

EFFECTS OF MARKETING MIX ON CONSUMERS PURCHASE OF DETERGENT PRODUCTS IN JOS NORTH LOCAL AREA GOVERNMENT OF PLATEAU STATE

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Abstract

This study examined the effect of Marketing Mix elements on Consumer Purchase Decision of detergent products in Jos North LGA of Plateau State. The study adopted the survey research design. Data was collected with the aid of structured questionnaire administered to 68 respondents who are consumers of detergent products, they were conveniently sampled in the study areas. Four hypotheses were formulated and tested in the study using the Spearman Correlation at 0.05 level of significance. Results of the hypothesis test showed that there is a positive and significant relationship between marketing mix elements: Product, price, place, promotion and consumer purchase decision of detergent products in Jos North LGA of Plateau State, with the correlation coefficient ($r = 0.368$), ($r = 0.462$), ($r = .0.6100$) and ($r = 0.512$) respectively at the significant value of 0.000 ($p > 0.05$). The study therefore concluded that marketing mix elements play significant roles in influencing the consumer purchase decision of detergent products in Jos North LGA of Plateau State. It was recommended that manufacturers of detergent products should put adequate efforts in the design of their marketing mix elements to align with consumers requirements and expectations.

KEYWORDS: Marketing mix, product quality, Price, Place, Promotion, Consumer purchase decision.

1.1 Introduction

The present business landscape is characterized by fierce competition among businesses, businesses introduce numerous products with varying attributes and strive to get customers attention through the diverse marketing strategies (Suganya, Rajamani & Thameem, 2024). Businesses that attract high proportion of customers and succeeds design their marketing strategy around customers. Marketing mix has been identified as one of the most important elements of marketing strategy that is designed around the customer (Grand View Research, 2017 and Al Badi 2018).

Mahohoma & Agbenyegah (2024) opined that the America Marketing Association (AMA) stated that the traditional marketing mix comprises of the four Ps: product,

price, promotion, and place. Al-Hawari (2016) argued that within the context of the marketing mix, product refers to the tangible and intangible attributes of the product; price is the amount of money that consumers pay to purchase the product; promotion comprises of activities undertaken to create awareness about the existence of the product, its benefits and persuade customers to purchase; while Place involves where the product is made available for customers for purchase. Al-Kwafi and Al-Sharafi (2018) said that the marketing mix is critical in influencing consumers' behavior and purchase decisions.

Gupta, Gaurav & Jaiswal (2023) said that consumer purchasing behavior is a combination of the diverse attitudes, preferences, plans and decisions exhibited by consumers in the course of purchasing products in the market place. They stated that consumer purchasing behavior as a process involves need recognition, information search, alternative evaluation, purchase decision and post purchase decision. The purchase decision stage is the stage where the consumer has chosen to buy a product. Consumers do not just buy, they are often motivated to buy.

A number of factors influences the consumers to purchase at the purchase stage of the consumer purchasing decision process. Kotler (2011) distinguished between market stimuli and buyer characteristics as determinants of consumer behavior, the market stimuli are the marketing mix elements that comprises of products, prices, promotion and place. Kotler (2011); Kotler & Armstrong (2018) and Gupta, Gaurav & Jaiswal (2023) argued that businesses can impact consumer purchase decisions through offering evaluations on the products description, price, enhanced accessibility and assisting the customers in understanding their options.

Adesanya, Adesanya & Alabi (2024); Shifman, Kanuk & Hanson (2008) argued that the consumer purchase decisions are critical aspects of every consumers daily routine that involves varying level of efforts of by the consumer, while some are complex others are standardized. These purchase decisions involve settling for a choice from existing brands using both internal and external considerations. Osuagwu (2002) asserted that consumers purchase culminates with consumer selecting brands they considered preferable based on perception of quality, price, convenience of purchase and information provided by the business, these are the elements of the marketing mix. Kotler & Armstrong (2018) argued that Consumer purchase decision is the stage where a consumer makes a decision to buy a product. Al-Sharafi (2018) argued that the marketing mix is critical in influencing consumers' behavior and purchase decisions, and it has been extensively studied in various industries.

