

The effect of Marketing Mix Element on Customer Purchase Interest: A Case Study On Kite Manufacturing Industry.

Abstract

In the increasingly competitive global and domestic manufacturing landscapes, the strategic alignment of the marketing mix is essential for organizational survival and growth. KITE Manufacturing PLC, a prominent Ethiopian producer of corrugated carton boxes and sanitary materials, has recently experienced a discrepancy between its production capacity and sales performance, alongside a perceived decline in customer engagement. This study investigates the impact of the 7Ps marketing mix (Product, Price, Place, Promotion, People, Process, and Physical Evidence) on customer purchase interest within KITE Manufacturing PLC. It seeks to identify which strategic levers most significantly influence buying behavior to provide actionable insights for reversing the current decline in market share. The research employed a mixed-methods approach, utilizing both descriptive and explanatory designs. A census method was applied to a target population of 84 key customers (wholesalers and retailers), complemented by semi-structured interviews with senior marketing management. Quantitative data were analyzed using descriptive and inferential statistics via SPSS 27, while qualitative insights provided contextual depth to the findings. Preliminary descriptive analysis indicates a paradox in KITE's market positioning. While "Product Quality" received a high mean score ($M = 3.9$), suggesting strong technical offerings, the "Price" element received a low mean score ($M = 2.2$), indicating that customers perceive the current pricing strategy as uncompetitive and disproportionate to the value provided. Furthermore, the study identified a significant gap in customer-centricity, particularly regarding the integration of customer feedback into the product development stage. The study concludes that high product quality alone is insufficient to sustain purchase interest if not supported by competitive pricing and robust customer engagement. It is recommended that KITE Manufacturing PLC shifts from a volume-based sales strategy to a customer-centered approach, re-evaluating its pricing structures and enhancing its promotional and distribution mechanisms to better align with market expectations and competitive benchmarks in the Ethiopian packaging industry.

Keywords: Marketing Mix, 7Ps, Customer Purchase Interest, Corrugated Packaging

1. Introduction

The initial decade of the 21st century presented substantial financial challenges for firms, necessitating the pivotal role of marketing in navigating these difficulties. According to Kotler and Keller (2012), effective marketing execution requires companies to adopt innovative strategies that guide their operations. Crafting an appropriate marketing strategy involves a careful balance between discipline and flexibility, as organizations must adhere to a strategic framework while continuously refining their approaches. Furthermore, it is essential for firms to develop customized strategies tailored to various products and services within their portfolios.

In the face of unprecedented competition, contemporary businesses must not only deliver high-quality products but also cultivate a profound understanding of the factors influencing customer purchasing decisions. Johansson (2000) emphasizes that companies can achieve a competitive advantage by comprehensively understanding the drivers of customer choices and aligning their marketing strategies accordingly.

An effective marketing program is contingent upon the coordinated integration of the marketing mix elements, which serve as a tactical framework for achieving organizational objectives. Traditionally, the marketing mix comprises four core elements: product, price, place, and promotion, primarily applicable to tangible goods. However, in addressing the unique challenges associated with service marketing, three additional variables—people, process,

and physical evidence—are introduced, collectively referred to as the "7 Ps" of product/service marketing. These elements are critical in meeting customer needs and enhancing market positioning.

The "7 Ps" represent strategic levers in product/service marketing, enabling companies to develop strategies that effectively meet customer needs profitably in competitive environments (Wirtz & Lovelock, 2016). A key indicator of an effective marketing strategy is reflected in customer purchase interest, which this study aims to investigate within the KITE Manufacturing Industry. Customer purchase interest denotes the level of attention and enthusiasm exhibited by customers toward potential purchases, influenced by factors such as product features, pricing, promotional strategies, and availability (Kotler & Armstrong, 2010).

In today's dynamic market landscape, marketing managers must adeptly leverage the elements of the marketing mix—product, price, place, and promotion—to foster robust purchase interest. By effectively managing these elements, companies can attract and retain customers, thereby ensuring sustainable organizational growth. Understanding customer perceptions and responses to these marketing mix elements is crucial for influencing purchasing behavior (Anderson & Vince, 2004).

The marketing mix elements are controllable variables that marketers utilize to shape and stimulate customer interest in their offerings. Through informed adjustments to these elements, companies can significantly

enhance customer purchase interest, leading to increased sales. Each element of the marketing mix plays a vital role in generating purchase interest, necessitating effective alignment with customer preferences and needs.

The KITE Manufacturing Industry, a private limited company poised for privatization, has been producing high-quality corrugated carton boxes and sanitary materials since its inception. Given the company's diverse product offerings and its presence in both local and international markets, it is imperative to assess the effectiveness of the marketing mix elements in influencing customer purchase interest. This study aims to explore the relationship between the marketing mix and customer purchase interest within the KITE Manufacturing Industry, providing valuable insights into refining strategies that enhance customer buying behavior and drive sales growth. Ultimately, understanding the impact of each element of the marketing mix on customer preferences and decision-making will enable the company to tailor its marketing efforts more effectively, fostering increased engagement and loyalty in a competitive marketplace.

2. Statement of the Problem

In the contemporary competitive business environment, marketing is a crucial element for organizational success, with financial performance often dependent on marketing capabilities. Kotler et al. (2009) assert that the effectiveness of finance, operations, accounting, and administration diminishes if companies fail to comprehend consumer needs and adequately identify demand for their products and services. Consequently, it

is imperative for firms to meticulously design and implement marketing strategies while continuously monitoring their effectiveness to maintain a competitive market offering. Fully integrated and coherent marketing mix strategies are fundamental to a successful marketing approach (Akroush, 2011).

Customer purchase interest is a critical determinant of long-term business viability (Jeans, 2004). In the current competitive landscape, it has become a decisive factor influencing the success or failure of business objectives. Companies that effectively generate and sustain high levels of purchase interest among their customers gain a significant market advantage, reflected in increased sales and positive brand perception. Without robust purchase interest, achieving marketing success and fostering business growth becomes exceedingly difficult.

