

Effect of Marketing Mix on Consumer Purchase Decision of Fast Moving Consumer Goods (FMCG) in Osun State, Nigeria

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ABSTRACT

The study investigated the marketing mix variables influencing consumer purchase decision of Fast Moving Consumer Goods (FMCG) in Osun State, Nigeria. The study adopted a cross-sectional research design and questionnaire was used to collect the data. A total of 222 respondents out of the initial expected sample size of 384 completed the questionnaire. Descriptive analysis was employed to provide an overview of the sample characteristics. The mean and standard deviation of the responses to each statement in the questionnaire were also analysed. Multiple regression analysis was used to examine the effects of product, price, distribution and promotion on consumer purchase decision. The results revealed that distribution ($b_3=0.464$, $t=32.743$, $p=0.000<0.05$) significantly influence consumer purchase decision of FMCG. This was followed by price ($b_2=0.212$, $t=8.026$, $p=0.000<0.05$), product ($b_1=0.126$, $t=4.496$, $p=0.000<0.05$) and promotion ($b_4=0.094$, $t=2.843$, $p=0.005<0.05$) respectively. The findings suggest that optimising distribution channels is crucial for enhancing FMCG purchase decision. This insight provides actionable guidance for FMCG businesses aiming to optimise their market strategies and consumer preferences.

Key words: Product, Price, Promotion, Distribution, Purchase Decision

1.0 INTRODUCTION

Fast Moving Consumer Goods (FMCG) play a significant role in the daily lives of consumers. These products are essential, frequently purchased items that cater for consumers' everyday needs. Moreover, they are highly in-demand, sold quickly and affordable (Tassell & Aurisicchio, 2023). As noted by Sidhu and Singh (2020) FMCG are non-durable household goods that are consumed frequently and have a shorter shelf life. Therefore, the success of FMCG companies relies heavily on understanding and influencing consumer purchase decision. The marketing mix, consisting of product, price, place and promotion serve as a strategic framework for businesses to effectively market and sell their FMCG offerings. Due to their fast-moving nature, FMCG companies rely

on effective marketing strategies to capture consumer attention and drive sales (Ali & Muhammad, 2021). This can include strategies such as attractive product packaging, engaging promotion campaigns, distribution and discounts which businesses can optimise to drive consumer preference towards their products.

The FMCG sector exhibits high competition and consumer purchasing behaviour that varies considerably. Understanding the effects of the essential marketing mix components on consumer purchase decision is critical for marketers to devise successful marketing approaches and obtain an edge over their rivals (Ighomereho, 2022). Due to the current economic realities in Nigeria, the purchasing power of the average consumer has dwindled. Recently, consumers have been faced with rising prices of FMCG as a result of the increasing cost of doing business in the Nigerian business environment. While the current economic realities have led to upward adjustment in the prices of these FMCG, this study can provide useful insights for FMCG companies in developing effective marketing strategies that correspond with customer preferences and drive purchase choices. In an increasingly saturated market of FMCG, consumers are often faced with overwhelmingly high number of information about various products which in one way or another can influence purchase decision. Customers have preferences that form the basis of each purchase, however, if marketing mix elements intertwine with these preferences, exploring and understanding its impact on consumer purchase decision becomes necessary.

The marketing mix variables are strategic options that FMCG companies can leverage on to boost sales. Asamoah (2021) posited that marketing mix plays a crucial role in consumer purchase decisions. Factors such as product quality, features, and packaging can create differentiation, influence consumers' perceptions of value and ultimately increase potential of purchase (Maleki et al., 2020). Price is another key factor in consumer purchase decision. How a FMCG is perceived in relation to its price may impact consumer behaviour. Customers perceive value for money when the price is fair, competitive, and aligns with what they perceive as quality of the product. Aligning pricing with perceived value and ensuring convenient access to products can foster positive customer experiences and contribute to customer loyalty and retention (Meryawan et al., 2022). Distribution makes emphasis on where the product will be available. Understanding how distribution plays a role in customer behaviour can help retailers attract and retain customers, leading to increased sales and profitability ([Khaneja et al., 2022](#)). Promotion ensures proper communication of a product's value and offerings to its target audience. As noted by Tandoh (2020) a well-executed sales promotion and favourable public relations enhance consumer behaviour.

