

THE IMPACT OF MARKETING MIX ON CONSUMER PURCHASE INTENTION IN THE TEXTILE INDUSTRY IN MALAYSIA

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Abstract : This paper aims to empirically investigate the impact of marketing mix on consumer purchase intention in Malaysia's Textile Industry. This study was conducted on a sample size of 150 respondents from textile customers in Kota Damansara, Selangor, Malaysia. Out of 150 respondents, 131 respondents responses properly; the response rate is 87.33 percent. Multiple regression analysis has been used in the study in estimating the relationship of the different marketing mix, i.e., product, price, place, and promotion strategies, with the consumer purchase intention. The analysis shows that 63.7% of the consumer purchase intention's variations explained by the different marketing mix strategies. The findings also represent that place and promotion strategies significantly affect consumer purchase intention in Malaysia's Textile Industry. This research will be significant to the policymaker and academician to understand how the different marketing mix affects the consumer purchase intention in the Textile Industry in Malaysia.

Keywords-Marketing mix; consumer purchase intention, Textile Industry, Malaysia.

1. INTRODUCTION

The concept of consumer purchase intention can be defined as the intent of the individual to purchase a specific product or service sometime in the future (Kotler & Keller, 2006). A various number of theories have developed about the purchase intention of a consumer and its determinants, such as; range theory (purchase based on price), value-based theory, planned behavior theory, black box theory, etc. Keh & Xie (2009) ascertained that the following theories elaborate on the various factors that facilitate the consumer to act on their buying decision. Companies have to focus on researching and understanding their customer to develop better products and marketing strategies to attract customer's attention and purchase intention (Kumar et al., 2014). Marketing is one of the major key functions of any organization. This task is given to the specialists to take the responsibility to analyze, plan, and implement the marketing tasks. These tasks would include market analysis and planning, sales promotion, advertising, sales, distribution, pricing, and product packaging (Gautam & Singh, 2011). The idea of the marketing mix was created from the notion of the marketer as a "marketing ingredients," and a marketer typically was commissioned with the task of planning all sorts of competitive initiatives and blending them into a short of a mix, known as the "marketing mix" (Gautam & Singh, 2011). This marketing mix aims to optimize the profits of the company by providing its customers with satisfaction and value (Adcock et al., 2001). If we talk about the traditional marketing mix, the mix's major elements are comprised of the product, price, place, and promotions (Armstrong et al., 2014).

This study has been carried out to analyze the marketing mix competencies, which can influence customers' purchase behavior in Malaysia. The aim here is to examine the marketing mix components' effectiveness in influencing Malaysian consumers' textile purchase behavior. This study will make a significant contribution to the companies in the Malaysian textile industry. It would allow these companies to appreciate better and understand present purchase behavior in Malaysia's current textile industry.

In Malaysia, the textile industry plays an essential role in the industry that contributes expressively to the Malaysian economy. Because of substantial difficulties within the nation's textile industry, such as liberalization, globalization, and increasing competition, there is a need to review the strategic direction and competitive advantage for the textile industry in Malaysia. Presently, there is a lack of competitiveness among many companies in the Malaysian textile industry (Gautam & Singh, 2011). There is still a lack of studies conducted to examine the impact of marketing mix on consumer purchase intention in Malaysia's textile industry. However, studies have been conducted to examine the other area such as the effects of the global economic crisis on the textile industry in Malaysia (Crisis, 2017), examining business potential and growth in the textile industry (Daud et al., 1996), global supply chain capabilities of the textile industry (Lee

et al., 2014). Without a proper focus on the marketing mix, these companies cannot achieve effectiveness in the allocation of organizations' resources to their marketing activities. It cannot plan its marketing efforts on the basis of certain selected criteria. More importantly, these companies would be faced with difficulties when it comes to implementing effective marketing objectives. All these factors would lead to ineffectiveness when it comes to the company's product, pricing, place, and promotion activities (Hoyer et al., 2020). Therefore, this study will contribute in the textile industry to show how important is the marketing mix competency influences the purchasing intention among the customers in the textile industry in Malaysia. The marketing mix elements that would be analyzed for this study include price, product, promotion and place. However, this study also shows that when organizations in the Malaysia textile industry implement effective marketing mix strategies that positively shapes customers behaviour. At the same time it will also ensure its long term survival in the industry.

