

The Relationship Between Marketing Mix Toward Purchase Intentions: A Case Study at Keopi, Perlis

**T. A. H. D Tengku Ahmad^{1*}, A. R. Yaacob¹ and S. M. Malek³
Yaacob, A.R.² and Malek, S.M.³**

¹ Politeknik Tuanku Syed Sirajuddin,
Pauh Putra, 02600 Arau, Perlis, Malaysia.

³Universiti Teknologi Mara Cawangan Perlis,
02600 Arau, Perlis, Malaysia.

*Corresponding Author's Email: aroal@ptss.edu.my

Article History: Received 8 April 2024; Revised 18 Mei 2024;
Accepted 13 Jun 2024.

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Abstract

Coffee is one of the most popular beverages globally, leading to the proliferation of coffee businesses in Malaysia. This study aims to explore the relationship between the marketing mix elements—price, place, promotion, and physical evidence toward the purchase intentions of consumers at Keopi Kangar Perlis. Employing a quantitative research approach, data were collected through questionnaires from a sample of 350 respondents. The analysis revealed a positive relationship between all four marketing mix elements and purchase intentions. Among these, price was identified as the most significant factor influencing customers' purchase decisions. This indicates that pricing strategies play a crucial role in customer retention for the coffee kiosk. Additionally, the study highlights the importance of strategic location (place), effective promotional activities, and tangible physical evidence in enhancing consumer purchase intentions. The findings suggest that coffee businesses, particularly in competitive markets like Malaysia, should prioritize pricing strategies while also maintaining a balanced focus on place, promotion, and physical evidence to drive consumer behaviour. This research contributes to the understanding of consumer purchase intentions in the context of the coffee industry and provides actionable insights for coffee business operators aiming to optimize their marketing strategies. By emphasizing the significance of the marketing mix, especially price, this study offers a comprehensive perspective on how coffee kiosks can enhance their appeal and retain customers in a dynamic market environment.

Keywords: Coffee Businesses; Marketing Mix; Purchase Intention.

1.0 Introduction

Nowadays, many coffee shops are offering a variety of coffee and this has led to an increasing number of coffee lovers due to the habit and culture of drinking coffee. According to the market report released by Euromonitor International 2023, the Malaysian coffee sector is anticipated to witness good expansion, spurred by young consumers' need for convenient and stylish products. Hence, the government takes actions to support those who want to start their coffee businesses, “from beginning to end” beginning with the planting procedure setup and ending with the irrigation system in coffee processing (Beh, 2022). The government aims to increase the coffee business

among the locals because coffee culture among the local people in Malaysia has become a lifestyle (Beh, 2022). Besides that, it is a great opportunity for local people to start a coffee business to gain more income for a better life.

Businesses are forced to compete with one another by offering better products and services to attract customers to purchase them. This is because customers are becoming extremely selective nowadays. Malaysia, is a nation that was once known for drinking tea, but has been impacted by Western coffee culture (Lee, 2014). In a small state such as Perlis, local people love coffee and that is why there are many coffee shops and kiosks opened in Perlis. Among them is Keopi Kiosk, a small company that opened for operation in Kangar, Perlis, in 2022. Even though they had just started the business, they have used the marketing mix, such as promotion, price, place, and physical evidence, to improve their marketing strategies. As mentioned by Hassan et al. (2022), Keopi kiosk are also facing problems with conducting their marketing activities, customers are less aware of their presence in the marketplace.

A small business needs to be improved and fixed to gain more profit and encourage customers to purchase the products. Four major problems usually faced by this business that need a solution to survive in this marketplace are price, place, promotion, and physical evidence (Nasirun et al., 2019). Hence, to succeed in the competitive business industry, they must take marketing mix aspects seriously in their business. This study aims to examine the relationship between the marketing mix, which comprises price, place, promotion, and physical evidence, and the purchase intentions of Keopi Perlis. This study will help business owners increase shop patronage by understanding customer purchase intentions.