The corrugated carton box manufacturing industry specializes in producing packaging materials, primarily utilizing corrugated fiberboard, which consists of fluted sheets and liner boards. These materials are essential for creating boxes and packaging solutions, with primary raw materials including paperboard, steam, and adhesive. Corrugated packaging is the most widely used shipping material due to its cost-effectiveness, lightweight nature, functionality, and versatility. This industry plays a vital role in modern commerce, adapting to trends in sustainability and e-commerce while facing challenges related to costs and competition.

In 2021, the corrugated packaging industry manufactured a record 416 billion square feet of material for boxes and displays, with the

global market projected to grow at a compound annual growth rate (CAGR) of approximately 4-5% in the coming years, driven by sustainability and e-commerce trends. In Africa, the corrugated packaging market is expected to experience significant growth, with estimates suggesting a CAGR of 6-7% due to increasing local production.

In Ethiopia, the total demand for corrugated cartons exceeds 50,000 tons, with over 17 companies engaged in production. However, these firms only satisfy 63% of the total market demand. The designed capacity of these manufacturers is 149,892 tons, yet they achieved a production of only 46,672.7 tons, representing 31.1% of their designed capacity. Over the past seven years, the average annual production of these companies has been 2,862 tons.

The KITE Manufacturing Industry has emerged to address the identified market demand, with a designed capacity of 20,700 tons annually. However, its production efficiency is currently at 1,601 tons, corresponding to 26.6% of its total designed capacity for the 2024/25 fiscal year. This performance can be analyzed in relation to key competitors' market shares, revealing areas for potential improvement.

Recent observations indicate a decline in customer purchase interest for certain products offered by KITE Manufacturing Industry. Contributing factors may include product features, pricing, promotional effectiveness, and distribution strategies. A decrease in customer purchase interest poses a significant risk to the company's sales and market share, making it imperative to identify and address the underlying causes.

Given the critical nature of customer purchase interest, a research study is warranted to investigate the root causes of this decline and recommend strategies to enhance it. KITE Manufacturing Industry has not previously conducted research to analyze the factors influencing customer purchase interest for its products. This study aims to fill that gap by evaluating the effectiveness of the marketing mix elements—product, price, promotion, and place (distribution)—in shaping customer purchase decisions.

The performance report of KITE Manufacturing Industry reveals discrepancies between actual production and sales figures compared to planned performance, underscoring the need for a strategic shift. The data highlights a traditional focus on increasing sales volume, suggesting a transition to a more customer-centered strategy aimed at fostering and sustaining strong purchase interest.

By understanding which elements of the marketing mix exert the greatest influence on customer purchase interest, KITE Manufacturing Industry can implement targeted strategies to attract and retain customers. This approach is essential for achieving long-term profitability and market success, emphasizing the importance of aligning marketing efforts with customer needs and expectations.

3. Basic Research Questions

This study aims to explore various factors influencing customer purchasing interest, as highlighted. Below is a structured overview of the research questions.

Research Questions

1. What is the effect of product on customer purchasing interest?
2. How does price influence the purchasing interest of customers?
3. Does the place or distribution support the buying interest of customers?
4. What is the overall effect of promotion on customer purchasing interest?
5. What is the overall effect of promotion on customer purchasing interest?
6. What is the effect of the service delivery process on customer purchasing interest?
7. What is the effect of the physical environment on customer purchasing interest?
8. What is the effect of human resources on customer purchasing interest?

4. Objectives of the Study

The main objective of this study is to explore the impact of the marketing mix elements—product quality, pricing, distribution mechanism, and promotion—on customer purchase interest in the factory's products. Based on the general objective, the specific objectives of this study are as follows:

1. To assess the effect of product on customer purchasing interest.
2. To investigate the extent to which price affects customer purchasing interest.
3. To examine the extent to which the product affects customer purchasing interest.
4. To determine the extent to which distribution affects customer buying interest.
5. To investigate the effect of promotion on customer purchasing interest.

6. To examine the extent to which the service delivery process affects customer purchasing interest.
7. To investigate the extent to which the physical environment affects customer purchasing interest.
8. To determine the effect of human resources on customer purchasing interest.

5. Significance of The Study

This study is crucial for the KITE Manufacturing Industry as it provides valuable insights into the impact of marketing mix elements, specifically product quality, pricing, promotion, and distribution, on customer purchase interest. Understanding customer preferences and purchasing behavior is essential for the factory to adjust its strategies effectively and remain competitive in an evolving market. In today's business environment, where customer needs and expectations change rapidly, optimizing these marketing mix elements is vital for the long-term survival and growth of the company.

The findings of this study offer significant policy recommendations for both the company and industry regulators. Specifically, the research highlights areas where adjustments in pricing strategies, product offerings, promotional efforts, and distribution channels could enhance customer engagement and purchase interest. Such insights empower decision-makers to create policies that align with consumer expectations, thereby ensuring that the company remains competitive within the alcohol and liquor industry.

Furthermore, this research contributes to the academic understanding of how marketing mix elements influence customer purchase interest, particularly in the context of the Ethiopian corrugated carton box and packaging market. By filling a gap in the existing literature, the study provides empirical evidence on customer behavior within this specific industry. This foundation allows future researchers to build upon its findings, prompting further exploration in related areas.

For business managers and decision-makers at the KITE Manufacturing Industry, the study serves as a valuable tool in shaping effective marketing strategies. By identifying the factors that most strongly influence customer purchase interest, the factory can make informed decisions that improve its market positioning, enhance customer engagement, and ultimately boost sales. Additionally, the findings can guide resource allocation in critical areas such as pricing and promotional activities, maximizing the return on investment.

Finally, through the process of conducting this applied research, the researcher gains practical experience that contributes to both academic and professional development. This experience not only enhances the researcher's understanding of the subject matter but also equips them with valuable skills applicable in the field of marketing and business strategy.

6. Review of Related Literature

This literature review synthesizes various studies on the marketing mix and its influence on business performance, customer

purchase interest, and competitive advantage across different sectors. The findings from these studies highlight the critical role that marketing strategies play in shaping consumer behavior and organizational success.

