

# The Impact Of 4P's Of Marketing On Student's Purchase Decision: A Case Of Kodai.My

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## ABSTRACT

The actions of producers in a marketing plan are influenced by the quick and dynamic commercial growth environment. There are numerous strategies for promoting a firm using the marketing mix. To meet the wants and expectations of the customers, the marketing strategy is therefore linked to the products, prices, promotions, and location. Consequently, the aim of this study is to evaluate the 4Ps of marketing at Kodai.my (Retail Simulation Store). The study's specific goal is to evaluate the students at Polytechnic Nilai's levels of product, price, promotion, place, and buying choice. Additionally, correlation research is conducted to see if there is a connection between Kodai.my purchase decisions made by students and factors such as product, price, promotion, and location. In this study, data were gathered using a questionnaire as part of a survey approach and a quantitative research design. 120 students were selected randomly, and the respondents are the customers who experienced purchase at Kodai.my. The findings show that generally the 4Ps of the marketing mix may influence their choice of purchase. Considering the outcomes of this, some recommendations have been suggested to improve on the part that they are weak on so that it becomes better in future

## 1.0. Introduction

The impact of the four marketing principles on students' buying decisions: "A case study of Kodai.my" is the subject of this study. The background of this study is covered in this chapter, along with the problem description, study objectives, theoretical framework, study scope, and study restrictions in doing this research. Each of these chapters goes into great length and includes subtopics that go through the crucial tasks and processes involved in finishing this study.

### 1.1. Background of Kodai.my

Retail Simulation Store (RSS) was established on 4th August 2014, with the aim of encouraging the retail students to practices as much as they can before they further studies for practical training.

Then, the store was rebranding their name as Kodai.my with the tagline “Engaging minds and empowering success” on 4th June 2018. In addition, this store is one of the selected incubator at Politeknik Nilai since 2018. The store is fully managed by the retail students as supervised by few lecturers with the related retail subjects. As mentioned before, the store is a simulation laboratory for students to practice and to handle how to manage the business. Whilst the students do the practical there, they also were given the opportunity to select, to design layout, to buy merchandise, handling stocks at the Kodai.my. With the above in mind, the Vision of store only for retail simulation laboratory and not for the profit-oriented purposes. Furthermore, if the sales and profit of the store keep increasing it will enhance some motivation and encourage students to show their success.

## **1.2. Problem Statement**

The 4Ps of marketing and purchasing choices have drawn more attention in recent years. The 4Ps of marketing, which affect decision-making, are the focus of this study. The 4ps of marketing, also referred to as the marketing mix, is a marketing tool that is used to determine whether a marketing strategy to promote a product would be successful in producing results. By incorporating all four components into the customer's needs, the 4ps are intended to convince customers to adore a product (Hanifan, 2017). As a result, it can fulfil the customers' needs and wants.

Thus, to understand how customers behave and make purchasing decisions, the researcher has done some surveys. (Shamsher,2015). Customer behavior relates to buying and using products to satisfy their needs (Solomon, 2013). Furthermore, this helps the Kodai.my understand how consumers intend to behave to buy the products and why they would buy those products (Kotler & Keller, 2016).

Thus, the information obtained from the survey, the researchers would like to study the level of the 4P's factors and to determine what are the reasons that may contribute to the high level of purchase decision at Kodai.my.

## **1.3. Research Objectives**

1. To assess the level of products, price, promotion, place, and purchase decision of students at the Kodai.my.
2. To examine the relationship between the price, product, promotion, and place and students' purchase decision at the Kodai.my.

## **1.4. Research Questions**

1. What is the level of products, price, promotion, place, and purchase decision of students at the Kodai.my?
2. What is the relationship between the price, product, promotion, and place and students' purchase decision at the Kodai.my?

## **1.5. Scope of the Study**

The scope of the study will only comprise the level of 4P's and purchase decisions of the students who buy from Kodai.my. Thus, the result of this study may not apply to other Retail Simulation Store (RSS) within or outside the other Polytechnics.

## 1.6. Significance of the Study

A customer decides to purchase a specific product when they want to decide from among two or more possibilities to act on their behavior. (Kokler, 2008) asserts that people buy products to meet their own requirements. The combination of data about the product, the price, the promotion, and the store where the product is sold may be required during this process. The consumer decides to buy a product after obtaining all the information they need or want to make that decision (Nugroho Setiadi, 2008). Therefore, Kodai.my must provide an environment that encourages students to make more purchases. The results of the study can provide us with a better understanding of how students do purchase from a variety of perspectives. Additionally, this study can identify the most effective strategies and update its promotional.

