



Decoding the Marketing Mix: A Systematic Review of Its Influence on Consumer Purchase Decisions

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Abstract

This systematic analysis examines the impact of the marketing mix on customer buying behavior using recent scholarship and empirical research from several industries. The marketing mix, consisting of the original 4Ps—Product, Price, Place, and Promotion—is a core strategic framework for marketers to attract and retain customers. Each component of the mix has different and sometimes synergistic effects on customer buying behavior, as revealed by findings. Product features like quality, design, and packaging form a critical part of influencing consumer perception and preference. The form of pricing, i.e., discounts and perceived fairness, influences value perceptions and buying intentions. Place has an impact on the distribution channels available and availability of products the implications for convenience, and as a result, the likelihood of purchase. Finally, promotion involves advertising, sales promotions, and promotional communications. Promotion creates awareness, interest, and finally, motivation to purchase. The review mentions the modified product and marketing mix that incorporates the expanded 7Ps. On the whole, People, Process, and Physical Evidence are even more important in-service marketplaces. However, the alacrity of digital technologies and data-led perspectives is changing the power of the marketing mix on customers and making agile, customer-focused models ever more relevant. While the marketing mix is still considered an important factor in influencing purchasing behaviour, brand, and product success relies upon balancing consumer needs, market conditions, and technology developments. Companies that dynamically adjust their marketing mix will generally be better positioned to influence purchasing, and build longer-term loyalty in an increasingly competitive market.

Keywords: Marketing Mix, 4Ps, Consumer Behavior, Purchase Decisions, Product Strategy, Pricing, Distribution, Promotion, 7Ps, Digital Marketing, Marketing Strategy.

1. Introduction

The marketing mix can be seen as one of the most influential ideas in marketing, providing a systematic way for organizations to develop plans to reach their target customers effectively and achieve their organizational objectives. Neil Borden first conceptualized the marketing mix in the 1940s and E. Jerome McCarthy popularized it in the 1960s, as an organized way of thinking to reduce the professionalism and importance of effective marketing into a manageable set of variables called the 4Ps: Product, Price, Place, and Promotion [1]. While the 4Ps are distinct variables, they are closely interrelated and must be considered and effectively

coordinated to optimize the value that is generated for the firm and for customers. Any doubts about the essential importance of the marketing mix are dispelled by its pervasiveness in business & educational curriculums and research, even though the nature of markets and marketing has changed significantly since its inception [1].

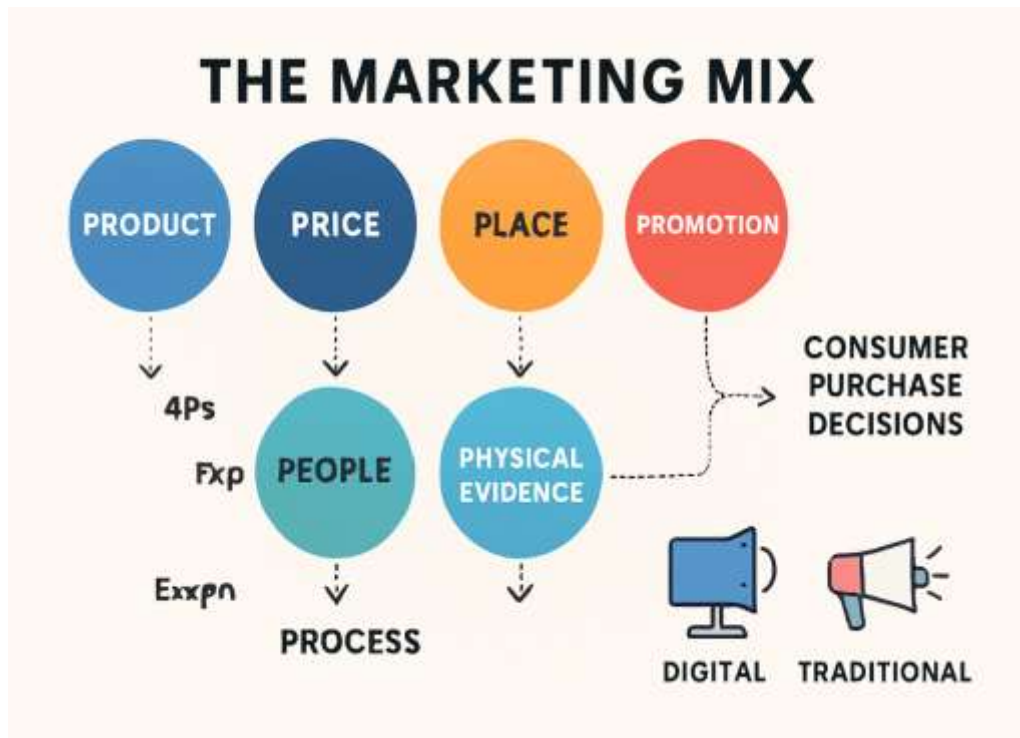


Figure 1. Marketing Mix

The marketing mix has survived and thrived because of its innate flexibility and adaptability. While the original model simply applied to product-based firms in the static, homogenous, mass-market of the time, subsequent adaptations of the marketing mix model illustrate the increasing complexity and dynamism of contemporary markets [2]. The addition of People, Process, and Physical Evidence to the 4Ps model to have 7Ps model is particularly important for service-based industries and businesses in highly differentiated and in experiential categories. This development illustrates the readiness of the marketing mix to transform as the wider economic, technological, and consumer environments change [2]. As marketing moves from transactional and relational exchanges to experiential opportunities to provide value, the need to re-examine and rethink the role marketing mix has on making purchasing decisions is greater now than it has ever been [3].