2.0 Literature review

2.1 Purchase Intention

Purchase intention is the customer's willingness, desire, and preferences when choosing which product to purchase (Akbariyeh, Tahmasebifard, and Mirabi, 2015; Nasirun et al., 2019). Typically, a customer's actions, perception, and attitude influence their intention to purchase. A powerful tool for forecasting the purchase process is the intention to purchase (Ghosh, 1990). When customers choose to buy a product from a certain retailer, their decision is motivated by their intention, Kim and Kim (2004), delineated purchase intention as the propensity of buyers with the identified intention, which is typically measured in terms of actual purchasing.

According to Nasirun et al. (2019), purchase intention is a method of decision-making that helps determine why customers choose to purchase certain brands. According to Arslan and Zaman (2014), purchase intention is the likelihood that a customer will purchase a good or service in the future. The increase in purchase intention was accompanied by an increase in the likelihood of making a purchase. Additionally, purchase intention serves as a gauge of consumer behavior. Researchers have conducted numerous studies to identify the underlying factors influencing consumers' purchase intentions.

According to Mirabi et. al. (2015), numerous internal and external cues have an impact on how customers behave throughout a transaction. Gupta and Gulati (2014) conducted research to understand the thoughts of customers and their purchasing intentions. Prior research has indicated that the marketing mix's components are the most crucial components that directly influence consumers' intentions to buy (Familmaleki, Aghighi, and Hamidi, 2015). However, some studies reveal that while some variables significantly influence buy intention and the marketing mix, others do not (Jaafar, Lalp, and Naba, 2012). Mirabi et al., 2015).

2.2 Price

Li, Wang, and Song (2022) define a place as a location that offers products and services for sale or purchase. The Chartered Institute of Marketing (2009) claims that the sole value of a product is what its intended market is willing to pay. According to the Chartered Institute of Marketing (2009), customers will expect more value and quality from products or services that charge a higher price. Regular customers are less price-sensitive than new customers in general because they frequently purchase the goods and are aware of the quality of the supplied goods and services. It shows that the price is valuable to customers and affects the image of the goods or services offered. Therefore, the seller needs to think of the price charge as a 'cost' to the client in order to facilitate better pricing strategy planning.

Pricing has a big influence on customers' intent to buy (Cham, Lim, Aik, & Tay, 2016; Beh, 2022). Researchers are primarily interested in understanding how a product's pricing influences a customer's purchase intention. Numerous researchers have conducted thorough research on the subject. Previous studies suggest that pricing may have an impact on consumers' purchasing intentions (Brata et al., 2017; Hassan et al., 2022). Wang and Cheng (2016) conducted a study in Taiwan that found that consumers' buying intentions are positively and significantly influenced by perceived price. However, research by Mirabi et al. (2015) demonstrated that consumers' purchasing intentions are unaffected by price. Recent research by Chen and Li (2020) and Gupta et al. (2021) further explores the complex relationship between pricing and purchase intentions, highlighting that the effect of price may vary based on other factors such as product type and market conditions.

2.3 Place

A place is a location where one can purchase or sell available goods and services. The products need to be accessible at the appropriate time, location, and quantity. According to The Chartered Institute of Marketing (2009), a place is where customers buy an item, and the method of delivery of your product to that place must be appropriate and convenient for the customer. Sumarwan (2004) asserts that customers' desire to visit and shop significantly depends on the location. Companies develop products to sell to clients, then prepare them at a convenient location for easy business transactions (Hassan et al., 2022). These elements help to guarantee that a company has provided excellent customer service, which influences the level of customer

satisfaction. (Muchiri,2016). To find the most effective positioning and distribution channels for their goods, the seller must also have a thorough awareness of their target market.

Businesses operation for a specific location to promote their products and services, hoping to boost customer purchases at a reduced expense (Amofah, Gyamfi, and Tutu, 2016). However, the retail industry's features suggest that a store's location is the primary determinant of both customers purchasing behavior and corporate performance. (Brata et al., 2017). According to several scholars, such as Brata et al. (2017), Darmasaputra and Djatmiko (2015), Jung et al. (2020), and Salazar (2017), location favourably influences customers' purchasing decisions. Some studies also find that there is a high influence of the place that determines the respondents' purchasing behavior in numerous industrialised and emerging nations, including Australia, Egypt, Thailand, China, and India (Pomering, 2017; Salman et al., 2017). Recent studies by Kim et al. (2020) and Park et al. (2021) continue to emphasise the significant role of location in shaping consumer purchase behavior, particularly in the context of urban retail environments and online marketplaces.