Some studies (Amelia et al. 2015; Farahnur and Ariani 2020; Adhiansyah and Rizkyanfi, 2020; Asamoah, 2021) have examined the relationship between marketing mix and purchase decisions using various theoretical frameworks and methodologies, while other studies (Cheung et al. 2015; Haynes, 2016) have explored how the relationship can

be further influenced by social and cultural factors. However, there is a need for more focused research in Osun State, Nigeria considering its unique cultural, social and economic characteristics. Thus, the study examines the impact of marketing mix on consumer purchase decision of FMCG in Osun State, Nigeria. The specific objectives are to:

- a. determine the effect of product on consumer purchase decision of FMCG
- b. examine the influence of price on consumer purchase decision of FMCG
- c. ascertain the effect of distribution on consumer purchase decision of FMCG
- d. assess the influence of promotion on consumer purchase decision of FMCG

Literature Review

2.1 Marketing Mix

Marketing mix is the combination of marketing variables that a company can put together to satisfy its target market (Ighomereho, 2022). The marketing mix concept has influenced marketing thinking, theory and practice globally and it serves as the foundation for marketing strategy. Thus, it is a strategy used to define the different components of a company's product, price, place and promotion usually referred to as the 4Ps of marketing. According to Kotler and Armstrong (2018) the marketing mix is the set of controllable, tactical marketing tools that the firm blends to produce the response it wants in the target market. Reddy et al. (2023) in the review of marketing mix discussed the marketing mix as a key concept in marketing and business and it consists of various elements such as product, price, place, and promotion, which are used to achieve marketing objectives.

The main objective of this mix is to meet the needs and wants of the target market. It guides businesses in developing and implementing effective marketing strategies (Adhiansyah & Rizkylanfi, 2020). Each element of the marketing mix has its significance and requires careful analysis and decision-making to ensure successful implementation. The marketing mix works together to create value for customers and drive business success. It impacts the demand by tracing the needs and wants of the current and potential customers. In the study of Al Badi (2018) all the marketing mix elements (product, price, place, and promotion) have a significant impact on achieving competitive advantage. This implies that these components can be used to influence consumer behaviour and drive purchase decisions.

2.1.1 Product

Product is anything offered to a market for attention, acquisition, use, or consumption that might satisfy a need or want (Kotler & Armstrong, 2018). It is the first element of the marketing mix and it affects the other three elements of the mix due to its nature and attributes. The product component comprises the design, package, features,

and quality of the product. The features, benefits, and package of a product determine its perceived value and the perceived benefits it offers to the consumer. The product is at the heart of every successful marketing strategy. Emphasis has always been placed on developing and delivering the right product to meet customer needs and preferences. A well-designed product should have features and attributes that differentiate it from competitors. Additionally, it should meet quality standards and conform to industry regulations. Some researchers (Ighomereho, 2022; Reddy et al., 2023) have argued that creating a strong product is the most critical aspect of the marketing mix, as it serves as the foundation for other marketing activities.

Understanding the product's role and how it is managed within the marketing mix is crucial for building a sustainable business and delivering value to customers. The product is central to the success of any business and it encompasses a wide range of considerations, from the core benefits a product provides to the packaging, presentation, branding, and sustainability efforts (Rihayana et al., 2022; Putra et al., 2023). By understanding and effectively managing the product, companies can create offerings that are differentiated and meet customer needs while building enduring relationships with their target audience (Oktavian & Wahyudi, 2022). In today's dynamic and customer-centric landscape, successful product management is essential for long-term business growth and success. Studies on product features and attributes have shown their significant influence on consumer purchase decision (Adhiansyah & Rizkianfi, 2020). Shah et al. (2013) focused on emotional and psychological elements of packaging and discussed how packaging influences consumer buying behaviour, including attracting attention, enhancing brand image, and influencing perceptions about the product. Another study by Fisher and Woolley (2024) revealed that product desirability impacted the decision-making process than price. Thus, the study proposed that:

Ho₁: Product has a significant effect on consumer purchase decision of FMCG.

2.1.2 Price

Price can be defined as the amount the customer must exchange to receive an offering (Singh, 2012). Price represents the financial value attached to a product. It is the amount a customer is willing to pay in exchange for receiving the benefits that a product offers. Price is often the most direct reflection of a product's worth. It is both an economic transaction and a psychological trigger. Pricing strategies like discounts, bundle offers, and value-based pricing have the potential to influence the perceived value of a product and drive sales. Customers evaluate products based on their perception of value, which can be influenced by factors such as quality, brand reputation and emotional associations. Therefore, price communicates the trade-off between the perceived benefits and the cost of acquisition.