We can see the pragmatic application of the marketing mix through the actions of organizations from multinational enterprises to small/startup companies. As their businesses grow and mature, executives and managers are making decisions on launching new products, pricing campaigns, distribution(s), and promotional actions based on some version of the marketing mix [4]. The marketing mix facilitates breaking down the customer value proposition into its parts, which both allows firms to allocate their resources where they are most valuable to their targeted market(s), be responsive to a changing competitive arena, and understand their target customer's preferences. The marketing mix also facilitates a common language and common array of metrics so that, managers can evaluate performance and progress more easily, forge internal consensus, and support cross-functional groups through the simultaneous management of the customer value proposition activities. In marketing education and research, the marketing mix has been a source of theoretical identity and a fertile ground for empirical inquiry that has produced decades of research focused on how to leverage the marketing mix or how it can be configured differently, as well as examining the impact of all of the contextual factors that may influence the marketing mix [5].

Despite the longevity and importance to the field of marketing, there remain important questions regarding how the marketing mix ultimately shapes consumer decision-making in today's increasingly complicated marketplaces. Consumers today are faced with an unprecedented number of choices, receive input from an unprecedented number of information sources, and are influenced by multiple psychological, social, and cultural factors. In the face of these factors, consumers traverse increasingly nonlinear pathways to purchase, such that they no longer distinguish between physical and digital environments. In short, the elements of the marketing mix have evolved in form and face unprecedented challenges: products are no longer constructed solely by their tangible attributes but rather the quality of the experiences and services associated with them; pricing has developed a degree of sophistication that allows pricing to be dynamic, personalized, and informed by big data; and place has transitioned from considering primarily store location and shelf-space to simply place being global e-commerce, last mile delivery, and omnichannel experiences. Advertising has shifted to be decidedly continually targeted, interactive, and digital so that they have developed toward individualized and data driven advertising that is different from the traditional one size fits all advertising [5].

During these influences, it also seems timely and important to investigate the contemporary role of the marketing mix in consumer purchase decisions. This is important for organizations interested in a responsible investment of their dollars to effect changes which operate in desired segments, being distinct and identifying distinctive innovations in competitive markets. For scholars and researchers, this inquiry will aid in clarifying the relevance of the marketing mix as an analytical and predictive format when considering the interactions with many new consumer touch points, including the changing nature of technology. From a praxis perspective, businesses that better understand how consumers engage in evaluations of product features, price inducements, distribution convenience and promotional messaging, within a more inclusive decision process, will likely tend to design more inspiring offerings, deliver better satisfaction and show greater loyalty.

There are multiple factors that have led us to embark on a systematic review of the marketing mix and purchase decisions. The first of these is that there is a substantial literature on this topic, however, it is also quite disparate, often constrained by industry, geography or a narrow focus on a singular component of the mix. By collating and thus, analyzing, the research there is scope to develop a more comprehensive and multidimensional understanding of which components work best, and in which context, as well as any potential synergies from a more comprehensive approach to marketing orientation. The second is that accelerated technological change and data analytics are continuously transforming the space in which the marketing mix operates. This has resulted in effective, distinct and often unconsidered strategies/measurement and we would expect them to be also considered in any contemporary analysis of the marketing mix. Finally, the increased focus on customers and experiential value both empirically and theoretically, presents an avenue for research that examines how the marketing mix can be leveraged not just to trigger a transaction but to build ongoing engagement, connection and brand advocacy [6].

In conclusion, the marketing mix has been a critical part of marketing history and practice and will continue to be the guiding light for firms in the competitive marketplace and for navigating consumer expectations. However, the structural forces that are currently affecting modern consumption—digitization, personalization, and increased competition—necessitate a new and systematic exploration of how each component of the marketing mix works together in the consumer purchase process. By bringing together and synthesizing the wide range of literature related to this topic, this review will also offer actionable implications for practitioners, identify overall gaps in our current understanding, and suggest avenues for future research. While we endeavor to re-establish the ongoing relevance of the marketing mix in our profession, we will emphasize how and why its further evolution is needed to remain relevant in the decades to come.

A. Objectives of the Review

The primary objective of this literature review paper is to:

- To systematically examine how each element of the marketing mix (Product, Price, Place, Promotion, and Extended Ps) influences a consumer's purchase decisions.
- To determine which aspects of the marketing mix, have a more prominent effect on a consumers' buying behavior between the different industries.
- To assess how the updated digital marketing and technology changes impact the role of the marketing mix.
- To summarize key findings and identify contributions to the literature reposit to the marketing mix and consumer decision-making.
- To make pragmatic recommendations for business to optimize their marketing mix variables for greater consumer engagement and loyalty.