This article is organized as follows. The next section shows the literature review and hypotheses development. Section 3 describes the research methodology, while Section 4 discusses the empirical results. The final section provides conclusions of the study.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1 Product strategy and consumer purchase intention

In the context of purchase intention, there is a number of elements of a product that need to be considered. According to Kotler & Keller (2011), one of these elements is the product itself, and the other one is the product's brand. A brand is the name, symbol, sign, term, design, or a combination of these, with is intended to make an identification of the products of the company, which will allow customers to differentiate these products from the other competitors. Kotler & Keller (2006) emphasize the brand name, which is very important to cue for the customers' perceptions of product quality. These researchers found a positive relationship between the product's brand, which influences customers purchasing intention. Customers are very concerned about product quality, and it is a factor that influences their purchase decision (Grönroos, 2007). The product's service elements include the ease of customers purchasing the product, accuracy of the product delivery, effectiveness of customer's consultation about the product and efficiency of the company, and helping its customers maintain the product in good working order. Product's physical attributes include the product form (product size, physical structure, and shape), product performance (the function of product's primary characteristics), product's conformance to quality standards (ISO 9000, etc.), product durability (expected operating life of products), product reliability (likelihood of malfunctioning), and product style (appearance of the product) which can influence custom purchasing intention (Yadav et al., 2006).

According to Kotler & Keller (2006), product packaging is another attribute of the product that is capable of influencing consumer purchase behavior. He added that packaging refers to matters like product size, product shape, and product price. Kerin et al. (2012) claimed that the product packaging features must be stressed in the company's marketing mix and they have agreed that product packaging influences customers' purchase intention.

According to Kerin et al. (2012), product uniqueness is defined as the degree to which a product is designed to satisfy the customers' special and unique needs. At the same time, other researchers also agreed that product uniqueness could lead to product success (Kerin et al., 2012; Möller, 2006). When a company can produce uniqueness products, it influences customers' purchase intention. Researchers have found a positive relationship between product uniqueness and the purchase intention of the customers. It became important for an organization to continuously increase their products' perceived uniqueness and value to positively influence its customers' purchase intention (Kotler & Keller, 2006).

Hypothesis 1: There is a positive relationship between product strategy and consumer purchase intention in the Malaysian Textile industry.

2.2 Price strategy and consumer purchase intention

According to Silverman (2013), the consumer buying purpose is impacted by the present product price and the prices they are awaiting for the future. However, it also includes the product's price, discounts offered, and payment terms. According to Kerin et al. (2012), these pricing decisions are likely to influence customers' purchase intention greatly. Based on the research, where there is a change in price, there will be a change in the consumers' purchasing behavior, either high or low. Kotler & Keller (2006) also agreed that

price plays a vital role in the marketing process. They added that the quality of quality that customers would expect for the product is also influenced by the price.

According to Kerin et al. (2012), the price has traditionally played a significant role in fashioning customers' purchase behavior. He also added that it is also a challenge for organizations to provide a pricing scheme for their product line that satisfies the customer's demand (Kerin et al., 2012). Consumers might not buy the product if the price is too high; on the other side, when the price is too low, it might lead customers not to buy the products; the reason can be the product's impression, good quality. These factors will negatively affect the customers' purchase intention (Möller, 2006)(Silverman, 2013).

Prices depend on the product's competitive positioning, including the quality, benefits, and innovativeness of customers (Yadav et al., 2006)(Kotler & Keller, 2006). The consumers will understand to be knowledgeable of the configuration of attributes that are inherent in a product.

Hypothesis 2: there is a positive relationship between price strategy and consumer purchase intention in the Malaysia textile industry.