The global detergent industry is reputed to have experienced substantial growth in recent times, the industry is anticipated to continue to growth as more companies and brands venture into the market while existing ones are also likely to continue to expand their geographic reach and array of related products (Al-Kwif and Al-Sharafi, 2018). Research and Markets (2021) asserted the laundry market in Nigeria as at 2020 had an estimated value of \$850, this is also anticipated to grow to \$1.3billion by 2027. This growth is anticipated to come with stiff competition from both local and international brands competing for marketing share. Al- Kwifi & Al-Hawari (2018) suggested that growth in the laundry market is driven by the raise in income level, increase gendered employment opportunities favorably skewed for women and an upsurge for eco-friendly products. In order for businesses to successfully compete and take advantage of these growing opportunities, there is the need for them to understand the factors that influence consumers purchase decisions. Cahya & Muala (2021) asserted that the marketing mix is a combination of tools and techniques that companies use to promote their products and influence consumers' behavior hence the need to study the extent to which the influences consumer purchase decision in this detergent industry.

It is against this background that this study aims to examine the extent to which the marketing mix influences the consumers purchase decision with a view of recommending how businesses can influence purchase decisions for detergent.

1.2 Statement of Problem

Chin & Harizan (2017) reported that detergent has overtime served as an important component of human existence playing crucial roles in daily lives for individuals, its production and distribution processes has contributed to employment. The market is characterized by similarities of products, prices, distribution process and promotion processes. Also, there are intense and stiff competition between local and international brands, couple with imitations hence the need to understand how to these components influences customers purchase decisions with a view of designing to enhance purchase decision.

It is in the light of these that the study seeks to:

- i. To examine the influence of product quality on consumer purchase decision of detergent product in Jos North LGA of Plateau State.
- ii. To identify the influence of price on consumer purchase decision of detergent product in Jos North LGA of Plateau State.
- iii. To assess the influence of place on consumer purchase decision of detergent product in Jos North LGA of Plateau State.
- iv. To investigate the influence of promotion on consumer purchase decision of detergent product in Jos North LGA of Plateau State.

The following research questions were formulated to guide the study:

- i. To what extent does product quality influence consumer purchase decision of detergent products in Jos North LGA of Plateau State?
- ii. In what ways does price influence consumer purchase decision of detergent products in Jos North LGA of Plateau State?
- iii. Does place influence consumers purchase decision of detergent products in Jos North LGA of Plateau State?
- iv. What influence does promotion have on consumers purchase decision of detergent in Jos North LGA of Plateau State?

The following hypotheses have been formulated for the study:

H₀₁: Product quality has no significant effect on consumers' purchase decision of detergent products in Jos North LGA of Plateau State,

H₀₂: Place has no significant effect on consumers' purchase decision of detergent products in Jos North LGA of Plateau State.

H₀₃: Price has no significant effect on consumers' purchase decision of detergent product in Jos North LGA of Plateau State.

H₀₄: Promotion has no significant effect on consumers' purchase decision of detergent products in Jos North LGA of Plateau State.

1.3 Conceptual Review

1.3.1 Meaning and Definition of Marketing Mix

Marketing Mix was first developed by James Culliton in 1948 (The Marketing Mix, 2012). Jerome McCarthy further reviewed the concept to the 4ps in 1964 and categorized them as: Product; Price, Place and Promotion (Goi, 2009). Kotler & Keller (2015) defined the Marketing Mix as a marketing tool that is used by companies to enable them reach their marketing objectives in target market. The marketing mix is also described as the marketing tools used by companies to create profit. Attih (2019) referred to the marketing mix as a set of variables that are able to be controlled by a firm in an effort to achieve the firms marketing objectives. While there are several conceptualization and components of the marketing mix, for the purpose of this study, the conventional 4 Ps have been adopted as the proxies that will be used for this study.