The role of price in a company's positioning within the market is vital. A higher price can convey quality and exclusivity, while a lower price may indicate affordability and value. Companies must align their pricing with their desired brand image and target audience. Pricing should be consistent with the overall marketing and branding strategy (Hermiyenti & Wardi, 2019). In the dynamic and complex landscape of modern business, price stands as a central force shaping consumer behaviour, influencing market dynamics, and impacting a company's profitability (Akbar, 2019). Effective pricing strategies require a blend of economic rationale and psychological insight. A well-calibrated pricing strategy not only optimises profitability but also enhances a brand's position in the minds of consumers (Oktavian & Wahyudi, 2022).

In the study of Adhiansyah and Rizkylanfi (2020) it was found that there is no significant effect of price on consumer purchase decision. However, Anggita & Ali (2017); Prihastomo and Usman (2019); Riszaini and Indayani (2023) studied price and purchase decision and concluded that price is an important factor that influences consumer buying decision. According to Amril (2021) there is a negative and significant effect of price on purchasing decision. This perspective suggests that as prices increase, consumers are less likely to purchase. On the other hand, Taufik (2021) study shows a contrasting viewpoint. It indicates a significant positive effect of price on consumer purchase decision, suggesting that higher perceived prices lead to increased purchase intention. Here, price is viewed as an indicator of quality or status, which can stimulate purchase intention rather than dampen them. Hence, it is hypothesised that:
Ho₂: Price has a significant influence on consumer purchase decision of FMCG.

2.1.3 Distribution

Distribution is one of the pivotal elements in the marketing mix and it is the channel through which products reach the consumers. It is the intricate network of intermediaries, logistics, and processes that ensure products are available where and when consumers want them (Al Badi, 2018). In its essence, distribution is the bridge between a company's production and the consumer. It is the system that ensures products are accessible to the target market. A product, no matter how exceptional, is of limited value if it remains out of reach of the intended consumer. Distribution addresses the "place" aspect of the marketing mix, focusing on product availability and accessibility. Distribution can have an enormous influence on consumers, who are more inclined to buy goods that are readily available and easily accessible (Adhiansyah & Rizkylanfi, 2020). In the study of Lim et al. (2023) on impact of distribution channel discussed the significance of aligning distribution channels with the marketing mix to create a consistent and seamless customer experience. The authors emphasised the need for businesses to understand customer preferences, market trends, and technological advancements to effectively design and manage their distribution channels, and discussed

the importance of evaluating and adjusting distribution channels based on customer feedback, market dynamics, and organisational objectives.

Karaxha and Kristo (2016) went deeper by including activities such as selection, negotiation, and coordination with intermediaries like wholesalers and retailers. Their research highlights the strong connection between distribution channel management and the marketing mix and how a well-managed distribution channel can greatly impact the successful implementation of the marketing mix. By carefully selecting the right distribution channel, the company can optimise the product's availability and accessibility to potential customers and thus, enhance their promotional efforts by leveraging their distribution network to reach a wider audience. Vapa, & Vapa-Tankosić (2019) explored how distribution channels, such as wholesalers, retailers, and intermediaries, contribute to the overall marketing strategy of a business. They examined how these channels influence product availability, customer satisfaction, and brand image. They emphasised that a well-integrated distribution strategy can enhance product visibility, increase customer reach, and ultimately drive sales. This implies that the effectiveness of intermediaries can significantly influence the perception of the brand in the mind of consumers and through a well-integrated distribution network, all these players work synergistically to improve product visibility and availability.

Gherasim and Gherasim (2016) compared different distribution channels and their impact on consumer behaviour and purchasing decisions. They explored how distribution channels, such as physical stores, e-commerce platforms, and direct sales, play a crucial role in reaching target customers, delivering products and ultimately influencing consumer satisfaction and loyalty. It was deduced that while each of these channels features unique benefits, their effectiveness depends heavily on the product-type and target customers. Thus, businesses must optimise their distribution strategy based on consumer preferences and product specifics to improve consumer satisfaction and loyalty. Therefore, it is proposed that:

H₀₃: Distribution has a significant effect on consumer purchase decision of FMCG.