The paper will achieve this goal, by providing researchers, marketers, and industry practitioners a resource for practical methods to utilize the marketing mix to influence consumer purchase decision, enhancing the efficiency, competitiveness, and customer focus of marketing activities across sectors.

2. Overview of Deep Learning Techniques

Marketing mix [7] is a core marketing idea that was formulated to enable companies to plan and implement their marketing activities in a systematic manner by paying attention to specific factors under their control. The history of the concept started in the 1940s when Neil Borden came up with the phrase "marketing mix," which he used to describe the collection of marketing instruments that would enable firms to attain their marketing goals. E. Jerome McCarthy, who in 1960 distilled Borden's extensive list of variables into the catchier and more practical "4Ps": Product, Price, Place, and Promotion [7]. Each of these was an underlying variable that marketers could modify to shape consumer response and market results.

Product is the company's offerings - goods or services - with a focus on features, quality, design, and reputation. Price covers various pricing strategies, value perceived, discounts, and payment terms that the company can utilize in order to attract various customer segments. Place deals with the distribution channels and policies involved in making the product reach the target market, noting logistics, convenience, and market coverage. Promotion encompasses all types of communication and persuasive strategies, including advertising, sales promotions, public relations, and online marketing activities, used to inform and persuade potential buyers [8]. Though the 4Ps model gave coherence and order, it was not long before the model was seen to fall short in answering the intricacies of service businesses where customer experiences and corporate processes are central. In response to this shortfall, Booms and Bitner in 1981 extended the model to incorporate three new components, thus developing the 7Ps model. The People, Process, and Physical Evidence components explain the human element of service delivery, the processes required to deliver the service, and the physical signals that enable customers to assess intangible services [8].

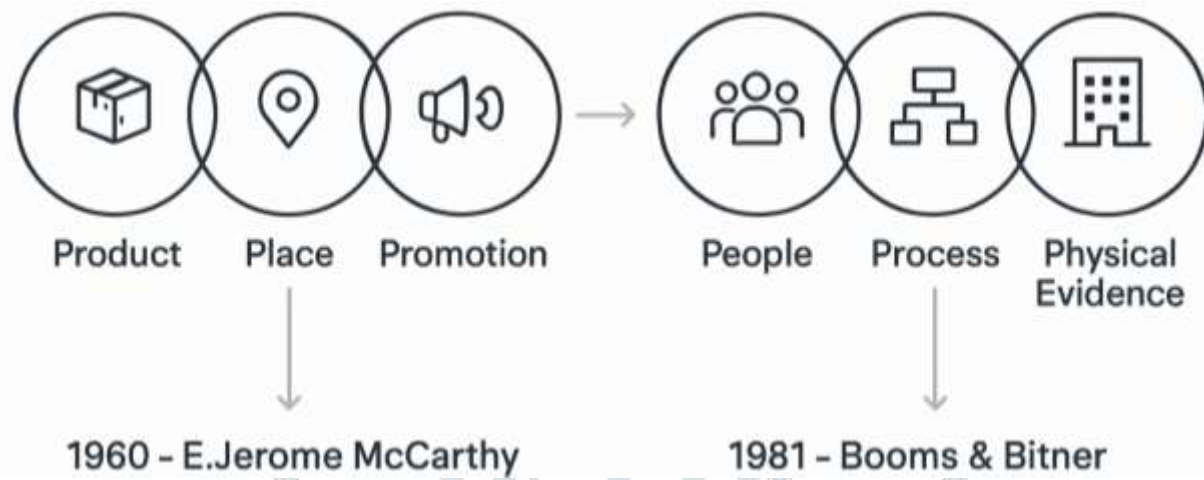


Figure 2. Evolution of the Marketing Mix: From 4Ps to 7Ps

People emphasize the role of employees and parties engaging in service interactions. Their behavior, attitude, and capability have a substantial effect on customer satisfaction, particularly in service firms. Process describes the way services are delivered through methods, workflow, and systems designed to provide efficiency and a smooth customer experience. Physical Evidence includes the physical elements—such as facilities, brochures, and websites—that assist in communicating and delivering the brand promise in services where customers are unable to physically evaluate the product prior to purchase [9]. With time, the marketing mix has continued to include other elements necessitated by digitalization, globalization, and a customer-centric orientation in marketing. This flexibility has continued to keep the marketing mix universal to both goods markets and services markets, enabling organizations to customize their strategy in the face of fast technological and competitive change [9].

Table 1: Comparison of the 4Ps and 7Ps Marketing Mix

Element	Included in 4Ps	Included in 7Ps	Description
Product	✓	✓	Core goods or services offered; quality, features
Price	✓	✓	Pricing strategies, value, payment options
Place	✓	✓	Distribution, logistics, availability
Promotion	✓	✓	Communication tactics, advertising, PR
People		✓	Staff, customer interaction, service delivery
Process		✓	Workflow, service procedures, efficiency
Physical Evidence		✓	Tangible cues, facilities, digital touchpoints

Table 2: Key Milestones in the Evolution of the Marketing Mix

Year/Period	Contributor(s)	Milestone/Development
1940s	Neil Borden	Introduced “marketing mix” concept
1960	E. Jerome McCarthy	Formalized the 4Ps: Product, Price, Place, Promotion
1981	Booms & Bitner	Expanded to 7Ps: Added People, Process, Physical Evidence
2000s–Present	Various scholars/practitioners	Digitalization, customer-centricity, advanced applications

The shift from the 4Ps to the 7Ps demonstrates the model's ability to embrace the increasing importance of services, experiential marketing, and the increasingly intricate expectations of contemporary consumers. With increasingly technology-driven marketing environments and consumers experiencing across digital and physical channels, the marketing mix evolves again, reasserting its role as a critical strategic instrument for organizations seeking to accomplish, maintain, and build market success.