Akroush (2011) conducted a study to investigate the generalizability of the 7Ps Marketing Mix in Jordan's product and service organizations. Utilizing a quantitative methodology, Akroush distributed a structured questionnaire to a sample of 164 marketing managers. The findings indicated that the 5Ps of the marketing mix—People, Price, Place, Product, and Promotion—positively influence performance within Jordan's manufacturing industries. Notably, the strongest predictors of performance were identified as People, Price, and Place. Additionally, the study suggested that the expanded 3Ps, which include Process and Physical Evidence, should be integrated into the 5Ps framework to enhance overall performance.

Singh (2012) explored the relationship between various components of the marketing mix and competitive advantage. The study emphasized the importance of effectively blending the 4Ps—Product, Price, Place, and Promotion—to meet customer satisfaction and achieve organizational goals. Singh concluded that strategic decisions regarding the 4Ps play a crucial role in attaining competitive advantage, as companies must adapt their marketing mix to address market demands and competition effectively.

Chumaidiyah (2013) examined the impact of the 7Ps on marketing performance

specifically within Indonesia's telecommunications sector. The study found that Product, Promotion, and People emerged as the most significant elements influencing marketing performance. Conversely, while Price, Place, Physical Evidence, and Process are integral to the marketing mix strategy, they did not demonstrate a significant partial influence on performance. However, the study highlighted the necessity of maintaining these elements to strengthen market positioning.

Hosseini and Shahrokh (2013) focused on identifying the performance implications of marketing strategy within the food industry, particularly concerning the moderating effects of transformational leadership, demand uncertainty, and competitive intensity. Their research involved sales and marketing managers from companies listed on the Tehran Stock Exchange. The findings revealed that marketing strategy is a significant factor in shaping customer purchase interest, underscoring its importance in influencing consumer behavior.

Abdelhady, Fayed, and Fawzy (2019) investigated the influence of marketing mix elements on passengers' purchasing decision-making in the airline industry. Utilizing a questionnaire, the study included a sample of 600 customers from the packaging industry. The results indicated a significant negative relationship between Price and purchasing decisions. Conversely, positive relationships were found between the elements of Product, Promotion, and Place with passengers' purchasing decisions, suggesting that these

factors significantly impact consumer choices.

Srinivasan and Lisanu (2020) aimed to examine the effects of marketing mix elements on customer purchase interest among micro and small enterprises (MSEs) in Merab Abaya Town, Gomo Region, Ethiopia. Their findings revealed that Price and Promotion positively affect customer purchase interest, while Place and Product also have significant positive effects. This highlights the importance of these marketing strategies in influencing consumer purchasing behavior.

Ranjbar and Khalafu (2021) conducted research on the role of perceived quality in customer satisfaction and purchase intentions within the packaging market. Their study found that high-quality products and packaging significantly influence consumers' willingness to purchase. This finding aligns with the notion that product quality remains a cornerstone in consumer purchasing decisions.

Recent studies have also highlighted the critical role of pricing strategies in influencing consumer behavior. Raza et al. (2020) explored pricing perceptions among consumers in the manufacturing sector, discovering that transparent and value-based pricing significantly enhances purchase interest. The study indicated that consumers are more likely to purchase products when they perceive the price as justifiable relative to the product's quality. Similarly, Ney et al. (2021) demonstrated that dynamic pricing strategies, including seasonal discounts, can significantly drive customer interest during peak buying seasons.

In a study by Rao et al. (2023), the convenience of purchasing packaging materials from both local and imported sources was shown to affect consumer preferences and purchase intentions. Their findings indicated a growing preference among consumers for retailers that offer both locally produced and imported options. Furthermore, Chen et al. (2023) found that effective distribution strategies, such as partnerships with local retailers, enhance product visibility, directly contributing to increased customer purchase interest.

Baack et al. (2021) examined the impact of multi-channel promotional strategies, revealing that traditional advertising combined with social media campaigns creates a synergistic effect that enhances customer awareness and interest in products. Their study found that consumers exposed to integrated marketing communications are more likely to engage with brands and express higher purchase intentions. Additionally, Mikhaylov and Oskolkova (2022) emphasized the effectiveness of experiential marketing techniques, such as tasting events and product sampling, in driving consumer interest and encouraging immediate purchase decisions.

Promotional activities are instrumental in capturing consumer attention and driving purchase interest. Research by Kargar et al. (2021) found that promotional tactics, including loyalty programs and social media marketing, have a direct and positive impact on consumer purchase intentions. Their study highlighted those personalized promotions, which resonate with consumer preferences, tend to increase engagement and encourage

repeat purchases. Furthermore, Liu and Zhang (2022) noted the effectiveness of influencer marketing, indicating that endorsements by trusted figures significantly enhance consumer interest and likelihood of purchase.

Finally, the accessibility and convenience of distribution channels play an essential role in shaping customer purchase behavior. Awan et al. (2022) investigated the impact of distribution strategy on consumer purchase intentions in the alcoholic beverage sector, revealing that greater product availability in local markets significantly increases consumer purchase interest. Additionally, Gupta and Singh (2023) indicated that the effectiveness of online distribution channels has grown, particularly in the post-pandemic context, with many consumers preferring to purchase alcoholic beverages online due to convenience and safety.

