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## A Study on Impact of Marketing Mix on Customer Satisfaction

**Ms. S. Boomika<sup>1</sup>, Dr. C. Meera<sup>2</sup>**

<sup>1</sup>Students, School of Management Studies, Karpagam College of Engineering, Coimbatore, Tamil Nadu

<sup>2</sup>Director, School of Management Studies, Karpagam College of Engineering, Coimbatore, Tamil Nadu

### ABSTRACT

Marketing is the process of identifying target customers and then uses product positioning, product, price, place (Distribution) promotion i.e. The Marketing Mix. This work examines the effects of marketing mix in terms of customer satisfaction at Bakers Spices & Ingredients Private Ltd, Coimbatore. A descriptive research design was used, with data collected from 120 respondents through a questionnaire. The study applied percentage analysis, chi-square tests, and correlation methods to derive insights. Findings indicate no significant relationship between gender and product strategy. To enhance customer satisfaction, it is recommended that the company regularly evaluate market trends and expand product offerings to meet diverse consumer needs. The study concludes that a well-optimized marketing mix is crucial for maintaining customer satisfaction, enabling businesses to adapt to changing market conditions, improve customer experience, and build long-term brand loyalty.

**Keywords:** Marketing Mix, Customer Satisfaction, Product Strategy, Marketing Strategies, Consumer needs

### INTRODUCTION

Baker's Spices and Ingredients Pvt. Ltd., located in Coimbatore, Tamil Nadu, is a reputed name in the food processing and ingredient manufacturing sector. The company specializes in producing high-quality spices, seasoning blends, baking ingredients, and flavouring agents that meet the diverse needs of both commercial and domestic consumers. With a clear focus on innovation and customer satisfaction, the company uses modern technology and hygienic processes to ensure product consistency and safety. Its wide product range includes natural spices, spice blends, baking enhancers, and customized formulations tailored for bakeries, restaurants, and food processing units. Baker's Spices is committed to maintaining international quality standards through continuous research, strict quality control, and sustainable sourcing of raw materials.

The company has earned the trust of its clients by offering reliable services, competitive pricing, and products that enhance taste and shelf-life. Baker's Spices and Ingredients Pvt. Ltd., based in Coimbatore, Tamil Nadu, is a trusted and emerging brand in the Indian food ingredient manufacturing industry. The company was established with the vision to provide high-quality, hygienically processed spices, baking ingredients, and flavouring solutions to both domestic and commercial markets.

#### Types of Marketing Mix:

Marketing mix are broadly classified into four groups i.e.,

- Product
- Price
- Place
- Promotion

### REVIEW OF LITERATURE

**K.R Mahalaxmi1, B. Sowmiya (2020)**, The study's primary goal is to determine the different elements that affect consumers' decisions to buy Cavin Kare hair care products and how frequently they do so. In Trichy, a research study necessitated the use of a standardized questionnaire. Factors impacting consumer satisfaction with Cavin Kare products and demographic data are included in the data collection process. Descriptive research is done in this research. The responders who purchase Cavin Kare products in Trichy are part of the population universe. With reference to Trichy, the samples were chosen from among Cavin Kare product users. By using Convenience sampling technique (i.e. non-probability sampling technique), the samples were chosen. The statistical tools used for this research are Percentage analysis and chi-square test.

**Setiadi Aditya (2019)**, Sales decline is caused by low customer loyalty that makes customers to quickly switch to other products. The purpose of this study was to examine the effectiveness of the marketing mix, customer happiness and loyalty levels, and the elements of the marketing mix that influence these metrics. Additionally, tactics that can be executed in order to enhance customer satisfaction and loyalty. This research applied Structural Equation Modelling method. Analysis results of the determinants influencing the buying decision of PT PUSRI fertilizer showed that the level of customer satisfaction towards the product was in the 'satisfied' category with the rating of 67.8 percent, whilst PT PUSRI fertilizer's customer loyalty fell into the "loyal" group with a value of 64.51 percent. The customer satisfaction gap was mainly due to the cost and geographical placement of the PT PUSRI fertilizer as a service, whereas product and pricing were less impactful. The development of consumer loyalty was strongly impacted by customer satisfaction. Differentiating aesthetic quality was one tactic that could be used for the product variable, and low-cost leader pricing was one that could be used for the price variable.

**Meera Singh (2019)**, Before introducing a product, the four choices that make up the marketing mix should be taken into account. These four elements product, price, place, and promotion should be the focus of a company's focused strategy. The marketing mix encompasses both product and service marketing strategies. Product, price, place, and promotion make up the typical product marketing mix, which is used to market physical commodities. In 1964, The topic of Borden's article was "The Concept of Marketing Mix." The marketing mix is defined by four factors that are equally significant. Product planning is the foundational step to outline a marketing plan. (Jain, 2009) states that These are the three components of the product plan: core product, augmented product, and tertiary product.

