



Analyzing and Exploring the Effectiveness of Each Element of 7Ps of Marketing Mix

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ABSTRACT

It is now obvious that like most economies the world over, Indian economy is progressively becoming service economy and so there is a need to manage services in the best possible way. Services are so varied & diverse that one need to be managed strategically. It is now obvious that like most economies the world over, Indian economy is progressively becoming service economy and so there is a need to manage services in the best possible way. Services are so varied & diverse that one need to be managed strategically. Here main emphasis has been given on the service sector & hence aim of article is to analyze the marketing mix. It's a part of service marketing, where Product, Price, Place, Promotion, People, Process & Physical evidence are the vital this is also known as 7P concept in marketing phenomenon. In this paper is a detailed study of marketing mix where it's objectives, elements, importance and its effects on Indian consumers related to rather than product / service, price / fees & promotion. The importance of each element depends not only on the organization and its activities, but also on the competition and time. All marketing elements are interrelated and should be seen in the whole of their actions. Sometimes to analyze, descriptive analysis to know the best practice among the seven marketing tactics Marketing elements: product, price, place and promotion are used for marketing objectives. These instruments operate most efficiently when all the elements are combined and working together.

Keywords: Effectiveness, marketing mix, 7Ps,

INTRODUCTION

A company has to strategically place itself in the economy to be lucrative and increase its brand value in the market. Gaining a place in the ever competition economy and creating brand value can be done with the help of marketing activities. The art of marketing comprises having the right number and quality of product or service on hand to suit consumers' needs at the right time and location, as well as ensuring that customers benefit from the company's actions. (Arto A, 2005)

E. Jerome McCarthy offered the first definition of marketing mix in 1960, describing it as "the choice of tools that the corporation wishes to combine in order to satisfy [a] target group." (McCarthy, 1960, p. 37)

The marketing mix is a powerful concept because it makes marketing appear simple, provides for the separation of marketing from other company operations and the delegation of marketing work to specialists; and - the components of the marketing mix can influence a company's competitive position. (Jain, 2013)

One such activities of advertising the company's product is marketing mix. This concept has gained significance in the recent years. This mix, traditionally included a "union of strategies" (POPESCU, 2009) on four fronts, viz., product, price, distribution and promoting. (V., 2002)

The marketing mix strategy has two additional advantages. To begin with, it is a useful tool for recognising that the marketing manager's work is balancing the benefits of one's competitive strengths in the marketing mix against the benefits of others. The marketing mix's second benefit is that it reveals another facet of the marketing manager's work.(Jain, 2013)

In the past few years, three more elements have been added in this marketing mix; physical evidence, process, people. Each element's value is determined not only by the company and its activities, but also by the competition and the passage of time. All marketing factors are intertwined and should be considered in their entirety. Some items may be more important than others; this is mostly determined by the company's strategy and operations.

The 7Ps of marketing mix has been repeatedly and widely employed by marketing firms, branding agencies, and even web design firms all across the world.



Borden claims to be the first to coin the term "marketing mix," claiming that Culliton's (1948) definition of a company executive as a "mixer of elements" inspired him. Borden, on the other hand, did not explicitly define the marketing mix; he considered it to be a collection of significant parts or ingredients that made up a marketing strategy (Borden, 1965, p. 389). McCarthy (1964, p. 35) expanded this definition even further, defining the marketing mix as a mixture of all the factors available to a marketing manager in order to satisfy the target market. McCarthy and Perreault (1987) defined the marketing mix as the controllable variables that a company can coordinate to meet its target market's needs. As can be seen from Kotler and Armstrong's description of the marketing mix, this definition (with minor revisions) is widely recognised. The theoretical aspect of marketing mix was introduced by Neil H. Borden, a professor at Harvard Business School. It was redefined by E. Jerome McCarthy (Anderson & Taylor, 1995).

LITERATURE REVIEW

The marketing mix is a collection of controllable variables and their levels that a company employs to affect its target market. The marketing mix parts are the fundamental, tactical components of a marketing strategy. The traditional marketing mix ingredients are often known as the Four P's. McCarthy 1964 refined Borden's idea of marketing mix defined and regrouped Borden's 12 elements (namely product planning; pricing; branding; channels of distribution; personal selling; advertising; promotions; packaging; display; handling; physical handling; and evidence gathering and analysis) to four elements or 4Ps at a marketing manager's command to satisfy the target, according to Goi (2009), who cited extensive literature.