2.1.4 Promotion

Promotion is another critical component of the marketing mix that may affect consumer behaviour through advertising, public relations, and sales promotion (Khanfar, 2016). Although Kaviyarasu (2017) noted that consumers can oftentimes get overwhelmed with marketing messages and promotional offers to a point of exhaustion leading to decision fatigue and a reduced impact of the marketing mix, promotion is the dynamic process through which companies communicate and engage with their target audience. The promotion element strives to create interest and awareness of the product and its benefits, leading to increased purchase intention and sales (Ali & Muhammad, 2021). It is the strategic art of shaping consumer perceptions, creating brand awareness, and stimulating demand for products (Sahni et al., 2014). At its core, promotion

represents the “P” of the marketing mix that is concerned with communication. It is the means by which companies convey their message to the target market (Hermiyenti & Wardi, 2019). Promotion encompasses a multitude of activities, and it addresses the communication dimension of marketing such as advertising, personal selling, sales promotion, public relations and direct marketing.

In the study of Adhiansyah and Rizkyanfi (2020) promotion did not influence consumer purchase decision but Prihastomo & Usman (2019) found that promotional activities can influence consumers’ coffee purchasing decisions. The authors suggest that these promotional activities can create brand awareness and influence brand loyalty, which can drive coffee sales. The authors emphasised the importance of understanding the target market and using appropriate promotional techniques to reach consumers effectively. Overall, the study highlights the crucial role promotional activities play in influencing consumer purchase decision related to coffee while also pointing out how effective marketing campaigns can create awareness, generate interest, and persuade individuals to choose a specific coffee brand over others. This study is consistent with Thakur et al. (2015) on promotion having a positive and significant impact on consumer purchase decision. Thus, the study hypothesised that:

Ho4: Promotion has a significant influence on consumer purchase decision of FMCG.

2.2 Purchase Decision

Purchase decision is a decision that involves two or more choices of products to make a purchase (Adhiansyah & Rizkyanfi, 2020). In other words, it is a decision made by consumers to choose a product from a variety of choices and it forms the priority of a set of choices. Prihastomo and Usman (2019) described purchase decision as the stage that a consumer passes through in determining the choice of products to be purchased.

Conceptual Model

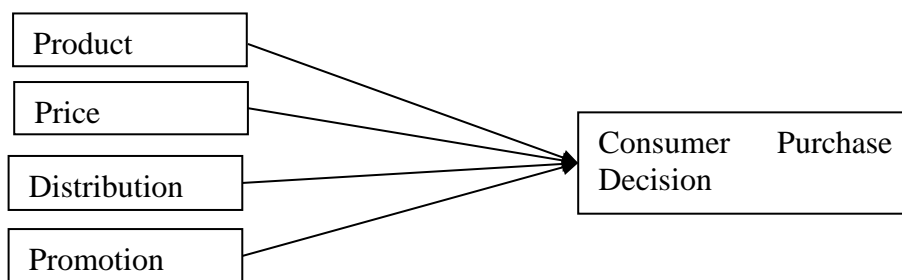


Figure 1. Conceptual model of marketing mix and consumer purchase decision
Source: Authors (2023)

Figure 1 shows the conceptual model indicating the influence of marketing mix elements on consumer purchase decision. It emphasises the importance of creating an

effective marketing mix to facilitate purchase decision. By conceptualising the marketing mix's effects, businesses can better understand the processes behind consumer behaviour and create strategies that can facilitate increased sales and gain competitive advantage.

1. Methodology

Cross-sectional research design was adopted for the study. This type of research design was adopted because it is used to collect information about the current state or characteristics of a population. The population of the study consists of customers who regularly purchase FMCG in Osun State, Nigeria. This population can be quite large and diverse, as FMCG are commonly purchased by a wide range of individuals across various demographics. Therefore, Godden (2004) formula for sample size determination was used to determine the sample size for the study. It is given as:

$$n = \frac{Z^2 \{P(1-P)\}}{C^2} \quad (1)$$

Where:

n = Sample Size

Z = Z value (e.g. 1.96 for 95% confidence level)

P = population proportion (assumed to be 0.5 (50%) since this would provide the maximum sample size).