1.3.3.1 Product

The product is the first element and primary component of the marketing mix (Suganya et al, 2024). It is considered to have considerable effects on the entire marketing mix because it exerts influences on the other three elements of the marketing mix (Al Badi, 2018) because the type of product affect will affect the pricing, placement, and promotional marketing mix strategies to be adopted by a business (Suganya et al, 2024). Kotler & Armstrong (2018) defined a product as anything that is being offered to a market for attention, acquisition, use and consumption that has the ability to satisfy needs and wants. This implies that

products are offered to stimulate attention, propel action to obtain and are further utilized by the customers to meet existing needs and wants. Mathiu (2001) argued that product is a combination of both intangible and tangible components that are being offered to the customer to satisfy the customers needs. Suganya et al (2024) defined products as anything that has the capacity to fulfill consumer's need or want, ranging from both tangible item or an intangible service. Okonkon (2025) posited that products are varied and they refer to anything or everything so long as it has the capacity of satisfying needs or wants, thus products could be physical goods, services, ideas, persons, places and organizations so long as they have the capacity to satisfy needs and wants. Products are classified into consumer or industrial products (Okonkon, 2025);

Consumer products are the type of products that are acquired by the final consumer for personal consumption or use within the household. While industrial products are acquired not for personal or household use or consumption, but for further business activities either for production activities, resale or other business activities. Consumer products are further categorized into convenience, special or shopping products (Suganya et al, 2024) and (Okonkon, 2025).

Product quality is very relevant in influencing consumer purchase decision, the performance of products contribute to customer satisfaction. As such customers will purchase product that are of higher quality. Mirabi, Akbariyeh & Tahmasebifard (2015) defined Perceived quality as how a customer generally perceives a product as superior based on the customers expectation of in comparison to other alternatives. This perception is often intangible and based on specifications such as the extent to which the products are reliable, the products performance and the overall brand of the products. Tsiotsou (2006) stated products that possess higher quality often have higher influence on customer purchase decisions, while products that have lower quality have lower customer purchase decisions as such understanding the nature of products unique selling proposition is imperative for effectively influence consumer purchase decision.

1.3.3.2 Price

Price is the amount of money that customers exchange for the products and the value they receive from the business (Kotler & Armstrong, 2010). Suganya et al (2024) argued that price affects the purchasing power of the customer as such considered the most critical component of the consumer purchase decision.

Davenport and Harris (2007) & Al Badi (2018) observed that businesses adopt several pricing strategies based on a number of factors some of which include: the cost of production, extent of product differentiation, nature, type, level and dimension of competition, existing and anticipated market share, product life cycle

stage, regulations and perception of customers value for the product. They further identified the following types of prices pricing strategies. Firstly, is the pricing strategy based on cost, known as Cost-based pricing strategy- these includes pricing methods such as: cost plus price method, target return pricing method, break-even analysis pricing method, contribution analysis pricing method, and marginal pricing method. Secondly, is the pricing strategy based on competition which is known as: Competition-based Pricing methods- this involves pricing according to the average market price, pricing similar to competitors' prices, pricing below or above competitors' prices, and pricing based on the dominant market prices. Thirdly is the Demand-based pricing strategy- this is the pricing according to customer's perception of value or the customer's needs. Okokon (2025),

1.3.3.3 Place

Place as a marketing mix element is known as distribution. This element of the marketing mix involves moving or conveying products from the place of production to the place of consumption. This element is based on the notion that production is not complete until goods and services reach the final consumers. Further to this is that, consumers would want to get the products available for their use at locations that best meets their needs without much complications or challenges (Okokon, 2025). Al Baid (2018) argued that this element of the marketing mix involves decisions regarding the distribution channels appropriate, available warehousing facilities and the extent to which they are suitable to the products, mode of transportation that will not affect product quality, location of retailer and other channel members, assortment within the customers and retailers' range, convergence, logistics, and inventory control.