3. Consumer Purchase Decision Process

The purchase decision process of the consumer is a several-step process undertaken by individuals when making the decision to buy or not to buy a product or service. It starts when a consumer feels the need for or a problem that must be addressed. The first stage of the process, need recognition, is facilitated by internal stimuli, such as hunger, boredom, or discontent with the current solution; or external stimuli, such as advertising, word of mouth from friends, or observing or participating in other trends that occur in the environment or marketplace. The recognition of need is important for marketers. In fact, knowing or creating the recognition of need is important because it is the first step of the customer process [10].

Once need recognition is created, the next stage is information search, where consumers are attempting to gather relevant information in an attempt to satisfy or resolve their perceived need. This search may involve pulling from memory and personal experience, or searching for external sources, such as opinion from friends or family, opinion from professionals, the social sphere through social media, or content on different online channels [10]. The scope and depth of this search will often vary as a function of the perceived level of importance or complexity of the purchase—more important or costly decisions will likely require more in-depth research. In this regard, the quality and availability of information presented by brands are most important since an informed consumer is more prone to move forward confidently toward a purchase [11].

Once enough information has been gathered, consumers compare alternatives in the evaluation of alternatives phase. Consumers compare various products, brands, or services, cross-checking features, quality, cost, and brand image against their criteria or priorities [12]. This analysis is not only influenced by rational judgment but also by affective reaction, past experience, and social validation. The availability of good word-of-mouth, recommendations, or positive testimonials can profoundly steer the decision in the direction of a specific option. Promoters thus attempt to place their products with unique attributes and compelling communications to be noticed in the buyer's consideration set [12].

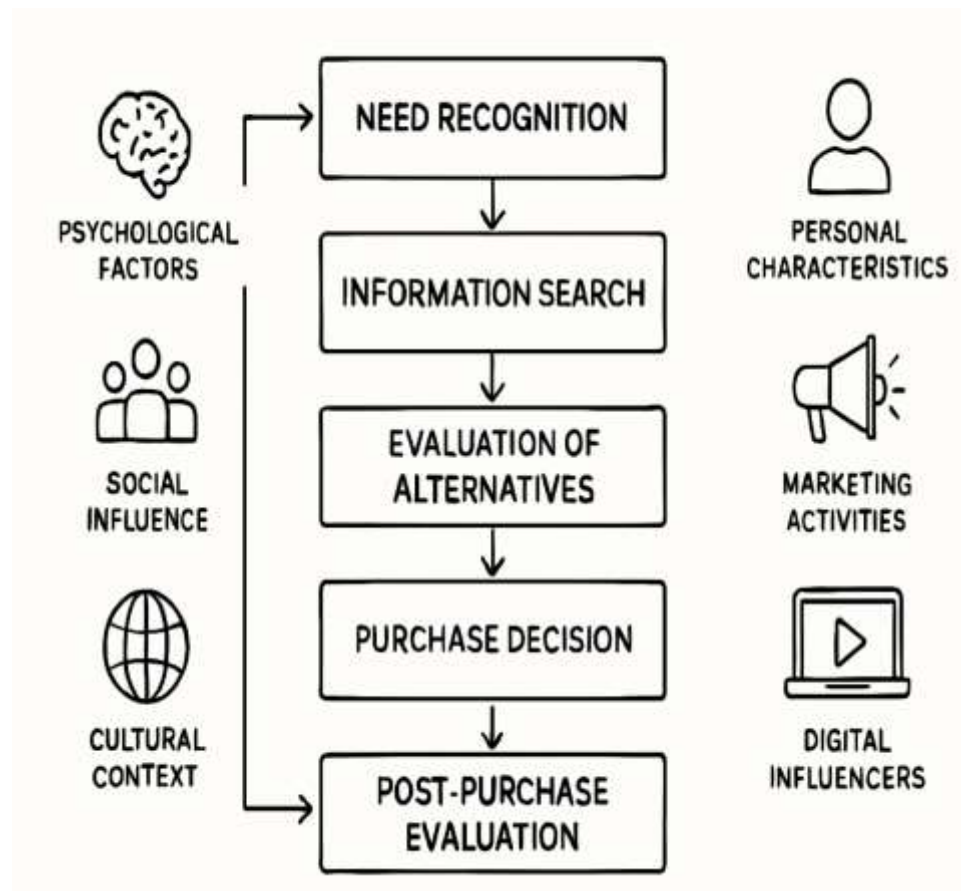


Figure 3. Flowchart of the Consumer Purchase Decision Process and Its Key Influencers