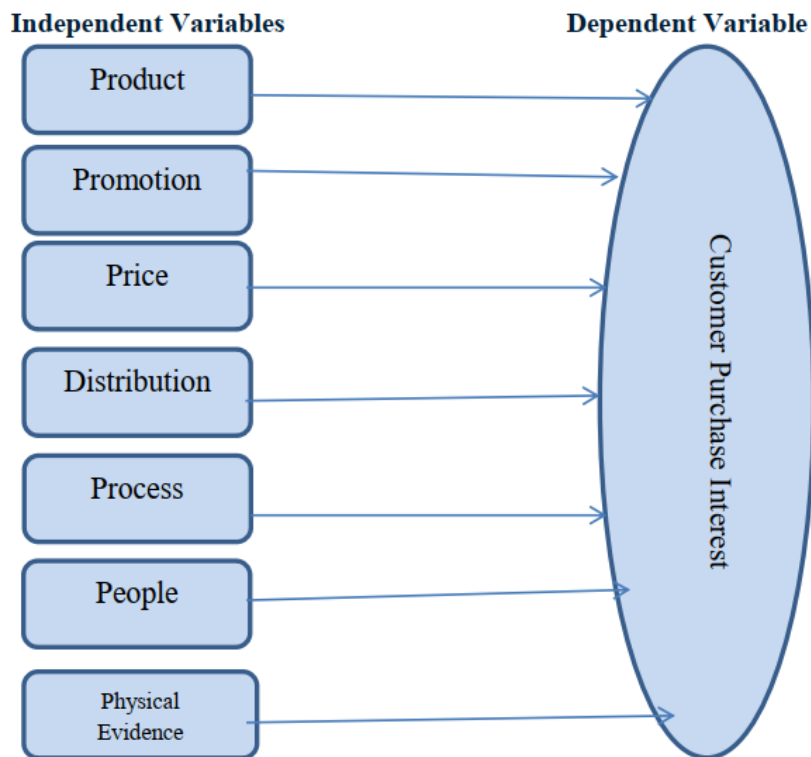
In conclusion, the reviewed studies collectively emphasize the critical role of various marketing mix elements in influencing consumer behavior and business performance. The integration of traditional and modern marketing strategies, alongside a focus on quality and pricing, is essential for achieving competitive advantage and enhancing customer satisfaction.

7. Conceptual Framework of the Study

A conceptual framework in research is a structured representation of key variables, concepts, and their relationships, serving as a roadmap to guide the research process by explaining how different elements interact. It helps in clarifying the research problem,

refining questions, and structuring data analysis and interpretation. It is a representation of the relationship you expect to see the variables, or the characteristics or properties that you want to study. Conceptual frameworks can be written or visual and are generally developed based on a literature review of existing studies about the topic.

In a conceptual framework for a study, the marketing mix, often referred to as the "4 Ps" (Product, Price, Place, and Promotion), represents the controllable elements a company uses to reach its target market effectively.



Based on the empirical review and the suggested conceptual framework, the study hypothesized the below seven points.

HO₁: Price has significant positive effect on customer purchase interest

HO₂: Product has significant positive effect on customer purchase interest

HO₃: Place/Distribution has significant positive effect on customer purchase interest

HO₄: Promotion has significant positive effect on customer purchase interest

HO₅: People have significant positive effect on customer purchase interest

HO₆: Process has significant positive effect on customer purchase interest

HO₇: Physical Environment has significant positive effect on customer purchase interest.

Research Methodology

KITE Manufacturing Plc. was re-established after acquiring Mellens Private Limited Company. Founded in 2023 E.C. by two Ethiopian investors with a paid-up capital of Birr 7,500,000, the company initially focused on sanitary paper production at its factory in the Gellan area of Oromia Regional State. In 2004 E.C., the ownership was transferred to Tamrin International Trading Plc., and in 2013 E.C., the company rebranded as KITE Manufacturing PLC. Under new ownership, the factory has improved capacity utilization and diversified into manufacturing corrugated carton boxes for various products.

The location of KITE Manufacturing in the Oromia Region, particularly within Sheger City Administration and Gellan City, is strategically significant for its production, pricing, promotion, and distribution activities. This setting is conducive for examining customer purchase interest concerning the marketing mix elements, allowing for a detailed analysis of factors influencing consumer behavior.

In this study, a mixed-methods approach is employed, integrating descriptive and explanatory research designs to understand the marketing mix's impact on customer purchase interest. The quantitative phase includes surveys distributed to wholesalers and retailers, while the qualitative phase features structured interviews with the marketing department head. This dual approach enhances insights from survey findings, providing a more nuanced understanding of customer behavior.

Descriptive research organizes and analyzes data to illuminate events, focusing on specific product lines to address the observed lack of customer purchase interest. Explanatory research explores causal relationships and patterns in previously unexamined data. This study utilizes quantitative methods to gather extensive data, enhancing the understanding of correlations within the market, while qualitative research provides rich insights that complement quantitative findings.

The target population consists of 84 customers interacting with KITE Manufacturing, employing a census method to include all relevant participants. The researcher employs a probability sampling technique to ensure unbiased representation while utilizing stratification to categorize the population into three major groups based on customer hierarchy. This comprehensive approach aims to capture valuable insights from a well-defined sample.

Both primary and secondary data sources are utilized to achieve the study's objectives. Primary data is collected through observations, questionnaires, and interviews, while secondary data is gathered from books, journals, and organizational publications. The primary data, particularly from questionnaires, serves as the main source of information, ensuring a robust foundation for the analysis.

Data collection methods include questionnaires and semi-structured interviews. Questionnaires are administered personally to ensure clarity and encourage

timely responses, featuring a mix of closed and open-ended questions. five-point Likert scale captures respondents' opinions, and Cronbach's Alpha analysis is conducted to assess the reliability of the questionnaire, ensuring consistent measurement.

Semi-structured interviews with top-level managers provide valuable insights into managerial practices, allowing for in-depth exploration of topics. This qualitative approach complements the quantitative data, revealing the "what," "how," and "why" behind decisions and strategies. The combination of methodologies aims to create a comprehensive picture of the managerial landscape at KITE.

Data analysis involves examining the database to address research questions and hypotheses. Both quantitative and qualitative methods are employed, with descriptive and inferential statistics used to understand the impact of marketing mix elements on customer buying interest. A data transformation procedure facilitates meaningful comparisons between quantitative and qualitative data, enhancing the overall validity of the results.

Reliability and validity are crucial for ensuring the consistency and meaningfulness of the research findings. Reliability is assessed through Cronbach's alpha, while

Mean Score Interpretation

R/N ^o	Mean Score	Interpretation	Remark
1	From 4.30 to 5.00	Very High/Excellent/	
2	From 3.50 to 4.20	High	
3	From 2.70 to 3.49	Moderate	
4	From 1.90 to 2.69	Low	
5	From 1 to 1.89	Very Poor	

Source: (Zaki and Ahmad, 2017).

validity is reinforced by triangulating quantitative and qualitative data. Feedback from the sales manager is sought to enhance the accuracy of the data collected, ensuring that it accurately reflects the division's activities.