2.4 Promotion

Promotion is the most important business activity to increase customer awareness of the existence of products and services. Gituma (2017) defines promotion as any activity that aims to communicate and promote products or services to the target market. Salman et al, (2010) also stated that sales promotion seeks to entice potential customers, compete with rival programmes, promote new items and outlets, keep clients interested while they continue to shop at the retail store, and capitalise on patterns in customer behavior related to shopping. As a result, the marketing mix's promotion is a tool that aids in the dissemination of knowledge, motivates purchases, and influences the decision to make a purchase (Hassan et al., 2022).

Promotion uses a variety of techniques, such as direct marketing, sales promotion, advertising, and public relations. When it comes to marketing, the seller must entice the target market to purchase it. Purchase intention describes how much a buyer wants to pay for a good or service. Usually, customers will evaluate the distinctions between competing promotion programmes and alternative options (such as premium, distribution, redemption, or discount), considering the product's location and condition. (Zeithaml et al., 1985).

Different types of products and locations are impacted by the sellers' communication strategies. Nowadays, sellers prefer to use the network, social media, and internet to promote their products and services. Previous research discovered that promotion encourages online purchases by customers in Vietnam and Thailand (Rittiboonchai et al., 2019). However, some studies found no correlation between promotion and purchasing behavior (Salman et

al., 2017). Various researchers have carried out studies in Western nations like Canada (D'Astous and Jacob, 2015). However, Asian retailers know very little about the relationship between sales promotions and how they affect consumers' intentions to make purchases. Recent studies by Lee and Kim (2020) and Fam et al. (2022) have begun to address this gap, exploring the impact of sales promotions on consumer purchase intentions in various Asian markets.

2.5 Physical Evidence

The physical evidence is everything your customers see when interacting with your business. Zeithaml et al. (2006) delineate the physical environment as the context of service delivery, client-firm interaction, and any supplementary tangibles that aid in service provision or communication. The ambient conditions, spatial organisation, functionality, signs, symbols, and artefacts comprise the physical environment (Bungatang and Reynel, 2021). Customers typically evaluate a store based on a variety of factors, including its physical layout, accessibility, inventory, employee knowledge, and customer service (Solomon et al., 2002).

Businesses can use a range of objective and controllable characteristics, including layout, music, smell, and furniture, to either encourage or restrict employee-customer connection (Bitner, 1992). Previous studies (Konuk, 2018; Kurnianto et al., 2019; Sari, Anas, and Larasintia, 2019; Shabana and Radha, 2019; Tirawatnpong and Fernando, 2019) have demonstrated that store image plays a significant role in influencing consumer purchase decisions. Materials such as business cards, pamphlets, equipment, and employee uniforms are examples of tangible proof. It often also refers to the physical space within a service outlet, where clients make their purchasing decisions. Physical evidence positively influences customers' intentions to purchase services, according to research by Wardi (2018) and Alnaser et al. (2017). The discussion above focuses on purchase intention and related factors.

2.6 Research Framework

The study's independent variables are price, place, promotion and the physical evidence had a positive relationship with the purchase intention. Figure 1 shows the study's research framework.