## 1.7. Conceptual Framework

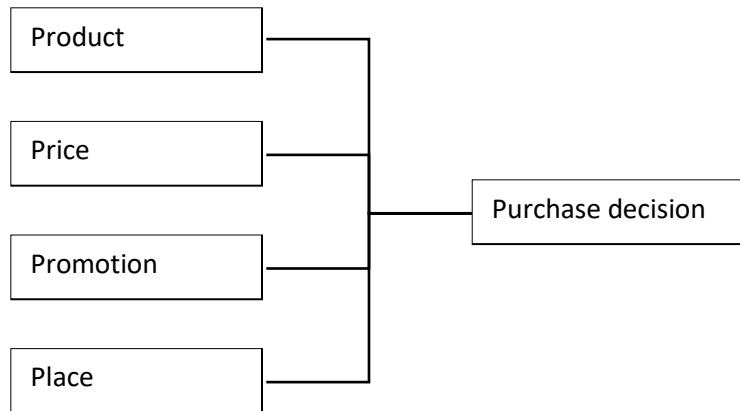


Figure 1.1 Purchase decision

## 2.0. Literature review

### 2.1. Purchase Decision

There are six stages that consumers go through before reaching a final purchase decision. The stages in the decision-making process include, identification the problems, gathering the information, identification the alternatives, choose among alternatives, purchasing decision and finally make the decision (Mirabi, Hamed and Hamid, 2015). In addition, before making decisions, a marketer's job is to concentrate on the entire purchasing process rather than just one decision (Basil et al., 2013). A consumer has two or more options to pick from when deciding whether to act on their behavior when making decision to buy a certain product (Kokler, 2008). Consumer exchanges money to get product or services this is one of the processes involved in purchase decision. (Qazzafi,2019). In short, the purchasing decision is when customers decided to make purchase amongst the best choices (Kotler & Keller,2012).

### 2.2. Product

Products are defined as items or services that are introduced to the market with the intention of being consumed by consumers to meet their wants and expectations (Armstrong & Kotler, 2006). As a result, the major component of the marketing mix is the product, and every product, as has been claimed, distinguishes itself from other products based on those features (Ferrell, 2005). Products that emphasize product quality, design, variety, branding applied to the product, features of the product, packaging of the product, or the service being rendered, and the service provided, have an impact on consumer purchasing decisions (Al Badi, 2018). Product diversity, price, and product quality are examples of factors related to the product aspect that influence customer purchase decisions. The

purpose of making or producing the product or services must be made ready to the consumer at a suitable place based and accessibility (Thabit and Raewf,2018)

### **2.3. Price**

Price can be summed up as the amount that must be exchanged by the consumer to receive an offering (Singh, 2012). The cost of materials, product differentiation, amount of competition, market share, and the customer's perceived value of the product are some of the variables that influence an organization's pricing strategy (Davenport & Harris, 2007). Price has a big psychological impact on customers and influences to repurchase a product (Kotler et al., 2008). According to (Al Badi ,2018), price plays a role in the differentiation of products among consumers.

### **2.4. Place**

The availability of a product to a client is related to the idea of place (Armstrong & Kotler, 2006). To fulfil demand and supply for a product and to overcome barriers that prevent the supply of a product to a certain market, distribution facilities and location are important considerations (Copley, 2004). The method by which goods and services are transported from the supplier or maker to the customer can be referred to as the location (Goi, 2009). Distribution channels, warehousing facilities, modes of transportation, location, selection, logistics, and inventory control management are all parts of the place that covered up in the marketing mix (Singh, 2012). The activities that go into getting the product or service to the customer are included in the distribution channels. These sources are useful.

### **2.5. Promotion**

Promotion is the channel of the way to communicate with clients to promote a product and convince them to buy it. Reducing the communication gap between a business and its customers is the core goal of promotion (Lovelock & Wright, 2002). Promotion aids in convincing customers and influencing their purchasing decisions (Thabit and Raewf, 2018). According to (Kotler and Armstrong ,2012), promotion is defined as human activities based on a communication process through advertising messages through the media.

## **3.0. Methodology**

### **3.1. Research Design**

In this study, a descriptive study was used to get the information. Descriptive studies are also undertaken to understand the characteristics of a group of students. (Sekaran & Bougie,2016). This research has been used because of the suitability to identify the level of the four components of marketing mix among the students of the commerce department. It involves survey from questionnaires and sampling method and deciding on how to measure the variables items. The measurements were adapted from previous studies. The reliability and validity for the construct have been established. Note that, the items for this study were measured using 5-point Likert-type scale that indicate by 1=strongly disagree and 5 =strongly agree separately. The 5-point Likert scale was applied to force the respondent to answer positive or negative (Kumar, Salim, & Ramayah 2013).

Items for marketing mix (product, price, place, and promotion) were adapted from (Thabit and Raewf,2018), while for item purchase decision was adapted from (Schiffman and Kanuk, 2007). Sample and Data Collection from the respondent for the current study is experienced who had purchased experience at Kodai.my from commerce department. The data was collected through self-administrated questionnaire. The respondents were 120 samples selected randomly. The sample size represents approximately 10% of the overall numbers of students of the commerce department. The sampling method is non-probability sampling designs which is convenient sampling. (Sekaran & Bougie 2016).