McCarthy (1960) was the first to suggest the four P's (price, promotion, product, and place of distribution) as the primary ingredients of a marketing strategy, and as a means of translating marketing planning into practise, according to Cengiz&Yayla (2007) and Wolfe & Crofts (2011), citing some studies.

According to Grönroos (1994), a marketer plans several forms of rivalry and blends them into a "marketing mix" to optimise a profit function. According to Suprihanti (2011), marketing mix aids in the definition of marketing aspects for successfully positioning market offer. They also mentioned that marketing mix improves satisfaction, and the Four Ps, which include product, place, promotion, and price, is one of the most well-known marketing mix models.

Cooperatives can better address the requirements of their members and extend their sales in nonmember markets by utilising the marketing mix. Mostaani (Mostaani, 2005). Harvard University produced the first study on marketing mix in 1929 (Jersey, 1991), and the marketing mix management paradigm has dominated the industry since 1940. McCarty originated this concept in 1964 and refined it into the 4Ps principles we know today (Beckwith, 2001). Product, pricing, promotion, and place are the four elements that make up the marketing mix (Bennett, 1997). The marketing mix word was chosen because every decision made on one aspect must be compatible with the other three. (Bhatt et al., 2001.)

The four Ps of marketing can be summed up as follows:

Product:

The term "product" refers to all of the components and aspects required to provide a service that adds value to the client (Davis, 1997). Product is a part of the marketing mix that, when respected in cooperatives, leads to member and consumer satisfaction. For example, providing products with a reputable brand and appealing packaging increases sales as well as consumer pleasure. Mostaani (Mostaani, 2005).

Price:

The management of various expenses incurred by customers in getting the benefits from generating services can be seen in the price and other charges of the service industry (Davis, 1997). To conclude, price comprises the item's price as well as product assortments and lines, price adjustments, and payment options, allows the organisation to offer a competitive price.

Place:

Place refers to administrative decisions about where services should be delivered to clients, and it can involve both electronic and physical distribution routes (Davis, 1997). It also implies that the product is easily accessible to the consumer.

Promotion:

Promotion refers to a company's ability to connect with customers about its offerings. (Bahman Saeidi Pour, 2012).

According to H.R. Ganesha (2020), many academics have questioned the "4P's" Marketing Mix concept in their studies, claiming that it has flaws and is only appropriate for traditional marketing methods. However, several studies



have shown that the "4P's" concept of Marketing Mix is still an effective tool in marketing, and it is employed by the majority of management practitioners and researchers today.

Today, the economy has changed like never before and as have the consumers and their behaviour, according to Dr. Muhammad Khan (2014). A fifth P was postulated by Judd (1987), (people). To adapt the marketing mix concept to service, Booms and Bitner (1980) added three Ps (participants, physical evidence, and procedure) to the original four Ps. Political power and public opinion formation were introduced to the Ps paradigm by Kotler (1986). Baumgartner (1991) proposes the 15 Ps idea, according to Dr. Muhammad Tariq Khan (Khan, 2014). The three Ps, according to MaGrath (1986), are personnel, physical evidence, and process management. As customer behaviour evolves, the marketing mix has evolved to include not only 4Ps but also 7Ps, according to Harrington, 2017. Muala&Qurneh (2012) stated that later on, researchers clarified seven factors, which are their 7Ps, i.e. product, price, place, promotion, personnel, process, and so on, by adding three more elements.

The addition of S (service) to the marketing mix was suggested by Vignalis and Davis (1994). Product, price, place, promotion, participation, physical evidence, process, and customization are the eight Ps, according to Goldsmith (1999).

Customer-oriented personnel, according to Kushwaha and Agrawal (2015), try to demonstrate personal attention, interpersonal care, civility, and quick behaviour. The role of humans in the delivery of goods or services that might influence consumer perceptions is known as the **people** aspect in the 7Ps of marketing mix, according to Kukanja et al., 2016. This element, according to Muala&Qurneh (2012), refers to the service workers who create and deliver the service. Many services include personal interactions between customers and site staff, and these encounters have a significant impact on the customer's sense of service quality. Personnel are critical to providing excellent service to clients. (Khan, 2014)

By ensuring that a firm has a good process in place, the management of the company will save time and money through increased efficiency, and grade of customer service will remain consistent, which is crucial for building a brand reputation and client loyalty. (Focus7, 2018). According to Muala&Qurneh (2012), process is defined as that of the execution of actions and functions that raise the value of the brand at a low cost and with a high benefit to the client, and it is more significant for service than for commodities.