Attih (2017) argued that the place component of the marketing mix contributes significantly to consumer purchase decision, while Suganya et al (2024) asserted that getting the product across to the customer in a convenient and cost-effective manner will contribute to meeting the need of the customer while also enhancing customer satisfaction. They further observed that this is now a growing concern among businesses as it affects consumer purchase decisions. They specifically mention that increase online shopping along with the convenience it affords is of interest to existing businesses.

Kotler & Armstong (2018) asserted the place is relevant for consumer purchase because it contributes to promoting, selling and distributing products to buyers, resellers, physical distribution, marketing services agencies and other financial intermediaries that are relevant to the consumer purchase decisions. Al Badi (2018) argued that place compliments other marketing strategies within the product, price

and promotion context by ensuring that a business meets the availability goal of making the product available in the right place and at the right time which is relevant for consumer purchase decision.

1.3.3.4 Promotion

Okokon (2025) said that promotion is a communication process that involves transmission of commercial messages from businesses to target markets about the existence, use, benefits and other relevant information about a product or service with a view of eliciting positive responses. Kotler (2011) argues that promotion involves communicating the merits of the product and persuading target customer to buy it. As an activity, it involves marketing and selling in order to provide information and push the demand of product or service with a view of influencing customer to buy. Promotion is used to gain new customer and maintain the loyal customer; increase sales; and to create favorable product image.

Promotion is used to simulate demand, establish brand identity, increase knowledge and awareness (Attih, 2019). Promotion often includes several activities that include advertising, sales promotion, word of mouth, public relations, interactive marketing. It is also implemented through various channels ranging from online to physicals. It is asserted that when implemented in integrated forms promotion will increase consumer purchase decisions (Okokon, 2025) and will contribute to the creation of emotional link between the business, its products and the customers (Latif & Abideen, 2011).

Okokon (2025) identified three key objectives of promotion. Firstly, is that promotion contributes to informing the customers about the existing of the products along with its features, benefits, uses and extent to which it is different. Secondly, promotion contributes to arousing interest of customers in a product, this enhances and persuades consumers purchase decision, while also leaving lasting positive memory of the business and its products. Thirdly, promotion is used to differentiate product particularly in competitive markets inundated by numerous competitors. Promotion is often used to highlight product features and the extent to which they are different from that of other competitors.

1.4.3 Consumer Purchasing Decision

El gozmir, Makhrouf & Chouhbi (2024) said that Consumer purchase decision is a complex and dynamic issue that has been defined in several ways by different authors. Peter & Donnelly (2003) defined consumer purchase decision as individual's purchase and consumption decision that is influenced by a combination of culture, social class and reference group and price. Schiffman & Kanuk (1997) opined that consumer purchase decision studies the processes that individuals,

groups, or organizations follow to identify, select, obtain, and dispose of products, services, experiences, or ideas that satisfies their needs and the impacts that these processes have on the consumer and society.

Kotler (2001) and Kotler & Armstrong (2018) identified market stimuli and buyer characteristics as the factors that influence consumer purchase decisions. The market stimuli are the product, price, place and promotion, while the buyer characteristics include elements of culture, social, personal and psychological factors. They further posit that consumer purchase decisions are characterized by: Product choice- is reflected on their decision to buy what is consistent with their choice; Brand choice- reflected in selecting brand from other brands; Dealer/seller choice- reflected on the specific dealer to settle for from others; Number of Purchases- reflected on the amount of purchases based on needs; time of purchase- reflect when to pay; and payment method- reflected by available means of transactions.