Ethical considerations are paramount in the research process, particularly regarding how participants are treated and how data is managed. The researcher addresses ethical issues such as avoiding discrimination, protecting confidentiality, ensuring privacy, and obtaining necessary permissions. By adhering to these ethical principles, the research aims to maintain integrity and respect for participants, contributing to the credibility and reliability of the findings.

Data Analysis, Presentation and Interpretations

Descriptive Analysis of Market Mix Elements

Descriptive statistics have been employed in this study to analyze the effect of market mix strategy on various variables and their corresponding influence on drivers' defensive driving behavior. The interpretation of the market mix elements mean scores is as follows: In this context, the mean score can be interpreted as follows:

Market Mix Element - Product

Table 4.3 presents the descriptive statistical analysis of the market mix element related to the product. The average mean score for this element is 3.9 (SD = 1.03), indicating that the products offered by KITE Manufacturing Industry are perceived to be of high quality.

Notably, respondents rated the emphasis on customer feedback and product development as low, suggesting areas for improvement. Overall, the strong performance in product quality is likely to enhance customer satisfaction and drive purchase decisions.

Descriptive Statistical Analysis of Market Mix Element-Product

CODE	Market Mix Element	Participant	Mean	St. Deviation
	Product	N	M	SD
1	KITE Manufacturing Industry offers less range of product service	76	3.68	.8673
2	KITE Manufacturing Industry provides lower quality product as compared to its competitors	76	4.17	.985
3	KITE Manufacturing Industry utilizes less advanced technology of the industry	76	3.22	1.078
4	KITE Manufacturing Industry gives less emphasis for brand reputation to provide distinctive product quality to its customers	76	4.26	.899
5	Less emphasis is given for customer feedback to improve the quality and efficiency of product service delivered.	76	4.73	1.247
6	Less emphasis is given for customers' needs and requirements at product development stage.	76	3.56	1.111
	Average	76	3.9	1.03

Source: Questionnaire and SPSS 27 output, 2025

Market Mix Element - Price

Table 4.4 outlines the descriptive statistical analysis for the price element of the market mix. The findings reveal a low mean score of 2.2 (SD = 1.1), indicating that respondents perceive the pricing strategy as inadequate. Despite the high quality of products, customers feel that the prices are not

reasonable or competitive compared to alternatives. This situation may compel customers to explore competitors' offerings, suggesting that KITE Manufacturing Industry needs to reevaluate its pricing strategy to enhance customer interest and loyalty.

Descriptive Statistical Analysis of Market Mix Element-Price

CODE	Market Mix Element	Participant	Mean	St. Deviation
	Price	N	M	SD
1	In KITE manufacturing industry, the price charged for the product is not reasonable.	76	2.17	1.330
2	The price charged are not proportionate to the quality of the product offered	76	1.10	1.239
3	The service charges do not measure up to competitors' offers or it is not competitive	76	2.11	1.188
4	The prices are not communicated and easily understandable	76	1.71	1.117
5	KITE Manufacturing Industry does not consider the different kinds of costs incurred when determining price for product rendered.	76	2.80	.816
6	No Price discrimination (charging different price) is available according to the market segments.	76	3.08	.7073
	Average	76	2.2	1.1

Source: Questionnaire and SPSS 27 output, 2025

Market Mix Element - Promotion

According to Table 4.5, the average mean score for the promotion element is 3.4 (SD = 0.8). This score reflects a strong understanding and awareness of the company's brand and product quality among customers, particularly through door-to-door promotions. However, there are weaknesses

in mainstream and digital media promotions. To strengthen brand recognition and customer engagement, KITE Manufacturing Industry should consider diversifying its promotional efforts beyond traditional methods.

CODE	Market Mix Element	Participant	Mean	St. Deviation
	Promotion	N	M	SD
1	There is effective utilization of advertising media such as TV, magazine, etc. to promote its products	76	3.71	1.004
2	Less emphasis is given for various sales promotions such as promotional gifts, price discounts etc.	76	3.77	.7932
3	KITE Manufacturing Industry do not use publicity and public relations to enhance its image	76	3.26	.7548
4	KITE Manufacturing Industry promotes its product less adequately and effectively	76	3.34	.9026

5	KITE Manufacturing Industry do not use direct marketing methods such as the internet, direct mail, social media etc.	76	3.32	.8064
6	KITE Manufacturing Industry allocates few promotional budgets to advertise its product service.	76	3.14	.7781
	Average	76	3.4	0.8

Market Mix Element - Placement

Table 4.6 presents the analysis of the placement element, with an average score of 2.6 (SD = 1.00). This moderate score suggests that customers perceive the distribution and placement strategy as needing improvement. Specifically, respondents noted that product locations are

less accessible and that there is limited use of multi-distribution channels. Enhancing placement strategies and improving accessibility could help KITE Manufacturing better meet customer expectations and increase market reach.

Descriptive Statistical Analysis of Market Mix Element-Placement

CODE	Market Mix Element	Participant	Mean	St. Deviation
		N	M	SD
1	Kite Manufacturing Industry product locations are less accessible	76	2.21	.853
2	KITE Manufacturing Industry use few multi-distribution channels (service at customer-site,)	76	2.71	1.093
3	24/7 support is limited to few product service.	76	3.13	1.087
4	KITE Manufacturing Industry appreciates the role of intermediaries rather than direct contact with customers.	76	2.24	.9642
	Average	76	2.6	1.0

Source: Questionnaire and SPSS 27 output, 2025

Market Mix Element - Process

Table 4.7 indicates an average mean score of 2.7 (SD = 1.08) for the process element. This score suggests a low level of customer interest in KITE Manufacturing Industry's products, primarily due to inadequacies in service delivery processes and technology

use. The findings emphasize that operational efficiency and technological literacy are crucial in shaping customer perceptions. Improving these processes could lead to increased customer engagement and interest in the company's offerings.