C = Margin of Error at 5% (0.05)

$$n = \frac{1.96^2 \times 0.5(1-0.5)}{0.05^2}$$

$$n = \frac{3.8416 \times 0.25}{0.0025}$$

$$n = 384$$

Therefore, the sample size was put at 384 customers of FMCG.

The sample was selected using convenience sampling technique which is a non-probability sampling technique. The data was collected through questionnaire. In order to adequately ensure objectivity in the process of data collection, a structured questionnaire was used to collect the data. The survey instrument for the study was administered using Google Forms, an online survey platform which helps to facilitate a seamless data collection process. Google forms was chosen as the survey administration tool due to the ease of use, accessibility and its widespread dissemination potential as the link can be sent to as many people as possible within the shortest possible time. The survey link was shared to potential respondents on different social media platforms with

a brief introduction explaining the purpose of the study. The questionnaire consists of thirty one items categorised into four sections. Section A has questions on sex, age, marital status, level of education, nature of employment and monthly income which helps to understand the socio-demographics of the respondents. Section B consists of five questions each on the four marketing mix variables of product, price, distribution and promotion and was adapted from Karmoker & Haque (2016) and Al Badi (2018). Section C has 5 questions on purchase decision which was adapted from Adhiansyah & Rizkianfi (2020). Sections B and C provides respondents the ability to choose their level of agreement or disagreement on a five-point Likert scale ranging from strongly agree to strongly disagree.

In ensuring validity of the research instrument, content validity was employed to ensure that questions in the questionnaire accurately represent the key components of the marketing mix and purchase decision factors. In addition, the questionnaire was pilot tested to determine the reliability. Cronbach Alpha was used to determine the reliability of the research instrument. The Cronbach Alpha Coefficients are depicted in Table 1:

Table 1. Reliability test

Constructs	Number of Items	Cronbach Alpha Coefficient
Product	5	0.79
Price	5	0.78
Distribution	5	0.81
Promotion	5	0.83
Purchase Decision	5	0.71

Table 1 shows the Cronbach alpha coefficients that were computed for the items that make up each construct used in the study. Pallant (2010) noted that Cronbach alpha coefficient of 0.7 or higher denotes a good internal consistency. Since the Cronbach alpha coefficient for all the constructs are above 0.7, the questionnaire can be considered reliable. The copies of questionnaire were administered in December, 2023. At the end of the month, two hundred and twenty two (222) responses were recorded and used for the analysis.

2. Results

4.1 Demographic Analysis

Table 2. Socio-demographic characteristics of the respondents

Characteristics	Frequency	Percentage
Sex		
Male	132	59.5
Female	90	40.5

Total	222	100.0
Age (in years)		
Below 21	59	26.6
21-30	104	46.8
31-40	51	23.0
41-50	8	3.6
51 and above	Nil	0.0
Total	222	100.0
Marital Status		
Married	78	35.1
Single	144	64.9
Total	222	100.0
Level of Education		
No Formal Education	Nil	0.0
Primary	Nil	0.0
Secondary	27	12.2
Graduate	167	75.2
Post-graduate	28	12.6
Total	222	100.0
Nature of Employment		
Public Service	55	24.8
Private Service	53	24.0
Self- employed	49	22.0
Student	64	28.8
Others	1	0.4
Total	222	100.0
Monthly Income/ Allowance		
Below N100,000	83	37.4
N100,000 - N300,000	111	50.0
N300,001- N500,000	26	11.7
Above N500,001	2	0.9
Total	222	100.0

The demographic analysis offers an understanding of the respondents' characteristics. As shown in Table 1, the results indicate that 59.5% of the respondents are males while 40.5% are females. The age distribution of the respondents was diverse, ranging from 26.6% for below 21, 46.8% between 21-30, 23.0% between 31-40 to 3.6% between 41-50, of which 64.9% are single, while 35.1% are married. The level of

education of the participants varied, with a significant proportion holding a graduate degree (75.6%), followed by those with a postgraduate degree (12.6%), secondary school certificate (12.2%). This level of education of the sample ensured a level of comprehension and articulation conducive to providing insightful responses. The nature of employment status of the respondents varied with 28.8% as students, 24.8% in the public service, 24.0% in the private service and 22.0% are self employed. This diversity in employment status enriched the dataset with varied occupational experiences. Analysis of monthly income/allowance revealed a broad distribution, with 37.4% of respondents earning below N100,000, followed by 50.0% earning between N100,000-N300,000, and 11.7% earning between N300,001-N500,000, and only 0.9% earning above N500,001. This range ensures representation across different socio-demographic strata.