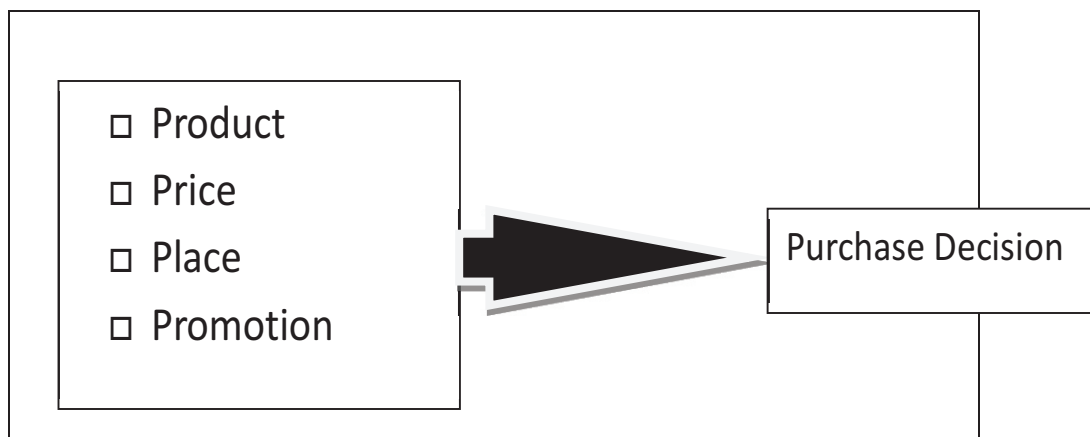


Figure 1: Conceptual framework

2.1 Theoretical Review

2.1.1 Marketing Mix Theory

The marketing mix theory, is propounded by Jerome McCarthy in 1960, the theory which is popularly known as the 4Ps of marketing suggests that every business or marketing firm possess four key elements that it can control, offer to customers and design to achieve its marketing objectives. The 4Ps identified by the theory include: Products, Price, Place and Promotion. The 4Ps are basic guidelines as they comprise of other sub components or sub elements, also they are highly interrelated and interdependent in ways that decision in one element is expected to reflect in other aspects.

Sulaj & Pfoertsch (2024) argued that the marketing mix is not just an isolation of variables but a combination of these variables in proportions that that will enable them mutually support and reinforce each other towards the achievement of the marketing objectives of a firm, they provide the dimensions that a business can use to design its strategy in such a way that will create the relevant market stimuli that will propel consumer purchase decision.

2.1.2 AIDA Theory

The AIDA theory model is an acronym that means Attention, Interest, Desire, and Action model it is used to describe the processes that customers passes through that culminates in purchasing products. Metili (2023). argues that consumers follow linear processes that involves attention where they are get to know about the existence of products, it arouses their interests, propels desire and stimulates action.

The AIDA theory although a communication model suggests that consumer purchase decision is a function of a rational and sequential series of steps that involves Attention, Interest, Desire and Action. The theory applies to consumer purchase decision by suggesting that the consumer passes through each of these stages with information about the marketing mix guiding as follows:

1. Attention: this is the first stage of the model, it involves creation of positive impression about the products and the other marketing mix elements. The attention is attracted to creating information on how the businesses product and other marketing mix elements stand out from that of competitors. Kotler & Armstrong (2018) suggests that the product awareness should highlight benefits of the product or how it is attractive to customers. The extent to which place and price are suitable and distinctive and it should be undertaken using attention sparking promotional contents and mix.
2. Interest: this is the second stage of the model, it builds on the attention created in the earlier stage. In this stage, customers are able to align the product features along with other marketing mix components with their expectations. This stage enables the customer to assess how consistent other marketing mix elements are with each other, this assessment is mentally compared by the customer based on which an assessment as regards whether or not they meet, surpass or are below the customers' expectations.
3. Desire: based on the interest generated by the marketing mix in the earlier stage, the customers is able to generate a favorable disposition towards a product if the marketing mix elements meets or exceed his/her expectations. At this stage the customer looks forth to acquiring the products, takes mental notes that suggests that product is comparably better than the others in all aspects of the marketing mix elements.