2.3 Place strategy and consumer purchase intention

According to Hatch & Schultz (2001), if the customers find it challenging to get the products, there will be a negative relationship with consumer purchase behavior. On the other side, consumers find it an easier way to get the product. It becomes a positive relationship with consumer purchase behavior. Even though a company offers a good quality product with competitive pricing, it still becomes pointless if consumers feel hard to reach the products.

Kotler & Keller (2006) introduce the distribution channels where a company can access its products and services. Moreover, distribution channels also help bridge the gap between production and consumption (Palmer, 2012). The distribution channel's major function is to ensure that the organization can provide the right product to its customers, at the right place and at the right time.

Based on the above statements, place strategy is crucial for the business; the same thing goes for the customers. No matter how good are the products or services, if an organization is not able to reach their products to their customers, it becomes useless. Therefore, based on the place strategy, there are changes in the consumer's purchase intention.

Hypothesis 3: there is a positive relationship between place strategy and consumer purchase intention in the Malaysia textile industry.

2.4 Promotion strategy and consumer purchase intention

According to Kotler (2003), promotion means activities that will communicate product's attributes and benefits and seduces target customers to buy the specific product. Presently, customers can do business when they have huge information and knowledge, which is getting by using social media. Moreover, in this modern era, modern consumers have different choices based on the product. So, Modern consumers have many choices (Kotler & Keller, 2006).

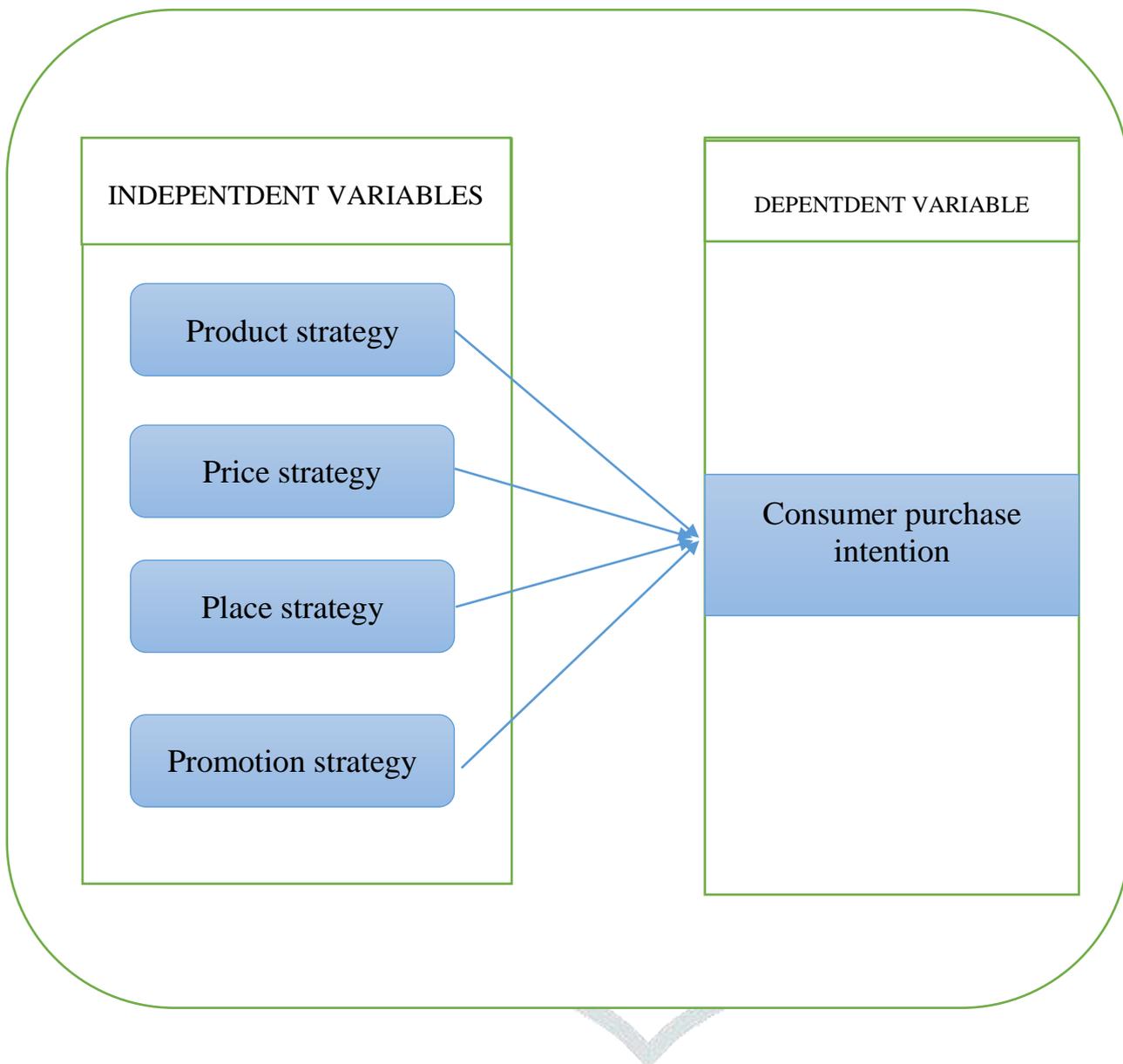
According to VanAuken (2004), promotional activities are essential in helping the organization maintain the traffic and achieve improved sales in the market. Promotional activities are used to boost sales during slow sales. According to Kotler & Keller (2006), a company develops a promotion strategy to create awareness, enhance sales, generate customer interest, build loyalty, and support a new product's launch. Kotler (2003) has claimed that the proliferation of promotional activities has made it such that the number of customers is not trained to make purchases only after receiving adequate promotions on the product they intend to purchase. Minton (2013) found out that customers' expectations about a company's future promotional activities are also very important in understanding consumer purchase behavior. An effective promotional strategy is a strategy that ensures that customers of the target market are capable of achieving the cardinal information and knowledge about the service and products of the company. So they will be able to make a purchasing decision that will support the company (Kotler, 2003).