**M. B. M. Ismail (2019)**, examines how customer satisfaction is affected by each component of the service marketing mix. Enquiry, prompted me to do my research on banking services to find the factor of service marketing mix and study customer satisfaction at two local Batticaloa district branches. This study seeks to explore the connection between customer satisfaction and the elements of the service marketing mix. For this research work, one hundred customers from The Bank of Ceylon located in the Batticaloa District were interviewed. A data was collected by issuing out the questionnaires. among the customer at different branch of Bank of Ceylon during Bank Hours not interrupting the employees at banks. If the correlation coefficients in this study between customer satisfaction and the service marketing mix components product, place, promotion, pricing, people, process, and tangible evidence—are 0.707, 0.605, and 0.685, The service marketing mix components that have the highest correction with customer happiness are 0.665, 0.684, 0.504, and 0.670, in that order.

**Ingen leek, P.T.M. and van der Lans, I.A. (2019)**, The link between price strategies and price-setting procedures is the focus of this essay. The price literature's normative tradition is the source of the first, while the descriptive tradition is the source of the latter. While price-setting processes are concealed within an organization's walls, price strategies are obvious in the marketplace. The study examines the connection between price strategies and price-setting techniques that make use of cost, competition, and consumer value data. Survey data from 95 small and medium-sized industrial and service companies in the Netherlands is used to evaluate hypotheses. Given that strategies are carried out through price-setting processes, the results demonstrate the relationship between price strategies and price-setting practices. Nonetheless, some businesses do not follow any of the pricing theory-recommended strategies, other businesses engage in certain activities for unclear strategic purposes, and some businesses do not properly engage in the right activities to carry out their strategic decisions.

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## SCOPE OF THE STUDY

The compass of exploration is Coimbatore only. Objective of this study is to explore a marketing mix perspective in customer satisfaction with special reference to Bakers Spices & Ingredients Pvt Limited Coimbatore. Coimbatore. It focuses on product strategy and the effect of it in customer satisfaction Also this study aids to see what impact does on price strategy give for customer satisfaction The sample size of this study is 120. Data collected from the customers of Bakers Spices & Ingredients Private. Ltd, Coimbatore.

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## STATEMENT OF THE PROBLEM

Defining an effective marketing mix in a dynamic market is challenging. It is difficult for firms to define a suitable marketing mix in the ever-changing market that meets consumer demands and raises customer satisfaction levels. Ineffective product strategies can lead to products that don't satisfy customers' expectations, and disparities in price might give the impression that something is unfair or of lower value. Ineffective marketing campaigns may discourage participation, and problems with product delivery may make things harder to get, all of which have a detrimental effect on consumer happiness. By methodically examining the effects of product, pricing, promotional, and distribution strategies on total consumer satisfaction, this study seeks to close these disparities. By conducting a thorough analysis, the study aims to offer insights that will enable firms to improve their marketing mix strategies, resolving current problems and, in the end, maximising customer pleasure. The results of this study will provide marketing professionals with important information that will enable them to make wise choices and develop marketing strategies that appeal to their target market and improve the customer experience. Poor product strategies, pricing disparities, weak promotions, and distribution issues can negatively impact customer satisfaction. This research analyses the effect of item, cost, advancement, and conveyance on customer fulfilment to bridge these crevices. By providing insights, it helps businesses refine their marketing strategies, enhance customer experience, and improve overall satisfaction.

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## LIMITATIONS OF STUDY

- The analysis of the study is supported only with respondents' response.

- The size of sample is confined to 120 only. Therefore the generation is not appropriate.
- The study is confined to the respondents of Bakers Spices & Ingredients Pvt. Ltd, Coimbatore only.

## RESEARCH OBJECTIVES

- To evaluate how product strategy influences customer satisfaction
- To evaluate the influence of pricing strategy on customer satisfaction
- To evaluate how well a promotional campaign affects consumer satisfaction
- To examine the role of distribution strategy in shaping customer satisfaction
- To understand the combined impact of product, pricing, promotional, and distribution strategies on overall customer satisfaction

## RESEARCH METHODOLOGY

The nature of the research is descriptive. The research uses primary data. A orderly survey is utilized to assemble essential information from the members. Quantitative data make up the researcher's chosen research methodology. The study survey is the consider instrument that the analyst uses.