4. Action: this the final stage where the customers confirms purchase intention, takes measures purchase. At this stage, the customer concludes and takes steps to acquire the product. Based on the nature of the product, the place and price methods are critical at this stage, because the customer can proceed to acquire the product if they are convenient and consistent with the earlier attention and interest generated. At this stage the customer decides on quantity, location and tries to finalize on the other details relevant to the purchase.

2.1.3 The Theory of Reasoned Action (TRA)

Trafimow (2009) argued that TRA is among the relevant theory developed in the late 1950s by Martin Fishbein. There was a further expansion of TRA by notable authorities like Fishbein and Ajzen in the 1960s and 1970s. As a result of this it created a notable foundation in social psychology as it relates to consumer behavior particularly consumer purchase decision. The theory explained the different behaviors exhibited by customers in the purchase decision context. The main reason why the researcher settled on this theory to base the study is because first, the TRA is a tightfisted model that uses only three constructs to explain behavior. The TRA is the best-known in the social-psychological attitude-behavior model because it incorporates external factors on intention to adopt an overt behavior and in this case purchase decision.

The main strength of this theory lies in its applicability to forecast, clarify, and sway people's actions going by its ability to predict and understand individual's action. This theory is relevant to this study because it has helped understand what drives consumer purchase decision. It was also useful in determining the extent to which the marketing mix strategies could sway consumer purchase decision.

The theory has a number of elements that explains the attitudes and behavior by customers in purchase processes. The theory highlights the identification and measurement of interest in the behavior, in this study it is vital to ascertain the prompts of consumer purchase decision and the nature and extent those prompts are relevant to purchase decision. Theory suggests that decisions are taken based on reasons, hence the marketing mix are relevant determinants of decisions. Another relevance of the theory is considerations that individual's actions are functions of personal and social influences. Hence the marketing mix affect individuals and are functions of social influences. In view of this, understanding the evaluative criterion an individual use in purchasing a product is one aspect the theory of reasoned action can address. It is also noted in the theory that consumers have greater sensitivity to all changes in the marketing mix. Price changes than affect product or service elements and therefore price as well as place and promotions that serve as determinants of consumer purchase decision. Pricing information adds to a consumer's understanding of the product or service presented

and the consumer is able to make an informed decision based on that understanding. The study therefore used this theory to explain how the entire marketing mix strategy influences consumer purchasing.

3.1 Empirical Review

Okokon (2025) studied the effect of marketing mix on the consumer purchase decision, the study which collected data using structured questionnaire focused on the population of the fast-moving consumer goods (FMCG) in Akwa Ibom State, Nigeria. Using convenience sampling, 308 respondents were selected, the formulated hypothesis of product, price, place and promotion and their effects on customer purchase were tested using the Spearman Correlation at 0.005 level of significance. The tests showed a positive and significant relationship between marketing mix elements of product, price, place, promotion and consumer purchase decision

of fast-moving consumer goods in the study area, thus the study concluded that marketing mix is relevant in influencing consumer purchase decision.

Sisodiya & Sharma (2024) study of FMCG products in Jaipur City focused on the examination of the impact of marketing mix models/elements on consumer buying behavior. Using the survey research design, the study adopted the descriptive and exploratory approach and multiple correlation analysis to test hypothesis with data collected using convenience sampling from 50 customers, testing the formulated hypothesis revealed that the marketing mix elements of products, price, place and promotion have positive relationship with consumer buying behavior.

Suganya et al (2024) studied the extent to which marketing mix components are relevant to brand awareness in the detergent industry, data was collected from 233 retailers using structured questionnaires in Chennai, Sivakasi, and Tuticorin. Their study analyzed how brand awareness levels are influenced by product, price, promotion, service, and distribution channels. Using Chi-square, weighted average, and Multiple Regression analysis tools. The research presents insights into brand awareness dynamics among retailers which they said is influenced by the marketing mix delineating key factors influencing brand perception in the detergent industry. The findings notify strategic decisions intended at augmenting market presence and mitigating competitive pressures.