Based on the above statements, it is clear that promotional strategies have influenced the customer's behavior. The effective promotional strategy brings revenue to the organization by boosting sales. There are different researchers who agreed that the promotional strategy has a positive relationship with consumer purchase intention.

Hypothesis 4: there is a positive relationship between promotions strategy and consumer purchase intention in the Malaysia textile industry.

3. RESEARCH METHODOLOGY

3.1 Conceptual framework



3.2 Methods

The research approach of this study is quantitative, using a questionnaire survey. The variables are measured using a 5-point Likert scale. This study was conducted on a sample size of 150 respondents from textile customers in Kota Damansara, Selangor, Malaysia, using simple random sampling. Out of 150 respondents, 131 respondents responses properly; the response rate is 87.33 percent. The sources of research data were the respondents' answers through questionnaires that have been tested using validity and reliability tests. The data analysis method used to analyze the data was multiple linear regression analysis. The prerequisite analysis testing includes testing for normality, multicollinearity, and heteroscedasticity. Meanwhile, the hypothesis testing was by using the determinant coefficient test, F test, and t-test.

The following is the testable research model:

$$\text{Consumer purchase intention} = C + \beta_1 \text{PS} + \beta_2 \text{PS} + \beta_3 \text{PS} + \beta_4 \text{PS} + e$$

Where, PS= Product Strategy; PS= Price Strategy; PS= Place Strategy; PS= Promotion Strategy; C = Constant; and e = error term.

4. RESULTS AND DISCUSSION

4.1 Testing of validity

The instrument's level of validity in this study was carried out on a questionnaire with 26 question items. The instrument test data analysis at the Correlation output on the question items in the four tested variables was greater than the r table, with a confidence level of 5%. Therefore, all question items in this study are valid.

4.2 Testing of reliability

This research measures the reliability using Cronbach's alpha. Cronbach's Alpha coefficient varies from 0 to 1; the closer to 1, the reliable it is (Sekaran & Bougie, 2016). Nunnally (1978) suggests that the level of Cronbach's alpha should be above 0.7. The study result shows that Cronbach's alpha (0.914) is above the threshold level and is satisfactory. Therefore, the reliability test is considered acceptable.