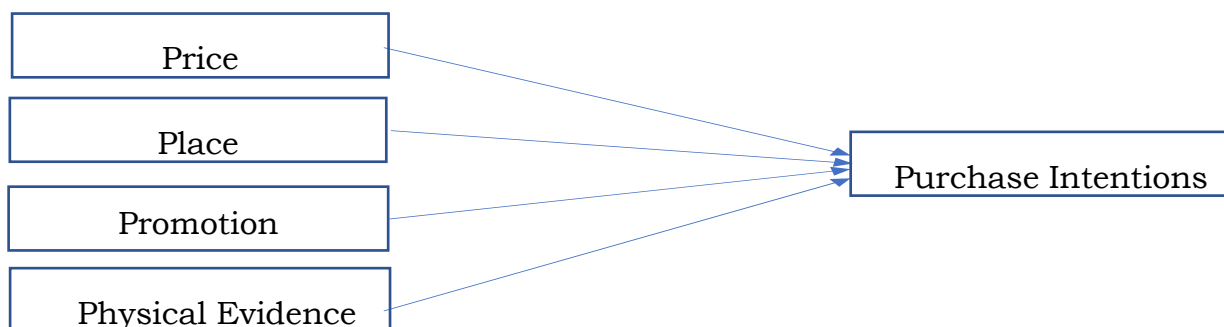


Figure 1: Research Framework of Variables

3.0 Methodology

The approach used to acquire the data for this study is quantitative in nature. A survey questionnaire was developed to validate the research framework. This study was done using a simple random sampling technique by distributing questionnaires among the community in Kangar, Perlis, and drawing 384 samples from them. The number of questionnaires returned by respondents was only 370, and due to incomplete responses, the number of questionnaires used for analysis was only 350.

The data for this study was collected using an online questionnaire. This questionnaire consists of two parts, namely parts A and B. Part A is demographic information, and Part B consists of a 25-item questionnaire using a 5-point Likert scale. The researcher distributed this questionnaire to the community around Kangar via an online survey using a Google Form, and they were given a week to complete the survey. The data has been analysed using SPSS version 26.

The percent overall response rate was 96.35%, and the percent feedback that could be used was 91.15%. This study utilises a quantitative research design methodology. To acquire process data for this study, questionnaires were filled out. A high number of respondents are required for this investigation. The procedure for gathering information was to ascertain the relationship of marketing mix and the purchase intentions of Keopi, Perlis.

This questionnaire was carried out to get information about the factors that affect place, price, promotion, and physical evidence of use in the purchase intentions of Keopi Perlis. This questionnaire on purchase intention was adapted from Nasirun et al. (2019), the price factor was adapted from Brata et al. (2017), the place factor was adapted from Amofah et al. (2016), the promotion factor was adapted from Gituma (2017), and the physical evidence factor was adapted from Wardi et al. (2018).

4.0 Data Analysis and Result

In this section, the analysis was carried out to obtain the respondents' profiles and descriptive analysis. The analysis of the respondents' profiles was made to examine the real characteristics of the respondents involved. A descriptive analysis was conducted to find answers to the questions and objectives of this study. Further details pertaining to the respondents' demographic profile are displayed in Table 1. The descriptive analysis is shown in Table 2 below.

4.1 Profile of Respondents

Table 1 displays the profiles of the respondents. There are 139 (39.7%) respondents who are male and 211 (60.3%) who are female. In terms of age, the biggest group of age is the group of 20–29, which represents 163 (46.6%), while the smallest group of age is more than 50, which represents 18 (5%). Based on the ethnicity of respondents, most are Malay 215 (61.4%), followed by Indian 85 (24.3%) and the last one is Chinese 50 (14.3%). Based on the nationality of respondents, 349 (99.7%) are Malaysian and 1 (0.3%) are non-Malaysian.

Table 1: Demographic Profile of Respondents (N=350)

No.	Characteristic	Information	Total	Percentage
1.	Gender	Male	139	39.7%
		Female	211	60.3%
2.	Age	10 -19 years	79	22.6%
		20 -29 years	163	46.6%
		30 -39 years	59	16.9%
		40 -49 years	31	8.9%
		50 and above	18	5.0%
3.	Ethnic	Malay	215	61.4%
		Chinese	50	14.3%
		Indian	85	24.3%
4.	Nationality	Malaysian	349	99.7%
		Non-Malaysian	1	0.03%

4.2 Reliability of Measures

When assessing inter-rater similarity on a variable, reliability serves as a type of association. The correlation of an item, scale, or instrument with a hypothetical one that accurately measures its intended purpose is known as reliability. The reliability analysis was run using Cronbach's Alpha testing. The results indicated that all items are reliable, which is above 0.600 (Cavana et al., 2001). Therefore, the item is reliable in this study. Table 2 below displays the reliability result.

Table 2: Measurements And Reliability Test of Variables

No.	Factors	No. of Items Measured	Alpha Cronbach's Value
1	Purchase intention	5	.687
2	Price	5	.716
3	Place	5	.675
4	Promotion	5	.702
5	Physical evidence	5	.671

4.3 Descriptive Analysis

According to Table 3, the descriptive analysis reveals that the mean value of the purchase intention is 4.54. Meanwhile, the factors related to purchase intention have a high mean value, which includes physical evidence (mean 4.51), price (mean 4.55), and place (mean 4.56). The promotion factor obtains the highest value (mean 4.62). That is, all four factors have a high association with purchase intention among respondents. Many customers have likely preferred promotion over other factors when making a purchase decision. The difference in standard deviation values between factors is minimal, indicating that the distribution of responses is stable. However, the standard deviation value for each factor is at a moderate level.