#### 4.0. Discussion of analysis and findings

The researcher used frequency distribution analysis, reliability analysis, means analysis and pearson-r correlation coefficient analysis as the method of running data analysis.

Table 1 Respondents' Profile

ITEMS		FREQUENCY	PERCENTAGE
Age	18-20	103	85.8
	21-23	17	17.3
	24 and above	0	0
Gender	Male	84	70
	Female	36	30
Program	DRM	48	40
	DLS	27	22.5
	DBS	29	24.2
	DIB	16	13.3
Semester	1	1	8.3
	2	7	5.8
	3	15	12.5
	4	76	63.3
	5	10	12

First, descriptive analysis was performed, and the results were presented in Table 1. The respondents were asked to report their demographics information including age, gender, program and semester. The median age group of the respondent was 18 to 20 years old, followed by the age 21-23 years old (17.3%) and 24 and above (0%). The respondents were predominantly male (70%) and female amount to (30%). Next, the program of DRM indicates (84%) followed by DLS (22.5%), DBS (24.2%) and DIB (13.3%). Lastly the semester analysis. The highest semester 4 (63.3%), then (12.5%) followed by semester 5 (12%) next semester 2 (5.8%) and lastly semester 1 (8.3%).

Next, reliability analysis was performed to measure the stability and consistency of a particular element without bias (error-free) and thus ensures consistent measurement across time and across the various items in the instrument.

Table 2 Reliability Analysis

Variables	Cronbach'Alpha
Product	0.816
Price	0.823
Promotion	0.882
Place	0.854
Purchase Decision	0.861

The outcome shows that the Cronbach's Alpha for the product (independent variables) measure for five (5) items product is 0.816. The outcome demonstrates how excellent this independent variable is. The outcome shows that the Cronbach's Alpha for the price (independent variables) metric for five (5) items is 0.823. The outcome demonstrates the merits of this independent variable. The outcome shows that the Cronbach's Alpha for the promotion of five (5) items (independent variables) is 0.882. According to the outcome, the Cronbach's Alpha for the five (5) items with independent variables is

0.854. The outcome shows that the dependent variable (business purchase decision) measure's Cronbach's Alpha for five (5) items is 0.861. The outcome demonstrates how excellent this dependent variable is. The closer Cronbach's alpha is to 1, the higher the consistency reliability. It can be said that the questions about the product, price, promotion, place and purchase decision are acceptable. (J. F. J. Hair et al., 2017)

The following presents statistical analysis for the collected data, with the tables in this section presenting the results mean for each variable.

Table 3 Descriptive Analysis

The marketing mix elements	M
Product	4.09
Price	3.74
Place	3.64
Promotion	3.21
Purchase decision	3.42

Table 3 presents the description of the overall mean of each item. These results indicate the highest mean results were (4.09) product. Next results were 3.74 which is price. Third was place with the results of 3.64. Then, the results of purchase decision were 3.42. Lastly, the results were promotion with 3.21 mean results.

Subsequently, the Pearson correlation was used to identify the significant relationship among each of the variables. This analysis is used to answer the research objective. It can indicate as strong, moderate, and weak correlation based on the score.

Table 4 Correlation Analysis

Variables	Correlations				
	Purchase decision	Product	Price	Place	Promotion
Purchase decisions	1				
Product	.759**	1			
Price	.545**	.687*	1		
Place	.759**	1.000**	.712**	1	
Promotion	.545**	.687**	1.000**	.624**	1

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

\*Correlation is significant at the 0.05 level (1-tailed)

Table 4.4 shows the value correlation between the factors (product, price, promotion, place) and purchase decision. Accept correlation among purchase decision and product (0.759), price (0.687), place (0.712) and promotion (0.624). The r-value shows that the relationship between the independent and dependent variables are showed the coefficient of correlation with above 0.3 at where above 0.5 have strong relationship (Nunally, 2014). It means that when Kodai.my has fulfil the 4P's factors, it will increase the level of purchase decision among students.

## 5.0. Conclusion and Recommendation

The students thought highly of the product quality sold on Kodai.my. Kodai.my should keep the products in stock because it offers students a selection of lovely items that are renowned for meeting their demands.

Next, the results from price are at the moderate level. The students gave the products' costs a reasonable rating and found them to be satisfying. When compared to the market for outside stores, Kodai.my should offer more affordable prices. According to the results, students believe that pricing is one of the most important things that influences their decision to buy. (Riyadi and Rangkuti , 2016)

Then, the students rated place at moderate level. Kodai.my's accessibility is therefore flexible and scattered throughout the polytechnics. However, they also point out that due to a lack of available space, the stores are not flexible in pace inside for their easy shopping.

Lastly, the results from promotion are moderate level. Kodai.my should focus on promotional activities to make their products and services attractiveness. One of the ways, is to update the social media as one of the promotional activities for Kodai.my to attract the students to make purchase.

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