4.3 Testing normality

The data normality has tested using the Kolmogorov Smirnov test analysis with the criteria for a probability value > 0.05 . The results of the normality test show the p-value of 0.18, which is greater than 0.05. Thus, the regression model fulfills the normality assumption.

4.4 Testing multicollinearity

Multicollinearity in explanatory variables has been diagnosed through analyses of correlation factors and variable inflation factors (VIF), consistent with Draper & Smith (1966). A VIF in excess of 10 or the tolerance value less than 0.10 should be considered an indication of harmful multicollinearity (Neter et al., 1989). Table 4.1 indicates that the highest VIF value is 1.869. The lowest tolerance value is 0.535, showing that multicollinearity between the independent variables does not pose a severe problem in interpreting the results in the regression analysis.

Table 4.1: Results of the multicollinearity test

Variables	Collinearity Statistics	
	Tolerance	VIF
Product strategy	0.557	1.797
Price strategy	0.985	1.015
Place strategy	0.535	1.869
Promotion strategy	0.599	1.669

4.5 Testing heteroscedasticity

This study used Spearman's rho test in testing the heteroscedasticity. The study results show that the sign of the residual value is above 0.05. This indicates the absence of heteroscedasticity symptoms in the regression equation used in the study.

4.6 Testing linearity

The study result depicts a significant linear relationship between the dependent variable (consumer purchase intention) and all independent variables (product, price, place, and promotion strategies).

4.7 Descriptive statistics

Table 4.2 shows the descriptive statistics of the variables under the study. Among the study variables, product strategy is the most crucial factor in having the highest average value of 3.64, followed by promotion strategy and consumer purchase intention average value of 3.61, respectively. The place strategy average value is 3.58, and the pricing strategy mean value is 3.789. Table 1.2 also shows that there is a greater variability of the feedback from the respondents regarding pricing strategy (standard deviation 0.63),

followed by promotion strategy (standard deviation 0.45), product strategy (standard deviation 0.44), place strategy (standard deviation 0.40), and consumer purchase intention (standard deviation 0.37).

Table 4.2: Descriptive statistics

Variables	N	Minimum	Maximum	Mean	Std. Deviation
Product strategy	131	2.80	4.80	3.64	0.44
Price strategy	131	1.33	4.67	3.38	0.63
Place strategy	131	3.00	4.75	3.58	0.40
Promotion strategy	131	2.25	5.00	3.61	0.45
Consumer purchase intention	131	3.00	4.75	3.61	0.37

4.8 Results of multiple regression analysis

4.8.1 Testing the coefficient of determination

Table 4.3 shows the R-value of 0.798; this indicates a strong relationship between the independent variables and the dependent variable. While the R Square value is 0.637, this indicates that the four independent variables can explain the consumer purchase intention by 63.7%. Meanwhile, the remaining 36.3% (100% - 63.7%) is influenced by other variables outside the variables studied.

Table 4.3: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
	.798	.637	.625	.22788	1.817

Predictors: (Constant), Promotion Strategy, Price Strategy, Product Strategy, Place Strategy
Dependent Variable: Consumer Purchase Intention

4.8.2 Testing fitness of the model

Table 4.4 shows the result of ANOVA, i.e., F statistic values are significant (Sig 0.000), indicating that the model's overall fitness is perfect.

Table 4.4: Results of ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	11.461	4	2.865	55.1	.000
Residual	6.543	126	.052	77	
Total	18.004	130			

Dependent Variable: Consumer Purchase Intention
Predictors: (Constant), Promotion Strategy, Price Strategy, Product Strategy, Place Strategy

4.8.3 Results of hypotheses testing

The research hypothesis testing aims to determine the effect of marketing mix strategies on consumer purchase intention. The results of the coefficients table 4.5, indicates that the product strategy ($t = 1.209$, p -value 0.229) and pricing strategy ($t = 0.160$, p -value 0.873) are insignificantly impact on consumer purchase intention. However, the place strategy ($t = 3.604$, p -value 0.000) and the promotion strategy ($t = 7.986$, p -value 0.000) significantly and positively impact on consumer purchase intention. Therefore, the results rejected the hypotheses H_1 and H_2 while accepted the hypotheses of H_3 and H_4 . The summary of the hypotheses is presented in table 4.6.