According to Muala&Qurneh (2012), the last component of the 7Ps of marketing mix refers to the environment in which the service is offered, as well as any tangible products that aid in the performance and communication of the service, physical evidence. This is critical since the consumer usually assesses the quality of the service delivered by looking at the physical evidence. Furthermore, this component pertains to the environment in which the services are produced. Similarly, the clients' perceptions of service quality might be influenced by their environment. (Khan, 2014). Physical evidence, according to Rafiq& Ahmed (1995), refers to the environment in which the service is offered as well as any tangible products that aid in the execution and communication of the service. Customers utilise concrete hints to gauge the level of service delivered, hence physical evidence is critical.

RESEARCH METHODOLOGY

The research design of this study is a form of study design that focuses on determining why things happen by establishing cause-and-effect correlations. This type of research design is known as Diagnostic Research Design. (Moons, Biesheuevel, Grobbee, 2004)

The population for conducting the study consisted of the lower and high income families of Indian economy. The study mainly focused on the metro cities such as Mumbai, Ahmedabad, Hyderabad, Bangalore, Chandigarh and Pune. Cities like New Delhi, Amritsar, and Udaipur, and are excluded as a result of the social insecurity issue that these cities are dealing with. The target market was chosen primarily because this group of customers uses practically choses the product based on all or one of the elements of marketing mix. This demographic also represents the country's various cultures. There are a total of 34,328158 people contributing towards the population of these metro cities.

The target population of this study were the people shopping online and in-person. Low income groups and middle income groups were the main focus of this study, across all the genders and above 18 age group.

The proportion of consumers in each state to the total for selected cities determined the sample size for each cities. The proportion of consumers in each city to the total for selected cities determined the sample size for each city.

The sample size was determined by using Yamane's (1967) formula. The formula of Yamane is expressed as:

$$n = \frac{N}{1 + N(e)^2}$$

Where

n= required sample size

N = Population

e= Significance level

Using this formula,

$$n = \frac{34,328,158}{1 + 34,328,158 (0.05)^2}$$

$$1 + 34,328,158 (0.05)^2$$

Hence, **n = 399.99 or 400**

Hence, the sampling consisted of 400 personnel from Mumbai, Ahmedabad, Hyderabad, Bangalore, Chandigarh and Pune.

The study is based on primary data sources. This information was gathered through the use of a questionnaire. A small component of the questionnaire would be adapted from Gan et al. (2011), Parasuraman et al. (1999), and general knowledge of literature, with changes made by the researchers.

The type of data that is used in this research study is quantitative data. (Gibbs,2018).Quantitative data is typically gathered for statistical analysis by sending surveys, polls, or questionnaires to a certain segment of the population. The questionnaire used consisted of 15 questions. This study was a cross-sectional study, conducted for determining the effectiveness of 7Ps of marketing mix from interpreting the responses from the sample taken at a specific point in time.

As it can be seen in the table below, the questionnaire was answered by 400 respondent from cities of Mumbai, Ahmedabad, Hyderabad, Bangalore, Chandigarh and Pune. Total of 127 females responded, and around 69% of targeted male population responded. 29% of the sample consisted of the respondents belonging to the age group of 18-45 years. Remaining 70.93% respondents were belonging to the age groups above 45 years.

Majority of the respondents were working with the private sector in Indian economy whereas other 51% of them were students. When asked about the mode they preferred for shopping and ordering, majority of them inclined towards the online mode, this may be due to the pandemic.

A well-structured questionnaire was created, with a heavy reliance on 5-point Likert scales to assess attitudes toward 7Ps of marketing instruments that cover all of the major interrogations questioning the effectiveness of marketing mix. A standard set of demographic and motivational characteristics were also assessed.