Descriptive Statistical Analysis of Market Mix Element-Process

CODE	Market Mix Element	Partic.	Mean	St. Deviation
	Process	N	M	SD
1	KITE Manufacturing Industry use standard procedures in all of its product and service	76	2.30	1.083
2	KITE Manufacturing Industry use information technology inadequately on its product delivery processes	76	2.72	.960
3	KITE manufacturing industry use Non-flexible systems and procedures in responding to customers' needs	76	2.68	.851
4	KITE Manufacturing industry's systems and processes weaken efficiency of service delivery	76	2.96	1.193
5	Product and service delivery time exceeds target date.	76	3.06	1.289
	Average	76	2.7	1.08

Source: Questionnaire and SPSS 27 output, 2025

Market Mix Element - People

In Table 4.8, the average mean score for the people element is 2.5 (SD = 1.03), reflecting a low level of customer interest in KITE Manufacturing's products. The findings highlight deficiencies in staff interaction, commitment, and effective customer

handling. These issues significantly hinder the overall customer experience. To enhance customer interest and satisfaction, KITE Manufacturing should focus on improving employee training and fostering a customer-centric culture.

Descriptive Statistical Analysis of Market Mix Element-People

CODE	Market Mix Element	Participant	Mean	St. Deviation
	People	N	M	SD
1	KITE Manufacturing Industry carefully chooses personnel who interact with customers.	76	2.28	1.152
2	The service staff are not adequately motivated and rewarded to provide effective customer interactions	76	2.72	1.206
3	The customer contact staff do not exhibit enthusiastic, positive and caring attitude	76	2.25	.8922
4	Less emphasis is given for training and development programs to improve employees' capabilities	76	3.03	.8397
5	The service staff lacks courtesy and are less competent to handle customer service	76	2.39	1.071
	Average	76	2.5	1.03

Source: Questionnaire and SPSS 27 output, 2025

Market Mix Element - Physical Evidence

Table 4.9 presents the analysis of the physical evidence element, with an average mean score of 2.4 (SD = 0.89). This score indicates a low level of customer interest in purchasing decisions related to KITE Manufacturing's products. Key issues include an unwelcoming facility layout, inadequate

representation of the company's image by customer service employees, and insufficient safety measures. Enhancing the physical environment and ensuring customer comfort can significantly increase customer satisfaction and positively influence buying decisions.

Descriptive Statistical Analysis of Market Mix Element-Physical Evidence

CODE	Market Mix Element	Participant	Mean	St. Deviation
	Physical Evidence	N	M	SD
1	The overall facility layout, décor, furnishings, colors, lighting, etc. are not friendly and welcoming ambience.	76	2.28	.9065
2	Customer service employees exhibit appearance that shows the company image.	76	2.23	.7636
3	The facilities and layout of the organization are not designed in a way that communicates product quality.	76	2.55	.9851
4	Safety and security requirements ignore customer's comfort.	76	2.31	.8035
5	Customer representatives suffer in using company facilities e.g. cafeteria, parking lot, etc.	76	2.82	.8388
	Average	76	2.4	0.89

Source: Questionnaire and SPSS 27 output, 2025

Inferential Analysis of Market Mix Elements

4.3.2.1 Correlation Analysis

The relationship between market mix strategy and customer purchase interest was assessed using Pearson correlation analysis. This analysis aims to determine the strength and direction of the relationship between the dependent variable (customer purchase interest) and the independent variables (market mix elements). According to Alwadael (2010), correlation values (r) are interpreted as follows: a value of 0.000 indicates no correlation, 0.01-0.09 indicates a very weak correlation, 0.10-0.29 indicates a

weak correlation, 0.30-0.59 indicates a moderate correlation, 0.60-0.79 indicates a strong correlation, and 0.80-1.0 indicates a very strong correlation.

The table shows that the market mix strategy has a significant, positive, and very strong correlation with customer purchase interest (r = 0.781, p < 0.01). This finding suggests that as the effectiveness of the market mix strategy increases, so does customer purchase interest.

Correlation Analysis

		Correlations	
		Market Mix Element	Customer Buying Interest
Market Mix Element	Pearson Correlation	1	.781 **
	Sig. (2-tailed)		0.000
	N	76	76
Customer Buying Interest	Pearson Correlation	.781 **	1
	Sig. (2-tailed)	0.000	
	N	76	76

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Questionnaire and SPSS 27 output, 2025

Regression Analysis

Results of Linear Regression Analysis

While Pearson correlation analysis indicates relationships, it does not show the effects of independent variables on the dependent variable. Therefore, multiple regression analysis was conducted to assess the impact of the independent variables (product, price, promotion, placement/distribution, process, people, and physical evidence) on customer purchase interest.

Table 4.11 presents the model summary, indicating a high correlation coefficient ($R = 0.909$) between the marketing mix strategy and customer purchase interest. The R^2 value of 0.826 suggests that 82.6% of customer purchase interest is influenced by the marketing mix strategy, leaving 17.4% attributed to other factors not examined in this study.

Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.909 ^a	.826	.819	.35745

a. Predictors: (Constant), Market Mix Strategy

Source: Questionnaire and SPSS 27 output, 2025

ANOVA Results

The table shows the ANOVA results, with an F-value of 115.990 ($p = 0.000$). This significant F-statistic indicates that the model is effective in determining the relationship

between the market mix strategy and customer purchase interest, allowing for the rejection of the null hypothesis.

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	74.100	5	14.820	115.990	.000 ^b
	Residual	15.588	122	.128		
	Total	89.688	127			

a. Dependent Variable: Customers purchase interest

b. Predictors: (Constant), Market Mix Strategy

Source: Questionnaire and SPSS 27 output, 2025

The above table details the coefficients for each independent variable. The coefficients indicate the impact of each factor on customer purchase interest. For example, the coefficient for product ($\beta = 0.353$) suggests that a one-unit increase in product quality leads to a 35.3% increase in customer purchase interest, assuming all other

variables remain constant. Similarly, the coefficients for price ($\beta = 0.227$), promotion ($\beta = 0.200$), placement ($\beta = 0.141$), process ($\beta = 0.154$), people ($\beta = 0.259$), and physical evidence ($\beta = 0.210$) also show significant positive impacts on customer purchase interest, all with p-values less than 0.05.

Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.629	.168		3.740	.000
	Product	.380	.058	.353	6.498	.000
	Price	.234	.042	.227	5.616	.000
	Promotion	.150	.042	.200	3.612	.000
	Placement	.117	.055	.141	2.146	.034
	Process	.357	.051	.154	7.008	.000
	People	.239	.035	.259	6.627	.000
	Physical Evidence	.236	.048	.210	3.712	.000

a. Dependent Variable: Customers Purchase Interest

Source: Questionnaire and SPSS 27 output, 2025

The above table summarizes the results of the research hypotheses tests. Each hypothesis regarding the positive effects of the market

mix elements on corporate customer retention was accepted, indicating that all elements product, price, place/distribution,

promotion, people, process, and physical evidence significantly influence customer purchase interest. This comprehensive analysis underscores the importance of a well-executed marketing strategy in driving

consumer engagement and sales, aligning with findings from previous studies by Akroush (2011), Singh (2012), Chumaidiyah (2013), Abdelhady et al. (2019), and Srinivasan and Lisanu (2020).

Summary of the Research Hypothesis Test Result

Alt	Hypothesis	Result	Result
H01	Price has significant positive effect on Corporate customer retention.	$\beta = .353$; $P = 0.000 < 0.05$	Accepted
H02	Product has significant positive effect on Corporate customer retention.	$\beta = .227$; $P = 0.000 < 0.05$	Accepted
H03	Place/Distribution has significant positive effect on Corporate customer retention.	$B = .200$; $P = .034 < 0.05$	Accepted
H04	Promotion has significant positive effect on Corporate customer retention.	$B = .141$; $P = 0.000 < 0.05$	Accepted
H05	People have significant positive effect on Corporate customer retention.	$B = .154$; $P = 0.000 < 0.05$	Accepted
H06	Process has significant positive effect on Corporate customer retention.	$B = .259$; $P = 0.000 < 0.05$	Accepted
H07	Physical Environment has significant positive effect on Corporate customer retention.	$B = .210$; $P = 0.000 < 0.05$	Accepted

Source: Questionnaire and SPSS 27 output, 2025

Summary of Findings

The study aimed to assess the impact of marketing mix elements and strategies on customer purchasing interest, focusing specifically on prominent customers within the KITE Manufacturing Industry. The findings were derived from data obtained through questionnaires completed by 76 prominent customers, along with insights from six interview respondents selected from the proposed population.

The analysis highlighted the overall role of marketing mix elements in customer buying

decision-making, utilizing the 7Ps of the marketing mix: product, price, promotion, place, process, people, and physical evidence. Each category's results were summarized using mean values and standard deviations to identify the extent of the marketing mix's influence on customer buying decisions and to highlight areas requiring improvement.

Overall, the cumulative average mean value for the role of marketing mix elements in customer buying decisions was found to be

2.8 (SD = 0.99), which corresponds to 56%. This indicates that the impact of marketing mix strategies on customer purchasing interest across the company's products is at a moderate level. However, individual components exhibited varying performances that influenced decision-making processes either positively or negatively.

The product element received an average mean score of 3.9 (SD = 1.03), indicating a strong perception of quality among KITE customers. This high perceived quality is likely to enhance customer interest in purchasing. The regression analysis showed a coefficient for product (β_2) of 0.353, indicating that a one-unit increase in product quality results in a 35.3% increase in corporate customer retention, with a significant t-value of 6.498 and a p-value of 0.000.

In contrast, the price element scored a mean of 2.2 (SD = 1.1), reflecting low customer perceptions of adequacy. This suggests that customers view KITE's pricing strategy as inadequate, potentially deterring purchases despite high product quality. The coefficient for price (β_3) is 0.227, indicating that a one-unit increase in price could lead to a 22.7% increase in purchase interest, supported by a significant t-value of 5.616 and a p-value of 0.000.

The promotion element received an average score of 3.4 (SD = 0.8), suggesting a solid understanding of KITE's brand, particularly through door-to-door promotion. However, deficiencies in mainstream and social media promotions were noted. The coefficient for promotion (β_4) is 0.200, indicating that a one-unit increase in promotion can lead to a

20% increase in purchase interest, with a significant t-value of 3.612 and a p-value of 0.000.

The average score for placement/distribution was 2.6 (SD = 1.00), indicating that customers view KITE's distribution strategies as adequate but not exceptional. The coefficient for placement (β_5) is 0.141, meaning a one-unit increase could lead to a 14.1% increase in corporate customer retention, with a significant t-value of 2.146 and a p-value of 0.034.

The process element scored 2.7 (SD = 1.08), reflecting variability in customer perceptions largely due to inefficiencies in service delivery. The coefficient for process (β_6) is 0.154, indicating that a one-unit increase could yield a 15.4% increase in purchase interest, supported by a significant t-value of 7.008 and a p-value of 0.000.

The average score for the people element is 2.5 (SD = 1.03), indicating low customer interest due to insufficient staff interaction and ineffective customer handling. The coefficient for people (β_7) is 0.259, suggesting that a one-unit increase can lead to a 25.9% increase in purchase interest, with a significant t-value of 6.627 and a p-value of 0.000.

The average mean score for physical evidence is 2.4 (SD = 0.89), reflecting low customer interest due to factors such as an unwelcoming ambiance and inadequate representation of the brand. The coefficient for physical evidence (β_8) is 0.210, indicating that a one-unit increase could lead to a 21% increase in purchase interest, with a

significant t-value of 3.712 and a p-value of 0.000.

Finally, statistical analysis indicates a strong positive correlation ($r = 0.781$) between marketing mix strategies and corporate customer retention, significant at $p < 0.01$. This suggests that improvements in the marketing mix strategy, with the exception of pricing, are likely to enhance corporate customer retention.

Conclusion

The cumulative average mean value for the role of marketing mix elements in customer buying decisions stands at 2.8 (SD = 0.99), corresponding to 56%. This indicates that the impact of marketing mix strategies on customer purchasing interest across KITE Manufacturing Industry's products is moderate. However, individual components demonstrate varying performances that influence decision-making processes both positively and negatively.