In a related study of selected products in Indoneisa, Suyanto & Dewi (2023) studied the extent to which marketing mix affect purchase intention towards decision to purchase. Using online survey design to collected data from 275 respondents purposively selected. The Structural Equation Model (SEM) with Smart Partial

Least Square used to test hypothesis showed that elements of the marketing mix along with their characteristics influence purchase decisions.

Using random sampling technique to collect data from 120 respondents in a study on the influence of consumer behavior and marketing mix on product purchasing decision, Dawi, Sulivyo and Listiawati (2022) test the formulated hypothesis using SEM and PLS 2.0 M3 software to find that marketing mix has a significant positive influence on consumer purchase decision.

The impact of the marketing mix elements on the purchase decision of Soda brands was conducted by Inaolaji & Narci (2022) in Oyo State Nigeria. Convenience sampling technique was used to collected data from 384 respondents, while formulated hypothesis was tested with Pearson and multiple correlation to reveal that marketing strategies built around the marketing mix elements have positive relationships as such, they impact on the consumer purchasing decision.

4.1 Research Gap

The marketing mix is a crucial concept in the field of marketing as it affects consumer purchase decision, and it refers to the set of controllable marketing tools that a company uses to create a desired response in its target market. The traditional marketing mix are product, price, promotion, and place (distribution). The marketing mix is used by companies to influence consumer purchase decisions, and it has been extensively studied in the marketing literature. One specific area of interest in the study of the marketing mix is its impact on consumer purchase decisions for detergent products. Detergents are essential household items used for cleaning clothes, and they are available in a wide range of brands and varieties. The detergent market is highly competitive, and companies use various marketing mix strategies to differentiate their products and attract consumers. Despite the importance of the marketing mix in influencing consumer purchase decisions for detergent products, there is still a research gap in this area. While there have been some studies that have investigated the impact of individual marketing mix elements (such as price or promotion) on consumer purchase decisions for detergent, there is a need for more comprehensive research that examines the overall impact of the marketing mix on consumer behavior.

5.1 Materials and Methods

The study used the survey research design, the population of the study comprised of consumers of detergent products in Jos North LGA of Plateau State North Central Nigeria. The primary data for the study was collected with the aid of structured questionnaire administered to 68 respondents randomly and conveniently selected. The questionnaire which was adapted used a modified four-

point Likert’s of: Strongly Agree (4), Agree (3), Strongly Disagree (2), and Disagree (1). Data collected was analyzed with descriptive statistics, while the formulated the hypotheses were tested with the Spearman Correlation Coefficient data analysis technique.

5.2 Results

5.2.3 Test of Hypotheses

The formulated hypotheses were tested using the using Spearman Correlation Coefficient. The result of the statistical test was used to accept or reject the null hypotheses formulated at 5% level of significance.

Hypothesis 1:

HO1: There is no significant relationship between product quality and the consumer purchase decision of detergent products in Jos North LGA of Plateau State.

Table 1: Correlation analysis depicting the relationship between product quality and the consumer purchase decision

	Correlations		
Spearman’s Rho	Product Quality		Product Quality Customer Purchase Decision
		Correlation coefficient	1.000 .368***
		Sig (2-tailed)	. .000
		N	68 68
	Customer Purchase Decision	Pearson correlation	.368** 1.000
		Sig. (2-tailed)	.000
	N	68 68	

** . Correlation is significant at 0.01 level (2 tailed)

Source: SPSS Computation Output (2025).

Result of analysis in table 1 above shows that the correlation coefficient ($r = 0.368$) between product quality and customer purchase decision of detergent in Jos North LGA of Plateau State. The significant value of 0.000 ($p < 0.05$) shows that there is a positive significant relationship. As such the null hypothesis was rejected. Hence, there is a significant and positive relationship between product quality and the customer purchase decision of detergent products in Jos North LGA.

