

The Evaluation of Marketing Mix Elements: A Case Study

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Abstract: *The paper intends to examine the affecting of advertising blend (MM) components (item, cost, spot or dissemination, and advancement) on expanding the adequacy of item advancement and their job to diminish the issues inside the association. The primary significance parts of this paper are to talk about the hypothetical piece of MM, to give a few points of view to the scientists, and to give a few guidelines for the showcasing division in Al-Saaeda Organization for clinical gear advances. The scientists utilized the really related scholarly assets from college library, and web, and they planned and conveyed surveys on an irregular example of Al-Saaeda Organization for Clinical Hardware Innovations clients and the organization workers to gauge the effect of advancement on the promoting of its item (Glucocard 01-small in addition to).*

The primary discoveries of this paper can closed as follow:

- 1. The advancement has an extremely elevated degree of effect on increment the deals of items.*
- 2. The great conveyance of item can impact decidedly on consumer loyalty.*
- 3. The organization's strategy for advancing has an excellent reflection on expanding the deals of items.*

The scientists suggested that the organization should fortify the degree of advancements in its exercises and divisions, and the expanding of deals focuses is vital, so the organization should improve its approaches of circulation.

Keywords: Marketing Mix, 4P, Value, Spot, Item, Advancement

I. INTRODUCTION

The fundamental element to outcome in every association is the showcasing, in light of the fact that it is the principal channel between any association and clients. The advertising has numerous systems, yet this large number of techniques have one objective, this objective is to advance for the association items or administrations by expanding the fulfilment of clients. The main technique of advertising in our advanced period is showcasing blend (MM) which created through time from one component to multi components.

MM is a reasonable system not simply a logical hypothesis that explains the principal dynamic directors' endeavours to design the contributions to the requirements of suit customers. Thus, for fostering the systems of long haul and the strategic projects of momentary MM can be utilized as a device to do that. MM can be characterized as the main promoting terms. It is the functional piece of showcasing, it is additionally named the 4Ps (Value, Spot, Item, and Advancement).

II. RESEARCH METHODOLOGY

The paper technique can be summed up by making sense of the exploration issue, significance, targets, speculation, strategy and degree alongside explaining the principal meanings of this paper.

2.1 Research Problem

This paper centres around the effect of MM components in expanding the adequacy of item advancement and their job to diminish the issues inside the association. In this way, the examination issue can be summed up as per the accompanying inquiries:

Do MM components assist the association with accomplishing its objectives for advancing its items?

Do the supervisors and leaders in the association figure out the advantages of MM?

2.2 Research Objectives

The accompanying focuses can exhibit the primary goals of this paper:

Introducing a hypothetical view for the concentrated-on subject (The MM Components) by zeroing in on the ideas in association as broad, and showcasing.

Testing the chose speculation of this paper.

Getting solid outcomes for the paper in a suitable way which comprise the concentrated-on issue and speculations of this paper.

Tracking down the effect of MM components in Al-Saaeda clinical organization

Consequently, to accomplish the above goals, we will rely upon systemic advances, which will talk about explicitly inside the exploration technique meeting in the approaching section.

2.3 Research Importance

The accompanying focuses can characterize the significance of this paper:

Incorporate the centre of thoughts inside the hypothetical piece of this paper.

Give a few points of view to the specialists, who ought to understand the significance of the variables that utilized in this paper.

Get the results and results from the subject considered.

2.4 Research Methods

To achieve the trial of paper speculations and accomplish its goals, we indicate under following focuses the model utilized inside this paper:

Gathering information as per the association data.

Examining gathered information utilizing Succeed factual capabilities.

2.5 Research Hypothesis

As per the examination issue and goals we can determine the essential speculation of this paper as following:

Hypothesis1: The assessment of MM components can assist organization with advancing actually for its items.

Hypothesis2: There are numerous distinctions among MM components in upgrading the advancement of the item.