4.2 Descriptive Analysis

Table 3. Summary of analysis on product

STATEMENT	MEAN	SD
I prefer products with innovative features and unique attributes	4.464	0.551
I am attracted to a well designed packaged product	4.527	0.576
Packaging that communicates product information effectively is important to me	4.441	0.604
Products with distinct qualities tend to catch my attention	4.374	0.616
I appreciate when products offer unique features or benefits	4.473	0.552

Table 3 shows that majority of the respondents have a high evaluation for the product items. This means that majority of the respondents evaluated the product items in a positive way. Respondents expressed the highest mean score of 4.527 for attraction to well-designed packaged products. The standard deviation of 0.576 suggests moderate variability in the responses.

Table 4. Summary of analysis on price

STATEMENT	MEAN	SD
I tend to associate higher-priced product with higher quality	2.847	0.151
I place greater importance on perceived value over the actual price of a product	4.023	0.919
I always seek out discounts and price comparisons	4.261	0.826
I am influenced by limited-time price promotions and special offer	4.180	0.836
I am willing to pay a premium for products that I perceive as higher quality	3.131	0.387

Table 4 shows that the respondents have a moderate evaluation level for the price items. This means that the majority of the respondents evaluated the price dimension in a positive moderate way. On the average, the respondents placed greater importance on price discounts and price comparisons with a mean score of 4.261. The high mean score indicates a strong inclination toward cost-saving behaviours.

Table 5. Summary of analysis on distribution

STATEMENT	MEAN	SD
I prefer physical stores where I can see and touch the product	4.448	0.635
I prefer shopping online due to its convenience and wide product selection	2.095	0.895
I value distribution channels that provide convenient options for product pickup or delivery	4.297	0.744
Online shopping with home delivery is my preferred method of obtaining products	3.180	0.826
I prioritise shopping from local businesses and supporting small retail stores	4.338	0.754

Table 5 shows that majority of the respondents have a moderate evaluation level for the distribution items. This means that majority of the respondents evaluated the distribution items in a moderate way. On average, the respondents prefer physical stores where they can see and touch the product before making a purchase with a mean score of 4.448. The high mean score indicates a clear preference for the in-store shopping experience, and the relatively low standard deviation (0.635) suggests consistency in this preference among respondents.

Table 6. Summary of analysis on promotion

STATEMENT	MEAN	SD
I am more likely to be influenced by promotions that create a sense of urgency	3.203	0.243
I receive most of my promotional information through social media	3.878	0.950
I pay close attention to advertisements and sponsored posts on social networks	3.824	0.011
I tend to pay attention to product advertisements and promotional materials	3.914	0.900
I tend to explore products after seeing them advertised	4.063	0.595

Table 6 shows that majority of respondents have a moderate evaluation level for the promotion items. This means that majority of the respondents evaluated the promotion items in a moderate way. On the average, the respondents express a tendency to explore products after seeing them advertised. The mean score is high, indicating a strong inclination to engage with advertised products with a mean score of 4.063. The standard deviation (0.595) suggests consistent behaviour among respondents in this regard.

Table 7. Summary of analysis on purchase decision

STATEMENT	MEAN	SD
I will always patronize my brand	3.829	0.041
I have no regret purchasing my brand	3.257	0.779
I always make a purchase after searching for information	4.081	0.774
I am confident in my ability to make informed purchase decision	4.306	0.709
I have a preferred brand when making purchase decision	3.171	0.996

Table 7 shows that majority of the respondents have a moderate evaluation level for the purchase decision items. The respondents demonstrated a high level of evaluation in their ability to make informed purchase decisions with a mean score of 4.306. However, the respondents indicated a moderate agreement (mean = 3.829) with the statement suggesting they will always patronise their brand.