The product element has a high average mean score of 3.9 (SD = 1.03), reflecting strong perceived quality. The regression coefficient (β_2) indicates that improved product quality can significantly enhance customer retention. Conversely, the pricing strategy scored low at 2.2 (SD = 1.1), suggesting inadequacy in customer perceptions. The coefficient for price (β_3) indicates that adjustments in pricing could positively influence purchase interest.

The promotion element received a solid score of 3.4 (SD = 0.8), indicating a good understanding of the brand; however, weaknesses in promotional outreach were noted. The coefficient for promotion (β_4)

suggests that enhancing promotional efforts could further drive purchase interest. The average score for placement/distribution was 2.6 (SD = 1.00), indicating that placement strategies are viewed as adequate but needing improvement. The coefficient for placement (β_5) indicates potential for increasing customer retention through better distribution.

The process element scored 2.7 (SD = 1.08), reflecting issues in service delivery. The coefficient for process (β_6) highlights the importance of improving operational efficiency. The average score for the people element is 2.5 (SD = 1.03), indicating low customer interest due to inadequate staff engagement. The coefficient for people (β_7) underscores the need for enhanced customer interaction.

Lastly, scoring 2.4 (SD = 0.89), physical evidence reflects low customer interest, emphasizing the need for improvements in ambiance and brand representation. The coefficient for physical evidence (β_8) indicates that enhancing this aspect can positively influence purchasing decisions. Overall, the statistical analysis indicates a strong positive correlation between marketing mix strategies and corporate customer retention ($r = 0.781$), significant at $p < 0.01$.

In summary, while KITE Manufacturing Industry demonstrates strengths in product quality and promotion, significant opportunities for improvement exist in pricing, distribution, processes, staff engagement, and physical evidence to enhance overall customer purchasing decisions.

Recommendations

This study investigated the influence of marketing mix elements on the buying decisions of customers at KITE Manufacturing Industry. Based on the findings and conclusions drawn from this research, the following recommendations are presented to address the identified issues within KITE Manufacturing Industry.

To maintain a competitive edge in product quality, KITE Manufacturing Industry should focus on sustaining product quality by continuously upholding high standards and exploring avenues for further improvements to attract and retain a loyal customer base. By prioritizing these aspects, KITE Manufacturing Industry can ensure ongoing success in the market.

Regarding pricing, it is essential for KITE Manufacturing Industry to reevaluate its pricing strategies to align with customer expectations and current market conditions. By adjusting pricing strategies, the company can create a more attractive offering that resonates with customers and helps improve customer loyalty, thereby reducing the likelihood of switching to competitors.

While KITE Manufacturing Industry's current promotional strategies effectively enhance customer awareness, there is a need for improvement in media outreach. Recommendations include enhancing media presence by investing in mainstream and digital media marketing to broaden reach, diversifying promotional efforts to strengthen brand recognition and customer engagement, and leveraging social media to

develop targeted campaigns that connect with a wider audience.

To address the moderate perception of distribution, KITE Manufacturing Industry should optimize placement by improving product availability where customers expect to find them. Enhancing accessibility through better logistics and distribution channels and improving delivery processes to ensure timely product availability will help meet customer expectations and potentially expand market reach.

To enhance customer engagement and interest in KITE Manufacturing Industry's products, the company should improve operational processes by streamlining and optimizing service delivery for enhanced efficiency. Investing in training to improve employees' understanding of IT systems and procedures will also be beneficial, along with ensuring that product and service delivery times meet customer expectations.

To enhance customer interest and satisfaction, KITE Manufacturing Industry should implement comprehensive training programs focused on customer service skills and effective communication. Fostering a customer-centric culture that prioritizes customer needs and values positive interactions will improve staff commitment and engagement with customers, demonstrating care and dedication in service delivery.

To improve customer satisfaction regarding physical evidence, KITE Manufacturing Industry should revamp the layout, décor, and lighting of its facilities to create a more inviting ambiance. Additionally, ensuring

that customer service employees present themselves in a manner that reflects the company's image and implementing better safety and security measures will enhance customer comfort in all facilities.

Furthermore, KITE Manufacturing Industry should consider developing a new product line in duplex lamination to diversify offerings, establishing a performance-driven sales commission structure to motivate teams to target high-value clients, and implementing rigorous cost-control measures while investing in advanced machinery to boost production capacity.

Utilizing detailed customer analytics to segment markets precisely will enable tailored pricing models, while strategically acquiring raw materials during off-peak periods can lower costs. Producing unprinted carton boards from local raw materials at competitive prices will support regional suppliers and reduce logistics costs. Offering tailored incentives to corporate customers can encourage loyalty and predictable revenue streams.

KITE Manufacturing Industry should deploy integrated marketing campaigns across digital platforms to highlight quality and unique selling propositions, while investing in staff training for superior customer service and improving logistics responsiveness. Implementing a continuous review process of production costs and market prices will allow for agile adjustments that sustain profitability.

Adopting ERP and supply chain management systems will streamline operations and ensure timely fulfillment. Exploring additional retail outlets and e-commerce channels will broaden market reach, while encourage feedback mechanisms and recognize staff excellence will enhance the professional environment. Prioritizing large, growing segments such as duplex packaging will integrate targeted growth into core product offerings.

Establishing a robust interdepartmental coordination framework will improve operational synergy, while optimizing order processing and delivery systems will reduce delays. Enhancing customer relationship management through a comprehensive database will improve service and targeted retention strategies. Investing in staff training to improve product knowledge and customer handling skills, revising pricing strategies, and strengthening branding and promotional efforts will further enhance competitiveness.

Finally, KITE Manufacturing Industry should streamline cost structures, explore raw material sourcing options to reduce expenses, implement confidentiality protocols in document handling, and address financial challenges by exploring alternative financing options to mitigate the impact of high interest rates and depreciation costs. By implementing these recommendations, KITE Manufacturing Industry can enhance its marketing strategies, improve customer satisfaction, and ultimately increase sales and customer loyalty.

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