Table 3: Descriptive Analysis of Variables

No.	Factors	Mean	Standard Deviation	Interpretation
1	Purchase intention	4.54	0.506	High
2	Price	4.55	0.584	High
3	Place	4.56	0.545	High
4	Promotion	4.62	0.567	High
5	Physical evidence	4.51	0.591	High

4.4 Correlation Analysis

A statistical technique called correlation analysis is used to determine whether or not two variables are related, as well as the strength of that relationship. Table 4 shows the result of the Pearson correlation in this study.

Table 4: Pearson Correlation of Variables

		Purchase Intention	Price	Place	Promotion	Physical Evidence
Purchase intention	Pearson correlation	1	.496	.342	.316	.216
Sig.(1tailed)			.000	.000	.000	.000

Note: **correlation is significant at the level 0.01 level(1-tailed)

Table 4 demonstrates a positive correlation between purchase intention and price ($r = 0.496$). In the meantime, there is a moderate correlation between purchase intention and place ($r = 0.342$), promotion ($r = 0.316$), and physical evidence ($r = 0.216$).

5.0 Conclusion

This study examines the relationship between the marketing mix on purchase intentions, emphasizing the intricate relationships between various elements and consumers' intentions to purchase. Notably, the study reveals a strong positive correlation with price, while place, promotion, and physical evidence show a moderate impact on Keopi's purchase intentions. This is due to the marketing mix elements working synergistically to influence consumers' purchase intentions. Perceived value, brand image, pricing strategy, distribution channels, and promotional efforts all contribute to shaping consumer attitudes and behaviors. It's essential for marketers to carefully align these elements to develop an appealing offer that appeals to the intended audience. And ultimately drives purchase intentions.

Furthermore, in the modern digital landscape, factors such as online reviews, social media presence, and influencer marketing all play a role in shaping consumer perceptions and purchase intentions. Recent studies by Park and Kim (2023) and Huang, Qu, and Wang, (2024) highlight the significant influence of digital marketing strategies on consumer behavior, emphasizing

the growing importance of these factors in the decision-making process. Continuous monitoring of consumer preferences, market trends, and competition is crucial for adapting strategies and building both immediate and long-term customer loyalty. The study provides actionable insights and recommends strategies such as competitive pricing, effective promotions, brand image building, and prioritizing customer service. Implementation of these recommendations strengthens the marketing mix's impact on purchase intentions, ensuring sustained business growth through regular adaptation to market dynamics and evolving consumer preferences.

In conclusion, this study aims to explore and analyses the intricate relationship between the marketing mix components - price, place, promotion, and physical evidence - and their collective impact on the purchase intentions of Keopi Perlis. Understanding how each element contributes to shaping consumer attitudes and behaviors is crucial for formulating effective marketing strategies tailored to the specific context of Keopi Perlis. By delving into the nuances of product pricing, distribution channels, promotional activities, and the physical evidence associated with the brand, the research seeks to uncover insights that can guide Keopi Perlis in creating a compelling value proposition that resonates with its target audience. Successful alignment of these marketing mix elements has the potential to significantly influence the purchase intentions of consumers, foster brand loyalty, and drive sustainable business growth in the competitive market landscape.

Acknowledgements

The authors would like to extend their sincere gratitude to Politeknik Tuanku Syed Sirajuddin and Jabatan Pendidikan Politeknik dan Kolej Komuniti, that have made significant contributions to various parts of this research endeavor.

Author Contributions

T.A.H.D. Tengku Ahmad: Conceptualization, Abstract, Introduction, Discussion, Conclusion; **A.R. Yaacob:** Data collection, Methodology, Result and Editing; **S.M. Malek:** Result, Discussion and Writing-Reviewing.

Conflicts of Interest

The manuscript has not been published anywhere else and is not being considered by any other journals. All authors have authorized the review, agree with the submission, and state that they have no conflicts of interest in the work.

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