2.6 Case Presentation

This paper test is a clinical item (Glucocard 01-smaller than expected in addition to) for Al-Saaeda organization for clinical gear advances that has many branches in Iraq and Kurdistan (Baghdad, Erbil, and Sulaimaniya).

2.7 Research Scope

The paper has the accompanying constraints:

Period: years 2015 and 2016

Marketing level: the advertising division in Al-Saaeda organization for clinical gear advancements

Scientific scope: promotion

III. LITERATURE REVIEW

The beginning of MM idea came from the single P (cost) of the hypothesis of microeconomic (Chong, 2003) sooner or later, McCarthy (1964) presented the MM as the (4Ps) which are value, spot, item and advancement, as a kind of explaining showcasing arranging into training (Bennett, 1997). Palmer (2004) characterizes MM as a calculated structure that explains the fundamental choices directors' endeavours in designing their contributions to suit buyers' requirements for growing long haul systems or momentary strategic projects (Palmer, 2004). Kent (1986) alludes to the 4Ps of the MM as the blessed fourfold of the promoting confidence written in tablets of stone. MM has been very compelling in advising the improvement regarding both showcasing hypothesis and practice (Möller, 2006). Grönroos (1994) explained the principal reasons of the MM as an influential idea to cause promoting to appear simple to deal with, to permit the partition of showcasing from different exercises of the association to designate the advertising

errands to trained professionals, and to change an association's cutthroat situation by enacting the parts of the MM. As per the promoting writing, we believe that 4Ps created after some time as per the necessities of the acts of associations, and MM become decisively in a decent situation in the showcasing plan.

3.1 The Concept of Marketing Mix

MM can be characterized as controllable gathering of factors that the association can use to impact on the purchaser's reaction to item or administration (Kotler, 2000), and CIM (2009) can be characterized MM as a term used to portray the blend strategies utilized by a business to understand its objectives by promoting its items or administrations really to a specific objective client's bunch. As indicated by the past MM definitions, we can characterize MM as the mix of various promoting choice factors, systems, and strategies utilized by the association the board to advertise its labour and products.

3.2 Pros and Cons of Marketing Mix

The MM has two significant advantages, first, it is a significant device used to empower one to see that the promoting supervisor's occupation involves compromising the advantages of one's serious assets in the MM against the advantages of others. The second advantage of the MM is that it assists with uncovering one more element of the advertising supervisor's work (Goi, 2009). Every one of the supervisors should indicate accessible assets among various necessities, and the administrator of advertising will determine these assets among the different cutthroat gadgets of the MM. Thus, this will assist with introducing the way of thinking of advertising in the association (Low and Tan, 1995). Notwithstanding, Möller (2006) featured that the inadequacies of the 4Ps MM structure, as the mainstays of the customary advertising the board have habitually turned into the objective of solid analysis. Various pundits even go similarly as dismissing the 4Ps through and through, proposing elective systems. This analysis can be summed up as (Fake ideas, 2008):

The MM doesn't think about client conduct however is inside situated.

The MM sees clients as uninvolved; it doesn't permit cooperation and can't catch connections.

The MM is drained of hypothetical substance; it works essentially as an oversimplified gadget concentrating of the board.

The MM doesn't offer assistance for exemplification of showcasing exercises.

The novel components of administrations showcasing are not thought about by MM.

The item is announced in the particular yet most associations don't sell the item as it were. Advertisers sell the lines of item or brand names, all interconnected in the shopper's vision.

The structure of relationship which has been the significant objective of showcasing or the encounters that are purchased by shoppers are not referenced by MM.

The idea of the MM has suggested advertisers as the significant component.

3.3 The Main Elements of Marketing Mix

The MM has numerous components, these components can be indicated by the fundamental objective of the association, the fundamental components of MM allude to the 4 'P's (item, value, spot or dispersion, and advancement), these MM might fortify the consumer loyalty's level (Raewf and Thabit, 2015).