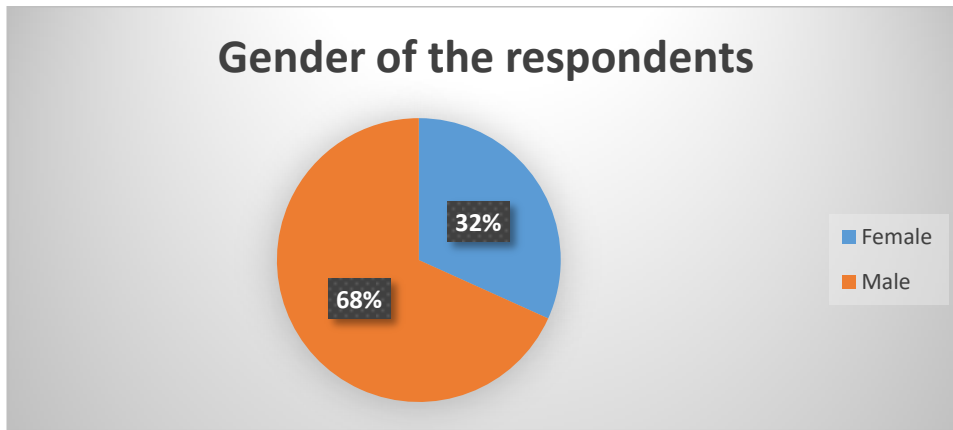
Figure 1: Showing the Sample for research study with attributes

PROFILE	FREQUENCY	PERCENT
GENDER		
Female	127	31.76
Male	273	68.25
AGE		
18-45	284	70.93
45+	116	29.07
Profession		
Private Sector	105	26.25
Public Sector	91	22.75
Non-working (Student)	204	51

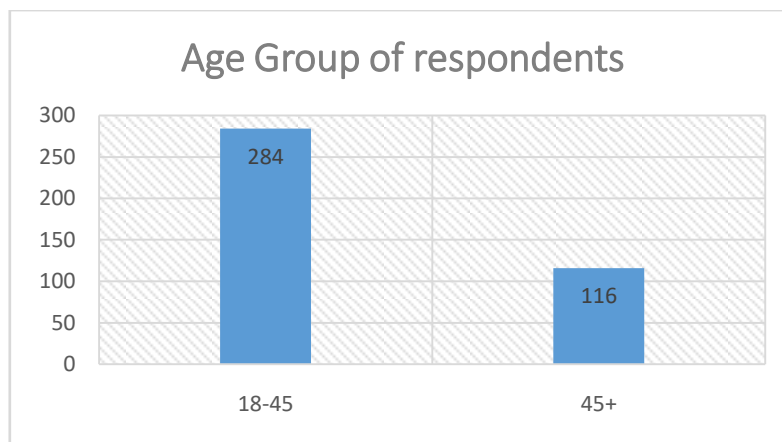
	PREFERRED SHOPPING MODE	
Online	223	55.75
Offline	177	44.25

Data Analysis

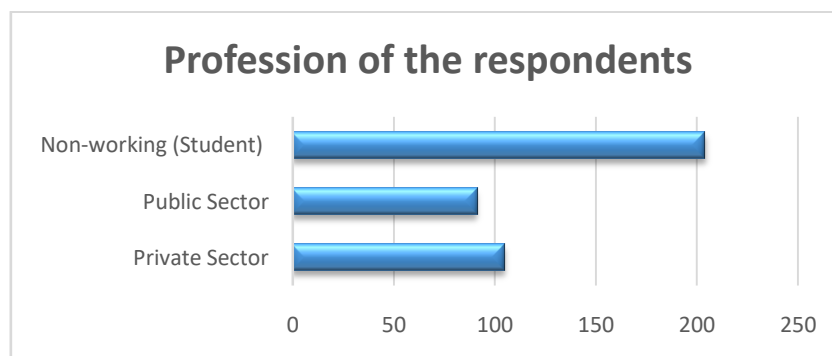
Since the 1940s, the marketing mix management paradigm has dominated marketing, and McCarthy (1964) expanded on this concept and refined the premise into what is now known as the 7Ps. (Jain, 2013)



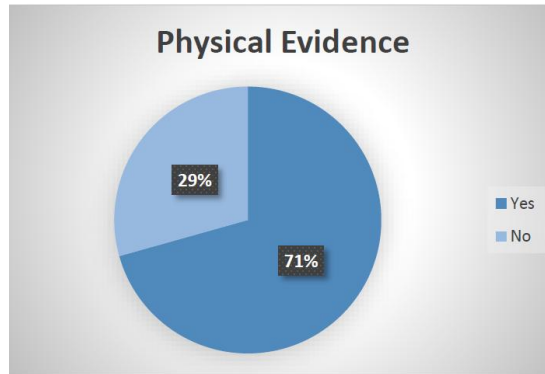
As it can be seen in the above visualized data, both genders have respondent to the questionnaire. This research has no and supports no gender based basis and it focuses equally on both of the gender. Out of the 400 respondents, 32% were females and the rest, 273 respondents were male.



