers in Tetovo, Skopje and wider. It cannot be generalized for the whole clients within the North Macedonian borders. Therefore it suggests that later a research be performed on the impact of marketing mix towards client purchasing behaviour of marble and granite in Tetovo, Skopje and wider. The study also recommends that in the future an evaluation be on the influence of marketing mix strategies on the performance of this firm. This study will be of importance in investigating whether adoption of marketing mix strategies influence the performance of the organisation and how effective they on improving the performance of the firm.

5.2. Conclusion

This study has concluded that the quality, colour and the brand name of the product impact the shopper's behaviour.

Afterwards, the two kind of products we analyzed, we concluded that has different marketing strategy, the first product has to do with push strategy while the second one with pull.

According to our first research questions, we saw reasonable to ask to both of the target group, the difference between influence and manipulation, regarding to the second one namely „manipulation“ majority of the people in target group has a negative thought about it, on other side influence is something that depends from the consumer behaviour, whether he will decide to buy the certain product or not.

The majority of the interviewers responded that manipulation associates lack of people's environment, while influence associates the rationality, to see reasonable to react or buy something.

The other research question was : Is marketing manipulating/ influencing the client while the purchasing process ?

The answer was that, based on the theoretical concepts and the findings on the interviewed people, we realized that marketing can be manipulating or influencing.

Since marketers of the Companies possess the methods and tools to analyze and learn their psychology, it means that Marketers can control the customers, and automatically to manipulate with them.

Finally the aim of our research Thesis here was to show and demonstrate how marketing is influencing or impacting on the customer buying behaviour, by manipulation or influencing.

By analyzing the studies from target people of two different groups that was done, we concluded that everyone can be impacted and manipulated since that depends on the purpose behind and the values they add to change their mind, which mostly depends on the marketer's ability to use the smart and right marketing tool to make the influence or manipulation to be right for the client.

Thanks to our studies we did for this Thesis, we found out the difference between influence and manipulation, two important elements of marketing, afterwards the two cases we chose was something new for the clients, that we saw reasonable to do it in an Albanian Market, mainly focused in Tetovo Zhelino municipalities.

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