Product

Product alludes to the labour and products introduced by the association. In this way, in couple of words, the item can be known as a bunch of benefits which an advertiser presents to the client at a cost. The item can likewise take the state of a help like a train travel, correspondence, and so on. Accordingly, the item is the fundamental component of any MM (Singh, 2012).

Price

The second most huge component in the MM is the cost. It very well may be known as the worth charged for any item or administration (Borden and Marshall, 1959). Fixing the item's cost is a troublesome work. The advertisers need to know that while fixing the cost, such countless variables like the need of an item, cost included, shopper's capacity to pay, government limitations, costs charged by contenders for practically identical items, and so on, have some control

over this interaction. As a matter of fact, evaluating is an extremely basic choice zone as it affects the requirement for the item and furthermore on the benefit of the association (Singh, 2012).

Place

Merchandise is delivered to be offered to clients; they must be prepared to the clients at a reasonable spot where they can helpfully make bargain. In this way, it is critical that the item is prepared at business sectors in the city. This incorporates a chain of people and associations like merchants, wholesalers and retailers who shape the disseminating organization of the association (the channel of dispersion). The association should pick whether to sell straightforwardly to the people or through the wholesalers. It could actually want to sell it straightforwardly to clients (Burnett, 2008). The four factors of MM are interconnected. By expanding the item's value, the item request will be diminished and lesser conveyance focuses will be wanted (Singh, 2012). At long last, the general MM can bring about unique demonstrating in light of client criticism for working on an item and the equivalent can be sent off as the redesigned item, notwithstanding improve the nature of showcasing responsibility (QMA) (Thabit and Younus, 2015).

Promotion

Promotion is perhaps of the most grounded component in the MM. Deals advancement activities are exposure, advertising, fair and exhibitions and so forth (Culliton, 1948). Showcasing administrator chooses the degree of advertising costs on advancement. Limited time activities are for the most part intended to supplement individual selling, publicizing and exposure (Burnett, 2008). Advancement assists the broker and deals with driving to show the item to the clients in a compelling way and urge them to buy. Advancement relies upon numerous combinations of its parts which are utilized to understand the association's promoting goals. Publicizing is areas of strength for an of advancement blend (Singh, 2012). The principal reason for the publicizing is to make and develop the picture of an item in the market zone. It is one of the huge apparatuses of contest which saves the dynamism of industry. Advancement blend decides the situating of the item in the objective market. It ought to be considered as a cost and thus added to the expense of an item (Borden and Marshall, 1959). Figure 1 represents the primary components of MM and their relationship with the client.



Figure 1: The relation between customer and the main elements of MM

IV. PRACTICAL PART

The broke down consequences of dispersed survey to test the speculation of the paper will be examined in this part and the consumer loyalty about the item and the level of its advancement will be estimated.

4.1 The Questionnaire

The specialists planned and disseminated surveys on an irregular example of Al-Saaeda Organization for Clinical Gear Innovations clients, and polls on the organization workers to quantify the effect of advancement on the showcasing of its item (Glucocard 01-small scale in addition to). The planned poll has 2 points of view (the client point of view and

the worker viewpoint). The scientists circulated 25 surveys to an irregular example of the organization's client to break down their perspectives fair and square of advancement of the item, and 25 clients addressed the poll (100 percent), and they dispersed 25 polls to the representatives for dissecting the effect of advancement on the MM components of the item, 25 workers addressed the survey (100 percent). The specialists involved the factual bundle for social researchers (SPSS) to investigate the quantitative information, and they utilized Likert scale with position of 5 potential probabilities to gauge assessments consequently the all-out score for each question is 500. Tables (1) and (2) show the consequences of the disseminated surveys for the client point of view, and the worker viewpoint individually.