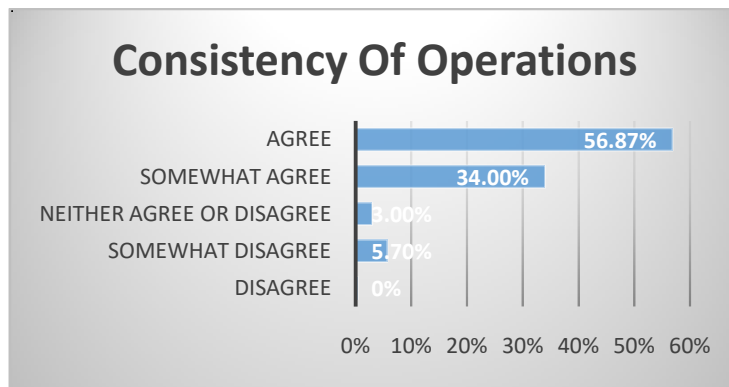
Out of the 400 respondents, most of them were of the young blood of the country, as they were our main focus. Around 284 respondents participated belonged to the 18-45 age group making it 70.93%; and the rest 29.07% respondents were belonging to the 45+ age group. The age group was asked because we wanted to find if the generations responded differently to the 7Ps of marketing mix.



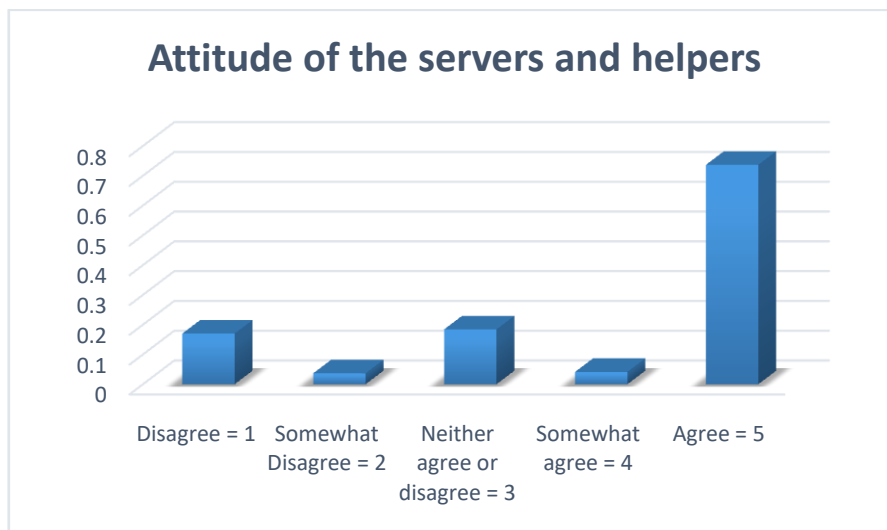
The research study also had been aimed at finding if the mode of shopping and ordering affected the effectiveness of the 7Ps of marketing mix. More than 56% of the respondents preferred to shop and order online. The rest 44%, 177 respondents, preferred to shop by stepping out and go in the restaurants for dining.



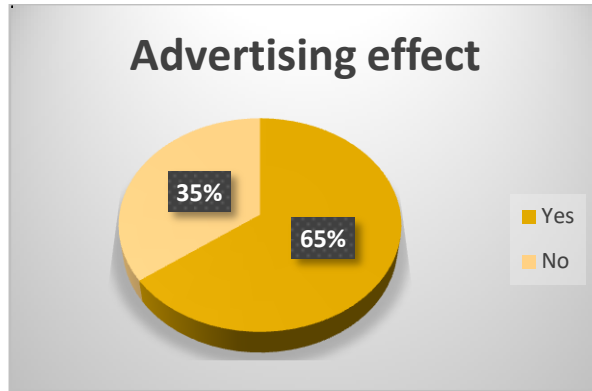
Over 71% respondents take into consideration the environment surrounding the place of shop, malls, and restaurants when they shop. It can be interpreted that a simulating surrounding have a positive impact on the respondents.



Quantitative data collected suggests that the consumers value the minimization of the time spent in ordering, shopping and in the flow of activities required. It can be interpreted that 58.88% of the respondents find it significant that the process, one of the 7Ps, stays consistent.