Once there is a choice in mind, the consumer moves on to the purchase decision. This is the point of action, where intentions are converted from behavior. Although the decision might look simply, it is actually driven by situational factors like special offers, reassurance of salespeople, simplicity of the shopping process, or time pressure. At other times, surprise or uncertainty might lead to a deferral or cancellation of the purchase altogether. Making the buying process frictionless, pre-empting objections that may arise at the last minute, and offering tempting inducements can assist marketers in clinching the sale at this decisive moment [13]. The journey does not conclude with the exchange of money for a good; instead, it peaks during the post-purchase evaluation phase. In this case, the buyer looks back on the transaction, contrasting the actual with what was expected beforehand. Satisfaction here can translate into brand loyalty, word-of-mouth persuasion, and repeat business, while disappointment can produce complaints, negative word-of-mouth, or returns. The post-purchase stage is therefore a good time for businesses to build on customer satisfaction through follow-up communication, customer service, or loyalty programs [13].

Through all of these phases, the process of buying gets influenced by many influencers. Psychological influencers like motivations, attitudes, and perceptions strongly influence needs and alternatives assessment. Social forces—family, friends, and broader social contacts—tend to influence opinions and decisions, especially for conspicuous or high-involvement products. Cultural heritage, personal way of living, economic condition, and life stage further add complexity to this decision process. Today, the voices of online influencers and the ubiquitous reach of social media have become particularly dominant, shaping awareness, credibility, and finally, decisions through their perceived authenticity and authority [14].

By fully grasping the interaction among these phases and drivers, marketers are able to develop strategies that better interact with consumers at each stage, tap into their concerns, influence trust, and cultivate long-term relations. This is the key to achieving a competitive advantage in a world where consumers are bombarded with choices and increasingly sophisticated in their decision-making.

4. Linkages between the marketing mix and consumer behavior theories

The marketing mix and the theories of consumer behavior are a dynamic interaction where businesses tactically position their controllable elements to mirror how consumers think, find value, and react to stimuli in the market. Underlying it all is the marketing mix—historically made up of Product, Price, Place, and Promotion—that is the toolset businesses employ to shape components of the consumer decision process. Each component of the blend is formulated not just to resonate with consumer tastes but also with psychological, social, and cultural conditions expressed in leading consumer behavior frameworks [15].

Table 3. Linkages Between Marketing Mix Elements and Consumer Behavior Theories

Marketing Mix Element	Corresponding Consumer Behavior Factors	How the Mix Influences Consumer Decision
Product	Perception, Learning, Attitude Formation	Shapes how consumers view quality, features, and brand; influences product choice and satisfaction.
Price	Perceived Value, Motivation, Reference Pricing	Impacts perceptions of fairness and value, affecting willingness to buy and evaluate alternatives.
Place	Situational Convenience, Preference Factors, Channel	Determines accessibility, purchase context, and ease of acquisition.
Promotion	Attention, Persuasion, Communication Channels	Drives awareness, shapes attitudes, forms desire, and moves consumers to action.
People	Social Influence, Trust, Service Experience	Affects confidence, trust, and perceived value through interactions.
Process	Risk Perception, Cognitive Effort	Reduces purchase anxiety, builds trust, and ensures positive experiences.
Physical Evidence	Tangible Cues, Perceived Risk, Evaluation	Provides reassurance and helps consumers evaluate intangible offerings.

Consumer behavior theories describe how people or groups choose, buy, use, and eliminate goods or services, highlighting factors such as perception, motivation, learning, and attitudes. These theories give a roadmap to comprehend the variables, which the marketing mix is trying to target. For instance, product quality and brand perceptions are directly the result of the "Product" factor, whereas relative value and fairness attitudes are determined by pricing mechanisms. The "Place" component addresses convenience, accessibility, and environmental factors featured in consumer behavior frameworks, concentrating on situational drivers and channel selection in contemporary purchasing processes. "Promotion" draws on communication theory and persuasion strategies, with a view to influencing potential consumers through awareness, interest, desire, and action phases, thus leveraging the psychological stimuli mentioned in consumer studies [15].

Research demonstrates significant correlation and interaction between marketing mix strategies and consumer behavior patterns across multiple sectors. Studies highlight how marketers first analyze target audiences using consumer behavior frameworks, then design and adjust each marketing mix component to better reach, persuade, and satisfy these audiences. Creating an optimal marketing mix is not solely based on the manager's instincts, but

rather scientific analysis of how people create judgements, make choices, and ultimately purchase from sellers. For instance, product characteristics are created out of motivational drivers and perceptual cues that concern target segments the most, price is determined for each encumbered risk and reference prices, and the advertising message is constructed based on persuasive appeals and social influence approaches. And ultimately this process will allow companies to create the most customer satisfaction, loyalty, attitude change, and repeat purchases [16].

Furthermore, connections among these areas are taken to greater lengths in a digital environment, where consumer behavior is prone to being impacted by "real-time" feedback, word-of-mouth, and a faster propagation of promotional content. In this context, marketing mix decisions are being determined even more by data analytics and consumer behavior studies, so that each of those marketing mix variables can exactly fit consumer likes and dislikes. As consumer decision making and preferences are being changed—pulled by social, technological, and cultural changes—then similar changes will need to be made to the marketing mix, and thus, we again enter the new feedback loop between consumer decision making and marketing actions.