4.3 Test of Hypotheses

Table 8. Summary of regression analysis of marketing mix components and consumer purchase decision

Model 1	B	t-value	p-value	R	²	F-value	F-sig
Constant	0.368	3.136	0.002	.882	.778	430.858	0.000
Product	0.126	4.496	0.000				
Price	0.212	8.026	0.000				
Distribution	0.464	32.743	0.000				
Promotion	0.094	2.843	0.005				

Model 1: Predictors: (Constant), product, price, distribution, promotion

Dependent Variable: Consumer Purchase Decision

The multiple regression results in Table 8 shows goodness of fit of the model considering the F-value ($F=430.858$, $p=0.000<0.05$) which is statistically significant at 5% level of significance. This indicates a statistical significant relationship between marketing mix variables and consumer purchase decision. This implies that product, price, distribution and promotion jointly determine consumer purchase decision of

FMCG. The R Square value of 0.778 indicates that marketing mix variables explain 77.8 percent of the variation in consumer purchase decision. Even though all the marketing mix variables determine purchase decision, each component did not have the same effect. Comparatively, the marketing mix variables that significantly influence consumer purchase decision are distribution ($b_3=0.464$, $t=32.743$, $p=0.000<0.05$). This was followed by price ($b_2=0.212$, $t=8.026$, $p=0.000<0.05$), product ($b_1=0.126$, $t=4.496$, $p=0.000<0.05$) and promotion ($b_4=0.094$, $t=2.843$, $p=0.005<0.05$) respectively. Consequently, the four hypotheses are accepted because the results indicate that all the marketing mix variables have significant positive influence on consumer purchase decision in Osun State, Nigeria.

3. Discussion

The main objective of the study was to determine the effect of marketing mix variables on consumer purchase decision of FMCG. It was found that all the marketing mix components influence consumer purchase decision. The findings of the study align with Al Badi (2018) that all the marketing mix elements (product, price, place, and promotion) are important. In determining the influence of product on consumer purchase decision of FMCG, the findings from this study revealed that product has a significant effect on consumer purchase decision of FMCG. This is in agreement with Rihayana et al. (2021); Oktavian and Wahyudi (2022) which indicate that product has an effect on purchase decision. To ascertain the effect of price on purchase decision, findings of this study showed that price has significant positive effect on purchase decision. This is in consonance with the findings of Anggita & Ali (2017); Akbar (2019); Prihastomo and Usman (2019); Taufik (2021); Riszaini and Indayani (2023) that price is an important factor in making purchase decision. However, it contradicts the finding of Adhiansyah and Rizkylanfi (2020) that there is no significant effect of price on consumer purchase decisions and Amril (2021) that there is a negative significant effect of price on purchase decision.

With respect to the effect of distribution on purchase decision of FMCG, the findings in this study revealed that distribution has significant effect on purchase decision. This aligns with Amelia et al. (2015) and Farahnur and Ariani (2020). In examining the impact of promotion on purchase decision of FMCG, the findings in this study indicate that promotion has significant effect on purchase decision which is in agreement with Hermiyenti & Wardi (2019) on the influence of promotion on purchase decision.

4. Conclusion and Recommendations

The results of this study shed light on the pivotal role played by the marketing mix elements in influencing the purchase decisions of consumers of FMCG. Each element has demonstrated a distinct impact on consumer purchase decision, contributing to the nuanced dynamics of the FMCG market. The study has shown that the marketing mix

elements which consist of product, price, distribution and promotion significantly influence consumer purchase decision. Furthermore, the influence of distribution on consumer purchase decision highlights the strategic importance of optimising accessibility and ensuring products are readily available to consumers. The study provides valuable insights for marketers and businesses aiming to refine their strategies. It also provides insights into how consumers make decisions when purchasing FMCGs. Insights gained from the study can guide the development of effective marketing mix strategies to influence consumer choices in the competitive FMCG market.

Based on the findings and conclusion, the study recommends the following:

- i. Companies should ensure that products meet customer preferences and expectations by assessing and improving the appeal of FMCG. Companies should implement a robust data analytics tools to continuously monitor and analyse consumer behaviour, thus, leveraging consumer insights to tailor their products to meet customers' expectations.
- ii. Pricing strategies should align with market dynamics and consumer perceptions. The pricing strategy adapted should align with changing market conditions and preferences.
- iii. Recognising the critical role of distribution in influencing purchase decisions, companies should optimise and expand their distribution networks. They should explore partnerships with various retail channels and logistics efficiency to reach a wider consumer base.
- iv. Promotional strategies that capture the interest of the target audience should be implemented and enhanced.

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