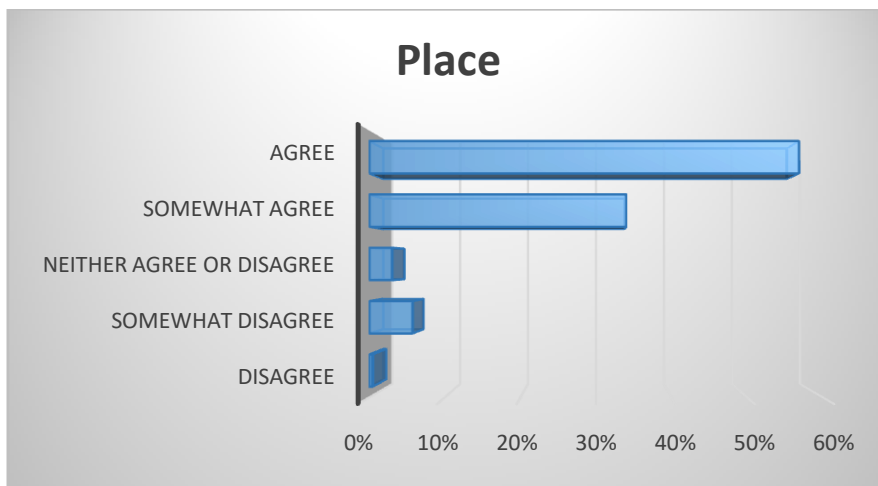


One of the 7Ps of marketing mix is people, in the services industry must be able to keep their calm and handle consumer complaints correctly, among other things. When questioned about this P, one a Likert scale, 73.66% agreed with a positive yes. Out of the 100, 18.40% neither agree nor disagree on the attitude of the servers.

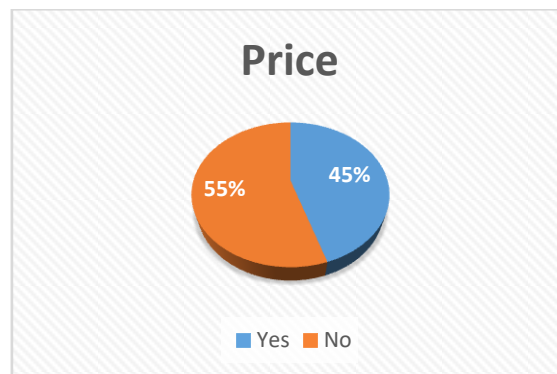


Out of the 400 respondents, 65% of them inclined to the products and services which they have seen being advertised. Even if they ignore the advertisement, it leaves an impact, implicit advertising. The rest of the 35% declined this effect, and said that the purchase only the products and services they want and not what they saw or heard.

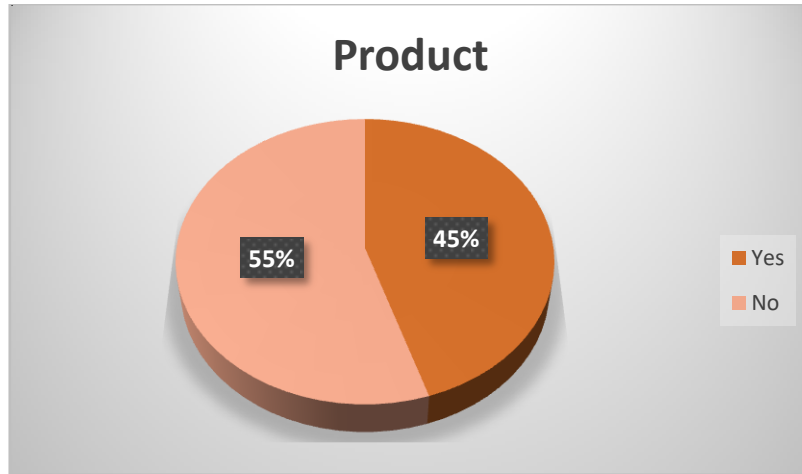
Place, one of the Ps, does not always refer to the location of a store. It also refers to the placement of merchandise within a business. When questioned about it, 56.87% people tended to have a strong agreement with the impact of this P.