Together, in short, the consumer behavior theories and the marketing mix are mutually supportive, each informing and supporting the other. Marketers apply knowledge developed through consumer behavior models to adjust their mix, and the success of the mix, conversely, gives the latter empirical evidence for the applicability of such theories in actual market scenarios. Through this support and reinforcement, organizations are able to create strong, empirically supported strategies that enhance market performances and the customer experience.

5. Methodology

The article provides a systematic and comprehensive review of how marketing mixes influence purchasing behaviour of consumers, and uses rigorous academic research methods to ensure relevance and rigor of studies across the literature. A formal literature search with defined inclusion criteria and open screening to validate reliability and transparency. The review was appropriately framed to include foundational theory and advances into nascent topics, both intended to be taken as primary means to ultimately provide guidance for practitioners.

A. Databases and Resources

The literature used for this review was sampled from a list of authoritative academic databases and scholarly publications known for their broad coverage in marketing, consumer behavior, and business studies. The databases guaranteed the download of top-quality, peer-reviewed literature and consisted of:

- Scopus
- Web of Science
- Elsevier (ScienceDirect)
- SpringerLink

etc..

Besides these databases, conferences and proceedings from top marketing and business conferences like the American Marketing Association (AMA), the Academy of Marketing Science (AMS), and the European Marketing Academy (EMAC) were also used as a reference. This ensured that trends and pioneering research in how the marketing mix is being used, particularly globally and digitally, were captured.

B. Inclusion Criteria

To make sure only relevant and academically sound studies were included, the following inclusion criteria were utilized:

- **Publication Date:** Articles published between 2015 and 2025 were considered, providing both recency and relevance. Selectively included were landmark studies prior to 2015 to lend conceptual background.
- **Peer Review:** The studies needed to be peer-reviewed journal articles, conference proceedings, or high-impact academic books.
- **Topic Relevance:** Research included specifically tested the effect of one or more of the marketing mix components (4Ps or 7Ps) on consumer purchasing behavior or decision-making.
- **Contextual Breadth:** Research across various industries (goods and services), geographic locations, and consumer categories were included to provide wide coverage.
- **Methodological Rigor:** Both qualitative and quantitative research were included, as long as they had sound methodology, transparent reporting of findings, and adequate discussion of implications.

C. Exclusion Criteria:

Articles that dealt only with unrelated marketing subjects (e.g., B2B supply chain management, human resource marketing) were excluded.

Studies that did not empirically investigate consumer purchase behavior or could not relate findings to the marketing mix model were excluded.

D. Keywords Used

A search strategy was carried out using keywords, and a range of Boolean operators and combinations were implemented to help produce the most relevant and widest quantity of search results. The keywords utilized were:

- "marketing mix" AND "consumer purchase decision"
- "4Ps" OR "7Ps" AND "consumer behavior"
- "product, price, place, promotion" AND "buying behavior"
- "marketing strategy" AND "purchase intention"
- "digital marketing mix" AND "consumer response"
- "service marketing mix" AND "decision process"

The combination of these terms allowed for an effective retrieval of relevant literature and ensured the research questions remained central to the searches.

E. Stepwise Selection Process

An open, multi-step procedure allowed only the most strongly relevant and strongly influential studies to be included:

Initial Collection:

More than 100 articles were found using the given keywords in all the databases chosen. Citation tracking and snowballing were used to determine additional key publications.

Shortlisting:

Thus, the titles and abstracts of articles collected were screened against the inclusion and exclusion criteria. Research would be short listed if they explicitly investigated the impact of components of the marketing mix on consumer buying behaviour; 25 articles were fully reviewed.

Final Review:

The shortlisted research was then reviewed in full to evaluate methodological rigour, context relevant to the proposed research, and contribution to the proposed research goals. A set of 10 papers were selected, with a broad

range of findings across) sectors, groups and geographies. . This led to 10 high-quality papers being chosen, covering a diverse range of findings within sectors, groups, and geographies.

E. Emphasis on Emerging Trends

In addition to traditional research, the review also focused on literature that responded to emerging trends, such as:

- Digital and Omnichannel Marketing Mix Alignments
- Personalization and Data-Driven Approaches to Marketing
- Cross-Cultural Variations in Mix Performance
- Service Sector Extensions (People, Process, Physical Evidence)
- Social Media and Influencer Marketing Influence on the Mix

This facilitated a current integration that captures the dynamic marketing environment.

By rigidly following this systematic approach, the review offers a balanced and authoritative vision of how the marketing mix influences consumer buying decisions and ongoing development within digital and service environments.

Table 4: Selection Process of Literature Review

Stage	Number of Papers	Description
Initial Collection	100	Articles retrieved using keywords and citation tracking from major academic sources.
Shortlisting	25	Screened for topic relevance, focus on the marketing mix, and quality of scholarship.
Final Review	10	Full-text evaluation and inclusion based on methodological rigor and contribution.