Table 1: The customer Perspective Questionnaire

Question	Total score	Actual score	% score	Std. deviation
1.Theproduct hasa good level of promotion	500	410	82.0 %	4.1
2.ThecompanyAdvertisesinelectronicandprint media	500	463	92.6 %	4.63
3.thecompanyMakesuseofflurryofmedia,includinginternete-mail, fax, telemarketers, In-store advertisingetc.	500	452	90.4 %	4.52
4.thecompanyworkswiththemediadepartmentof Ad.Agencytodefinereach,frequencyandimpactof the Ad.	500	320	64.0 %	3.2
5.thecompanyhasgoodcampaignmakinguseoftoolslike,spons orships,events,soualcauses,and gettingmedia totalkaboutthebrand	500	390	78.0 %	3.9
6.thecompanyincreasespercolatingtraitsofitsbrandthroughall ofthecompany'smarketing activities	500	412	82.4 %	4.12
7.thecompanyStressesonlongtermrelationships withthecustomers andcreatingbrand loyalty	500	468	93.6 %	4.68
8.Thecompanyclarifiesandlivesthecompany's basicvaluesandbuildingthecorporatebrand.	500	455	91.0 %	4.55
9. the company develops a brand building plan tocreatepositivecustomerexperienceateverycustomercontactp oint,person-to-personcontact, events,seminars,telephone, e-mail	500	479	95.8 %	4.79
10.thecompanyusethebrandvaluepropositionasthekeyderive rofitsstrategy,productdevelopment operationsandservices	500	405	81.0 %	4.05

Table (1) contains 10 inquiries on the consumer loyalty's level about the organization's item, creating brand, client administrations, and advancement. The scientists arranged and planned this piece of the poll in light of the examinations by Smith (2010); Captee (2012), and Thabit et al. (2016a).

Table 2: The Employees Perspective Questionnaire

Question	Total score	Actual score	% score	Std. deviation
1.Thepriceofproductisthemostimportantelementsto increas ethecustomersatisfaction's level	500	395	79.0 %	3.95
2.Promotingonproductcan increasetsprice	500	420	84.0%	4.2
3.Thebranchesofcompanyhavegoodpositionsinthearea	500	399	79.8%	3.99
4.Thepromotioncaneffectontheproduct'slevel ofsales.	500	480	96.0 %	4.8

5. The most of company customers reach to product through the good reputation of company.	500	465	93.0%	4.65
6. The company has a good plant to distribute product.	500	425	85.0%	4.25
7. The equality of product is the most important element to increase the level of customer satisfaction	500	477	95.4%	4.77
8. The customer service of product is the most important element to increase the level of customer satisfaction	500	415	83.0%	4.15
9. The level of e-marketing for the product is satisfied.	500	403	80.6%	4.03
10. The customers keep in touch with employees of the company to Inquire about the product.	500	418	83.6%	4.18

Table (2) contains 10 inquiries fair and square of representatives' fulfilment about the organization's part in expanding consumer loyalty, creating brand, organization's methodology, advancement and e-showcasing. The analysts arranged and planned this piece of the poll in light of the examinations by Zarca (2014); BCG (2014); Thabit et al. (2016b) and Thabit et al. (2016c). Figures (2) and (3) outline the broke down assessments of clients and workers separately by bar diagrams. As such, X hub addresses the kind of inquiry, and Y hub addresses the level of the answer's responses after examined them by Succeed capabilities.