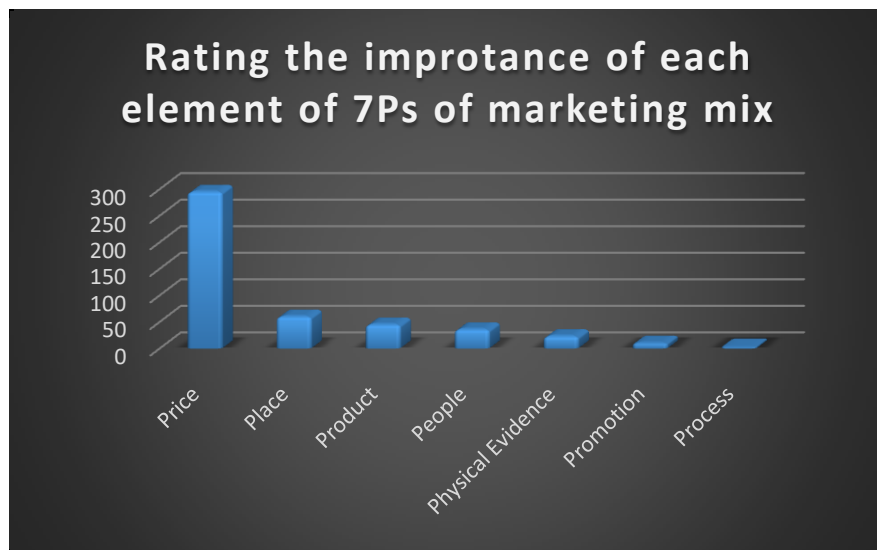
Data collected indicate that 89% people are price-oriented, if they think that the price is well put for the products and services, they avail it, otherwise they move on to different products. 11% of the respondents state that they don't take the price into consideration when it comes to availing the products and services they want.



Analysing the data collected, it is found out that nearly 45% of the sample population, when shop for goods and products of their choice, select the product they already know. This proves that consumer stay loyal to the brand and the brand elements like variety of products, quality, design, features, connected brand name, packaging, sizes, supplementary services, warranties, and returns are all factors to consider. It can also be interpreted that branding and brand perception of the products is an important aspect when it comes to planning the marketing strategy for the launch of new products



All the above data visualization indicate that the 7ps of marketing mix are effective, but the main aim of the study, that is to determine the effectiveness of each element of 7Ps, was asked in the last question of the questionnaire.



From the above column chart, it can be interpreted that price is the most valued P of the 7Ps of marketing mix. More than 290 respondents agree that price is what drives them towards a product or a service.

RESULTS AND DISCUSSIONS

In the economy to be profitable and increase its brand value in the market, a firm must strategically position itself in the economy. Marketing initiatives can help you gain a foothold in the ever-competitive economy and establish brand value. The art of marketing entails having the appropriate quantity and quality of product or service on hand to meet customers' requirements at the appropriate time and place, as well as ensuring that customers benefit from the company's efforts.

The considerable product discovered in this investigation agrees with the findings of Alhemoud (2010), Mammon (2012), and Addo & Kwarteng (2012). These researchers discovered that product/service had a substantial impact on consumer satisfaction in their varied investigations. The importance of process in this study is consistent with the findings of Jamal & Naser (2002), Casalo et al. (2008), Harlinton & Weaven (2009), and Al-Eisa & Alhemoud (2009), all of whom found that procedure had an impact on customer satisfaction.

Because more individuals are making their purchases online, price has become the most essential pillar of the marketing mix at this time. Everything we need can be available on a variety of websites when we need it. The offer has grown massively. As a result, a growing number of businesses have a diverse product offering. Because there are more competitors offering the same things, price competition is becoming more intense. It is true that consumers are finding it easier to compare pricing. Because price competition is becoming more crucial, it's a good idea to incorporate this information into marketing strategy.



The price of a product on the internet influences how much profit it will make, with a percentage of that profit going into marketing. Marketers have more money to sell a product if the margins are high. However, if a product's margins are low, there is less money available for marketing.

Price elasticity is a factor that retailers must consider in their pricing strategy in order to maximise profit margins.

FUTURE RESEARCH

This study can be conducted in a specific sector, to get to know more about how the elements of 7Ps of marketing mix affect an industry and a specific sector and how does it differ from other sectors. This study can also be aimed at the staff of academic expertise, and the results related to how effective marketing mix is can be found out.

One might also choose to perform various forms of surveys, such as interviews and focus groups, which would be quite valuable because a one-on-one encounter would provide a more detailed knowledge of the response. When compared to an online survey, the amount of data obtained will be less, but the accuracy will be much higher because one will be able to comprehend exactly what the responder is attempting to say.

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