Hypothesis 2:

HO2: There is no significant relationship between product price and the customer purchase decision of detergent products in Jos North LGA of Plateau State.

Table 2: Correlation analysis depicting the relationship between product price and the consumer purchase decision

	Correlations			
Spearman's Rho	Product Price		Product price	Customer Purchase Decision
		Correlation coefficient	1.000	.462***
		Sig (2-tailed)	.	.000
		N	68	68
		Pearson correlation	.462**	1.000
	Customer Purchase Decision	Sig. (2-tailed)	.000	
		N	68	68

**. Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Computation Output, (2025).

Result of analysis in table 2 shows that the correlation coefficient ($r = 0.462$) between price and consumer purchase decision of detergent products in Jos North LGA is positive and significant. The significant value of 0.000 ($p < 0.05$) shows that there is a significant relationship. In view of this, the null hypothesis was rejected. As such, there is a significant positive relationship between product price and the customer purchase decision of detergent in Jos North LGA of Plateau State.

Hypothesis 3:

HO3: There is no significant relationship between product place and the customer purchase decision of detergent products in Jos North LGA of Plateau State.

Table 3: Correlation analysis depicting the relationship between product place and the consumer purchase decision

	Correlations			
Spearman's Rho	Product Place		Product place	Customer Purchase Decision
		Correlation coefficient	1.000	.512***
		Sig (2-tailed)	.	.000
		N	68	68
		Pearson correlation	.512**	1.000
	Customer Purchase Decision	Sig. (2-tailed)	.000	
		N	68	68

**. Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Computation Output, (2025).

Result of analysis in table 3 shows that the correlation coefficient ($r = 0.512$) between place and consumer purchase decision of detergent products in Jos North LGA is positive and significant. The significant value of 0.000 ($p < 0.05$) shows that there is a significant relationship. In view of this, the null hypothesis was rejected. TAs such, there is a significant positive relationship between product price and the customer purchase decision of detergent in Jos North LGA of Plateau State.

Hypothesis 4:

HO3: There is no significant relationship between product promotion and the customer purchase decision of detergent products in Jos North LGA of Plateau State.

Table 4: Correlation analysis depicting the relationship between product promotion and the consumer purchase decision

Correlations			
Spearman's Rho	Product Promotion		Production promotion
		Correlation coefficient	1.000
		Sig (2-tailed)	.
		N	68
	Pearson correlation	.610**	
Customer Purchase Decision	Sig. (2-tailed)	.000	
	N	68	68

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Computation Output, (2025).

Result of analysis in table 4 shows that the correlation coefficient ($r = 0.610$) between place and consumer purchase decision of detergent products in Jos North LGA is positive and significant. The significant value of 0.000 ($p < 0.05$) shows that there is a significant relationship. In view of this, the null hypothesis was rejected. TAs such, there is a significant positive relationship between product price and the customer purchase decision of detergent in Jos North LGA of Plateau State.

5.3 Implication for Research and Practice

The study empirically examined the relationship between marketing mix and consumer purchase decision of detergent products in Jos North LGA of Plateau State. The implication of this study to research and practice is that it provides

information to academic and nonacademic researchers, marketing executives and practitioners and manufacturers of detergent products on how marketing mix elements influences the customer purchase decision of detergent products.

6.1 Conclusion and recommendation

The study was on marketing mix and the customer purchase decision of detergent products in Jos North LGA of Plateau State. Findings of the study reveals that there is a significant positive relationship between marketing mix elements of: product, price, promotion, place and customer purchase decision of detergent products. Therefore, it is concluded that marketing mix plays an important role in influencing the customers purchase decision of detergent products. In view of this, detergent companies should design and implement marketing mix strategies around their customers.

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