Customers who purchase baker's spices and ingredients make up the sample units. The Convenience Sampling approach was used, and researchers phoned the company's list of 120 notable customers in order to gather data. The study's sample size, which is based on all of the respondents' responses, is 120. This study makes use of the Karl Pearson's Test and the Chi-square Test.

## ANALYSIS AND INTERPRETATION

### Relation between the gender of the respondents and product strategy – Chi Square Analysis

H<sub>0</sub>: There is no significance difference between the gender of the repliers and product strategy

H<sub>1</sub>: There's a significance difference between the gender of the repliers and product strategy

Table 4.30

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Precent	N	Precent
GENDER OF THE RESPONDENTS * PRODUCT STRATEGY	120	100.0%	0	.0%	120	100.0%

### Chi Square Tests

	value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.326 <sup>a</sup>	14	.120
Likelihood Ratio	22.695	14	.065
Linear-by-Linear Association	4.890	1	.027
N of valid Cases	120		

a. 22 cells (73.3%) with a predicted number below 5. Minimum expected count 39.

### Interpretation:

The Above table it's inferred that the P value is 0. The value of 120 is not statistically significant at the 5% (0.05) level. The minimum expected count is 0.39 Thus null hypothesis is accepted and it is found that there is no significant relationship between the gender of the respondents and product strategy

### Relation between the gender of the respondents and product strategy – Correlation Analysis

Table 4.31

**Correlations**

		AGE OF THE RESPONDENTS	OVERALL CUSTOMER SATISFACTION
AGE OF THE RESPONDENTS	Pearson correlation	1	-.146
	Sig. (2-tailed)		.110
	N	120	120
OVERALL CUSTOMER SATISFACTION	Pearson correlation	-.146	1
	Sig. (2-tailed)	.110	
	N	120	120

**Interpretation:**

The Above table indicates that out of 120 respondents, co-efficient of correlation between age of the respondents and overall customer satisfaction is - 0.146. It is below 1 Therefore, the respondents' age and overall customer satisfaction are negatively correlated.

**FINDINGS****CHI SQUARE TEST:**

There is no significant difference between gender and the respondents' perception of product strategy. This indicates that both male and female respondents tend to have similar views regarding the company's approach to product-related aspects such as features, quality, variety, and packaging. Since the statistical test did not show a significant association, it can be concluded that gender does not influence the way respondents perceive or respond to the product strategy adopted.

**CORRELATION ANALYSIS:**

The age of respondents shows a negative correlation with their satisfaction with overall Customer. This means that as the age of the respondents increases, their level of satisfaction tends to decrease slightly. However, the relationship is not strong, indicating that age does not have a significant influence on how satisfied the customers feel overall.

**SUGGESTIONS**

- To maintain constant alignment with client expectations, the organisation must improve product features based on ongoing customer feedback and market changes.
- In order to stay visually appealing and stay up to date with changing design preferences, the organisation needs to make research and development investments.
- To keep customers engaged without creating promotional fatigue, the business must balance the frequency of its promotions.
- Promotional messaging should be specifically crafted by the business to appeal to the target audience's unique interests and preferences.
- To continually achieve consumer satisfaction objectives, the corporation must continuously optimise the synergy of product quality, pricing, distribution, and promotion.
- Transparency must be given top priority by the business, which should disclose base prices as well as any additional expenses related to the product.
- To make sure that pricing plans are in line with the perceived value of the product, the corporation should periodically evaluate market perceptions and make necessary adjustments.
- To maximise the impact of its promotions and reach a wider audience, the company ought to optimise and vary its promotional channels.
- To better satisfy the demands of a wider range of customers and improve product accessibility, the company has to extend its distribution to a variety of retail stores.
- To make sure that promotional efforts match the interests and habits of the target audience, the business must carry out in-depth audience research.

## CONCLUSION

To sum up, this research has thoroughly examined the complex workings of the marketing mix, focusing on the factors of distribution, pricing, promotion, and product strategy and how this affects total consumer satisfaction. After a careful examination of these components, it is determined that each one's efficacy is crucial in influencing consumers' opinions and, in turn, their degree of pleasure.

Crucially, a decrease in client satisfaction can result from inefficiencies in any one of these marketing mix components. Products that fell short of expectations, disparities in price, poor marketing strategies, and problems with delivery were shown to be the main causes of lower levels of satisfaction. Taking note of these results, companies may deliberately target these areas to not only fix current problems but also proactively improve their marketing mix to better suit the demands and expectations of their target audience.

Overall, this study offers practical recommendations for marketers, indicating that improving consumer satisfaction requires a comprehensive approach to fine-tuning the marketing mix. Understanding and maximising these essential components will surely help firms navigate the changing landscape and maintain client loyalty while competing in the market.

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