By strictly adhering to this systematic methodology, the review provides a balanced and authoritative understanding of how the marketing mix shapes consumer purchase decisions and its continued evolution in digital and service-oriented contexts.



Figure 4. Funnel Diagram for Literature Review

6. Literature Review

The final selected papers for literature review are as follows,

Aldani, M. (2025) [17] points to the core positioning of marketing mix strategies—Product, Price, Place, and Promotion (4Ps)—as drivers of consumer purchasing behavior. Through a thorough review of literature, Aldani discovers that an efficiently optimized marketing mix not only captures consumers' attention but also engenders loyalty to a brand, particularly as companies respond to technological transformation. The research underscores the relationship between alignment of strategic mix with consumer needs and increased engagement and sales performance.

Haeruddin, M. I. W. (2025) [18] integrates literature on the marketing mix and consumer behavior in addressing how the 4Ps affect purchase decisions across settings. The review highlights the significance of product features, prices, channels, and promotion in creating consumer attitudes and choices, in addition to highlighting prevailing gaps in digital marketing and cultural adaptation studies. Haeruddin's conclusions support an integrated strategy to maximize consumer involvement and fulfillment.

Nurbayan, K., et al. (2025) [19], in a quantitative study at RM Umami Cahaya, conclude that product, price, and location significantly contribute positively to purchase decision, while promotion does not. Based on their analysis of 95 respondents, they conclude that product quality improvement, competitive price, and strategic location are the core drivers of purchase intention, and promotion strategies need to be improved.

Pitri, T., et al. (2025) [20] examines the development of 4P marketing mix in the digital age, proving through survey quantitative modeling that both the original mix and incorporating customer-oriented factors have significant impacts on purchasing intention. They prove that the customer mix mediates and enhances the relationship between marketing concepts and consumer intention in digital platforms.

Fuadah, A. D., et al. (2024) [21] discuss the impact of marketing mix on purchasing decisions of the fried shallot business in Malang City. Their quantitative study finds that product, price, promotion, people, process, and physical evidence positively impact purchasing decisions and customer satisfaction in favor of an integrated approach to marketing strategy in the agro-industry scenario.

Erlimisnawati, E., et al. (2024) [22] examine the impact of marketing mix variables on Aice ice cream purchase in Balikpapan. Applying quantitative approaches, they determine that product, price, promotion, and location all contribute significantly and positively to purchase decisioning individually and in combination.

Napitupulu, B. B. J., et al. (2024) [23] examine parental school choice with the complete 7Ps marketing mix. Drawing conclusions based on a survey of 175 parents, they report that all aspects but process have significant impacts on the decision to select schools, emphasizing the roles of product, price, place, promotion, people, and physical evidence in educational institutions.

Pahmi, P., et al. (2023) [24] examine the textile industry at Ramayana M'Tos Makassar and conclude that the marketing mix significantly contributes to purchase decisions overall. Product fit, reasonable price, convenient location, and good promotion matter, though brand awareness and promotion reach are not yet satisfactory.

Suyanto, A. M. A., & Dewi, D. G. (2023) [25] study the response and purchase intentions toward these beauty products in Indonesia and based on 275(totals) responses they state, product attributes, price, availability and especially price offers all have significant impact on both intention and actual purchase (two of which are demographic and cultural variables as the moderators in these relationships).

Muliyati, M. (2023) [26] evaluates the direct and partial impacts of marketing mix elements on buying choice among repeat buyers. The research reveals that price and physical environment have the strongest direct influence, while product, promotion, and service have lesser partial impact. Marketing mix explains a quantifiable but partial degree of variance in overall purchasing decisions in her population.

Table 1. Literature Review Findings

Author Name (Year)	Main Concept	Findings	Limitations
Aldani, M. (2025)	Role of the 4Ps in shaping consumer decisions	Optimized marketing mix attracts customers and fosters loyalty; alignment with consumer needs increases engagement and sales, especially amidst technological change.	Largely conceptual; limited empirical analysis and lack of specific context for application.
Haeruddin, M. I. W. (2025)	Integration of 4Ps with consumer behaviour research	Product, price, place, and promotion significantly influence consumer perceptions; effective integration boosts engagement and satisfaction; literature gaps found in digital and cultural adaptation.	Focuses mainly on literature review; less empirical validation and limited practical recommendations for digital settings.
Nurbayan, K., et al. (2025)	Influence of 4Ps on purchase at RM Ummi Cahaya	Product, price, and location have positive effects on purchase decisions; promotion shows no significant effect; suggests focusing on quality, pricing, and location.	Context is limited to a single brand; findings may not generalize; sample size is moderate.
Pitri, T., et al. (2025)	Evolution of marketing mix in the digital era, customer mix as mediator	Evolution of the 4Ps and customer mix both directly and indirectly affect purchase intention; customer mix mediates and strengthens the 4Ps–intent link in digital settings.	Limited by modest sample size and focus on predictive modeling; primarily in a digital survey context.
Fuadah, A. D., et al. (2024)	Expanded 7Ps and consumer satisfaction in agro-industry	Product, price, promotion, people, process, and physical evidence all	Focused on a specific agro-industry and region; findings may not