Table 4.5: The results of coefficients

Model	Coefficients			t	P-value
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	0.765	0.221		3.456	0.001
Product strategy	0.074	0.061	0.087	1.209	0.229
Price strategy	0.005	0.032	0.009	0.160	0.873
Place strategy	0.246	0.068	0.265	3.604	0.000
Promotion strategy	0.463	0.058	0.554	7.986	0.000
Dependent variable: Consumer purchase intention					

Table 4.6: Summary of the results of hypotheses

Hypotheses	P-Value	Result
H1: There is a significant relationship between product strategy and consumer purchase intention.	0.229	Rejected
H2: There is a significant relationship between price strategy and consumer purchase intention.	0.873	Rejected
H3: There is a significant relationship between place strategy and consumer purchase intention.	0.000	Accepted
H4: There is a significant relationship between promotion strategy and consumer purchase intention.	0.000	Accepted

5. CONCLUSIONS

This study's main objective was to investigate the impact of marketing mix on the Textile industry's consumer purchase intention in Malaysia. Hence, this research will concern the contribution to a better understanding of the impact of marketing mix influencing consumer purchase intention. Therefore, this allows the improvement in determining the consumer purchase intention in the textile industry. The study results show place strategy and promotion Strategy were identified as significant impacts of marketing mix on consumer purchase intention in Malaysia. This means the Textile should concentrate on the marketing mix's impact as the vital factors affecting their consumer purchase intention. The research provides the ability to identify the aspects that need to be considered for those textile companies during understanding consumer purchase intention. The textile industry would also be assisted in increasing their awareness of the impacts of the marketing mix that may affect consumer purchase intention. Furthermore, other researchers also may benefit from this study, like those particularly interested in conducting a study regarding the impact of marketing mix on consumer purchase intention in Malaysia in the future.

However, there are some limitations that are discovered throughout this study, as well. The major limitation of the whole research regarding the sample size included in this research is the time constraint. This is due to there are only whole textile industry which is Textile were involved in the study. Hence, this will affect the sample size was insufficient to generate a highly dependable result, which leads to more accuracy in this research. Moreover, the number of determining used for the study on consumer purchase intention is one limitation. Only four impacts were only covered in the study: Product Strategy price strategy, place strategy, and Promotion Strategy. However, many other factors that are used to identify the consumer purchase intention have not been covered in this research, such as reliability, duration, product information, etc. Besides, the study also focuses on one of the textile industry in Malaysia. Therefore, the various finding could be found in various other textile industries in other countries. Since the data collection for all the data and results is from Malaysia, the data and findings may not be applicable to another sector or country.

Furthermore, the impacts of consumer purchase intention play an important role for all textile industry so that the management can sustain and compete in the market and stabilize the performance. Future researchers interested in conducting a study on similar topics are recommended to expand their research in more expansive fields other than the textile industry. In addition, future researchers are also advised to research other countries to better understand the marketing mix on consumer purchase intention, especially for marketers who always analyze foreign countries. Therefore, the expansion of the study to a wider field will lead to higher accuracy in research. The sample size is also important in the study. For

future researchers, they are suggested to increase their size of the sample. The researchers are able to gather more information and data when they expand the sample size that is the textile industry in the study for determining the consumer purchase intention. This is due to the reliability, accuracy, and effectiveness of the result generated when the number of textile industries is selected for the study. Therefore, larger sample size will help the future researcher support and enhance its accuracy compared to current research. Finally, it is predicted that this research will be significant to the policymaker and academician to understand how the different marketing mix affects the consumer purchase intention in the Textile Industry in Malaysia.

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