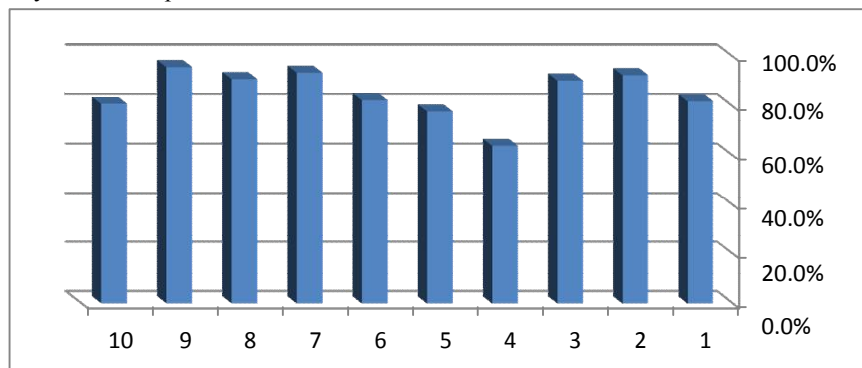


Figure 2: The percentage score of customer perspective

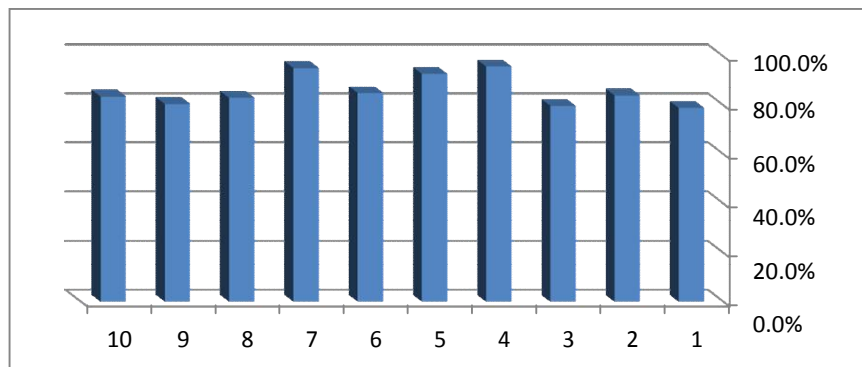


Figure 3: The percentage score of employee's perspective

4.2 Findings

According to previous results, the researchers have found the following findings:

Customer Perspective

- The normal of consumer loyalty about the item advancement is great (85.1%).
- The clients have a superb thought regarding the arrangement of organization to fostering the brand of item (95.8%).
- The clients have an unassuming thought regarding the organization advancement types (64%).

- The general strategy of organization advancement has an excellent reflection as per clients' viewpoints (between 90.4% - 93.6%).
- The brand of the item has a decent standing concurring clients' perspective (between 78% - 82.4%).

Employee Perspective

- The representatives have elevated degree of certainty that the advancement can impact fair and square of item sells (96%).
- The cost of item doesn't affect consumer loyalty (79%).
- The representatives accept that the nature of item and the great standing of the organization are the main components to expand the consumer loyalty (95.4%) and (93%) individually.
- The advancement of item has an excellent level to increment sells in the organization (80.6% - 85%).
- The organization branches affect promoting the item as indicated by the workers' viewpoints (79.8%).

V. CONCLUSION

Promoting incorporates a bunch of activities. To start with, an association might decide on its objective and when the objective still up in the air, the item is to be placed in the market by giving the reasonable item, cost, conveyance and special activities. These are to be assembled at a reasonable rate in order to understand the promoting objective. Such blend of item, cost, dissemination and special activities is perceived as 'Showcasing Blend'. As indicated by writing survey, showcasing Blend (MM) is the controllable gathering of factors that the association might use to impact on the client's reaction. The controllable factors, for this situation, highlight the 4 'P's (item, cost, place (dispersion) and advancement). Every association means to develop such a construction of 4p's, which can make the consumer loyalty's most significant level and meet its hierarchical targets in a similar time. Accordingly, this blend is assembled to hold over as a primary concern the necessities of target clients, and it contrasts from one association to second depending on its assets and promoting purposes.

VI. RECOMMENDATIONS

The specialists suggest, as per the previous ends, the accompanying:

- The organization should expand the degree of advancements in its exercises and divisions.
- The expanding of deals focuses is vital, so the organization should upgrade its approaches of appropriation.
- The organization should zero in on the nature of its creation, regardless of whether it influences adversely on the selling cost.
- Numerous instructional exercises, studios, and gatherings should be finished for the client administrations to keep and expand its exercises in a decent level.

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