		positively affect purchase decisions and satisfaction; suggests multi-dimensional strategies improve outcomes in traditional industries.	generalize to other product categories or locations.
Erlimisnawati, E., et al. (2024)	Impact of 4Ps on ice cream purchasing decisions	Product, price, promotion, and location each positively and significantly influence purchases both individually and together; data gathered from a large consumer base.	Limited to a single product (ice cream) and city; may not be applicable elsewhere.
Napitupulu, B. B. J., et al. (2024)	School choice and comprehensive 7Ps model	All elements except "process" significantly influence school selection decisions; highlights need to focus on product, price, place, promotion, people, and physical evidence in education marketing.	Focus on parents in one geographic area; process factor unexpectedly insignificant; requires further study for broader impact.
Pahmi, P., et al. (2023)	Marketing mix's effect in textile retail	Marketing mix has a significant effect on purchase decisions; product fit, affordability, location, and effective promotion are crucial; some brand and promotion weaknesses identified.	Focused on a single retail environment; brand familiarity and promotional reach issues remain unresolved.
Suyanto, A. M. A., & Dewi, D. G. (2023)	4Ps and demographic/cultural moderation on purchase intention	Product features, price, accessibility, and price promotions significantly impact purchase intention and decision; price promotions most influential; age, income, and culture moderate these effects.	Based on beauty product consumers in Indonesia; moderating effects require further validation in diverse contexts.
Muliyati, M. (2023)	Partial and collective effects of marketing mix on repeat purchases	Price and physical environment are the most dominant influences on purchase decisions; other	Focus on repeat buyers; limited mix explanation power ($R^2 = 21.7\%$); some variables less

		factors (product, promotion, service) show weaker effects; marketing mix accounts for a modest share of decision variance.	significant; context-specific sample.
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Research gaps Discussion

An analysis of recent literature relating to the marketing mix and consumer purchase decisions reveals some noteworthy gaps in the existing literature that offer fertile ground for future research. Notably, strong evidence exists demonstrating the positive influence of core marketing mix elements - product, price, place, and promotion - on purchase behavior. However, most existing studies are limited to the particular contexts of specific areas, or industries and situations which makes them hard to generalize, or lack cross-sector or cross-national types of verification, or uses their data for comparison. There is limited exploration available of how digitalization and the rapid adoption of omnichannel retailing is transforming the importance or interaction between the 4Ps and 7Ps across different markets. They often examined in very careful single contexts or geographic area, which makes it hard to produce generalizable findings, and while there is trend of using very individualized and data-driven based marketing residual instincts regarding how individual consumers respond to the core mix and whether their changed behaviour reflects the same influence of marketing mix on the purchase behaviour. There are very large gaps concerning how demographic, psychological, and situational variables, such as demographics like culture, age, how often somebody shops, and perceptions of income or technology adoption into their consumer space, mediate and moderate the effectiveness of each marketing mix element on purchase behaviour. Trends such as influencer marketing, the emergence of experiential and service-based economies, and the integration of sustainability considerations are examined only intermittently. And, studies that integrate advanced analytics, longitudinal views, and mixed methods are rarely employed, thus limiting more complete and holistic analyses of how the marketing mix dynamically shapes evolving consumer behavior in a global, digitized marketplace.

7. Conclusion

This systematic review emphasized the foundational and emerging importance of the marketing mix as a core strategy in influencing purchasing decisions for various products, services, and markets. The cumulative findings provided in recent literature validate that the core components, Product, Price, Place and Promotion, continue to possess significant influence over consumer decision-making, and contribute to the way in which consumers recognize needs, assess options and choose to purchase. In addition to demonstrating that the original component marketing mix influences how consumers recognize need, assess options, and ultimately make purchasing decisions, the expansion to the 7Ps marketing mix suggests that People, Process, and Physical Evidence are becoming increasingly important to consumer decision-making, especially products and services driven by experiences. While we now have an extensive understanding of these influences of the marketing mix on consumer decision making, we also recognize that each marketing mix runs under specific, contextual regulations on its usefulness, and therefore may yield varying results depending on the industry, demographic profile, culturally background, and technological landscape particularly as we emerge from the influence of the pandemic. The rise of digital marketing, omnichannel experiences, and data-driven personalization have transformed the field and necessitated more flexibility in marketing strategies and future research. While most studies show that the marketing mix has a considerable effect on purchase intention and behavior, there are substantial gaps of research in more cross-sectoral and longitudinal research to enhance the generalizability of existing knowledge. Also, future research must deepen its inquiry and explore how digital and customer-centric innovations (e.g., sustainability and social

responsibility) will align and optimize the marketing mix. For practitioners, the evidence suggests that a holistic, flexible and customer-oriented, marketing mix not only persuade the first purchase, but also encourages customer retention and long-term success of their brand. Marketers should constantly evaluate and refine their mix components to respond to shifts in the market and reference points from consumers. Despite all of this discussion, the marketing mix is still a viable model that will only continue to thrive if industry and academic initiatives integrate and account for the evolution of the marketing landscape, utilize advanced analytics, and ensconce consumer insights in the strategic decision-making process.

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