



MARKETING MIX AND CONSUMER PURCHASE DECISION OF FAST-MOVING CONSUMER GOODS (FMCG) IN AKWA IBOM STATE, NIGERIA

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ABSTRACT: *This study was conducted to examine the effect of marketing mix on the consumer purchase decision of fast-moving consumer goods (FMCG) in Akwa Ibom State, Nigeria. The survey research design was used in this study. Data for the study were obtained through a structured questionnaire administered to the respondents. The population of the study comprised all the consumers of fast-moving consumer goods (FMCG) in Akwa Ibom State. The sample size of 308 respondents were selected using convenience sampling technique. Four hypotheses were formulated and tested using Spearman Correlation at 0.05 level of significance. The findings of the study revealed that there is a positive and significant relationship between marketing mix-product, price, place, promotion and consumer purchase decision of fast-moving consumer goods (FMCG) in Akwa Ibom State, with the correlation coefficient ($r = 0.479$), ($r = 0.573$), ($r = 0.720$) and ($r = 0.623$) respectively at the significant value of 0.000 ($p > 0.05$). Therefore, it is concluded that marketing mix plays an important role in influencing the consumer purchase decision of fast-moving consumer goods (FMCG).*

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



INTRODUCTION

Marketing mix is one of the important concepts in business management. It is essential to achieve business success in the market place. Marketing mix comprises the 4Ps of marketing-product, price, promotion and place. According to Attih (2019), these are the controllable variables of marketing that the firm can use to satisfy the target market as well as achieve its marketing objectives. Leivang and Sharma (2024) described marketing mix as the set of marketing tools (product, price, promotion and place or the 4Ps) that the firm uses to sell a specific product and pursue its marketing objectives.

According to Senathirajah, Haque and Isa (2023), by utilizing the marketing mix, companies can identify their target market and create new product lines that cater to their needs. The authors asserted that this strategy is essential in introducing new products to the market and maximizing profits. Marketing strategies include elements of an integrated marketing mix, that is, a product, price, promotion and place that develop along with companies and changes in the marketing environment as well as changes in consumer behaviour (Leivang & Sharma, 2024). Marketing mix variables highly influenced the marketing decisions of an organization in terms of planning the marketing strategy.

Product is the first and the key element of marketing mix. It can be described as anything offered to the market that is capable of satisfying consumer needs and wants. It consists of the attributes that can satisfy consumers. Thus, anything or everything can be a product if it is capable of giving satisfaction. It includes physical goods, services, ideas, persons, places and organizations.

Price is a very important element of marketing mix strategy, because it generates revenue to business firms while other elements of marketing mix represent costs (Essien, Essien & Attih, 2023). It is a key element in determining the profitability of a business and a major competitive weapon used in the marketplace by organizations (Attih, 2013). A price is the amount of money a buyer pays to a seller for a product (Attih, 2014). Price, as a major decision area in marketing is very important to both the seller and the buyer. Therefore, in order to generate revenue and maximize profit, internal and external factors must be taken into consideration, such as costs of production and marketing, overall pricing objective of the firm, conditions of the economy, nature of competition, purchasing power of the consumers and government policies, among others.

Promotion is one of the four basic elements of the marketing mix and it is responsible for creating knowledge and awareness in the market about an organization's goods and services. According to Essien, Attih, Ukpong and Essien (2024), promotion is the medium which is used by an organization to communicate with the target market in order to create knowledge and awareness about its product or service. It is the process of stimulating and creating demand for an organization's goods or services (Attih & Adams, 2014). Promotion, also called marketing communications, is a term frequently used in marketing by an organization to provide information about its product or service. Information can be verbal and visual, personal and non-personal. Promotion has become increasingly important to every human activity and business organization. For example, a good product with good quality, right price and good distribution system still requires the creation of knowledge and awareness as well as convincing consumers to buy. Promotion focuses on how to attract the attention of consumers and motivate them to make a purchase. It is basically a communication process and



it includes advertising, personal selling, sales promotion, public relations/publicity, word-of-mouth communication, and interactive marketing.

Place, also known as distribution, is a very important element of marketing mix. Goods that are produced for sale must be made available to the consumers at the right time and place which they can conveniently make purchase. Goods that are well produced, priced and promoted will not provide satisfaction and business value if they are not made available at the right place and time to the ultimate consumers or industrial users. According to Attih, Ikpe and Mfon (2017), place in marketing is very crucial because the place chosen to make a product available can make or mar the growth or success of the business. Thus, place (distribution) bridges the gap that exists between the producer and consumers. Place is a marketing management tool used in moving goods from the producer to the consumers.

Marketing mix elements (product, price, promotion and place) affect the consumer purchase decision in different ways. According to Adedotun and Narci (2022), consumer purchase decision is the major issue in marketing which goes a long way in determining the various activities of organizations in marketing their products and services. The authors further opined that the consumer purchase decision is influenced by the product or brand, the price of the product, the availability of the product and, most especially, the promotional strategies used in promoting the product. However, this study is basically to examine the effect of marketing mix on the consumer purchase decision of fast-moving consumer goods (FMCG) in Akwa Ibom State, Nigeria.

Objectives of the Study

The main objective of this study was to examine the effect of marketing mix on the consumer purchase decision of fast-moving consumer goods (FMCG) in Akwa Ibom State, Nigeria. The specific objectives were:

- i. To determine the effect of product quality on the consumer purchase decision of fast-moving consumer goods (FMCG) in Akwa Ibom State.
- ii. To examine the effect of price on the consumer purchase decision of fast-moving consumer goods (FMCG) in Akwa Ibom State.
- iii. To find out the effect of promotion on the consumer purchase decision of fast-moving consumer goods (FMCG) in Akwa Ibom State.
- iv. To find out the effect of place on the consumer purchase decision of fast-moving consumer goods (FMCG) in Akwa Ibom State.

Research Questions

Based on the objectives of the study, the following research questions were raised:

- i. What is the effect of product quality on the consumer purchase decision of fast-moving consumer goods (FMCG) in Akwa Ibom State?
- ii. How does price influence the consumer purchase decision of fast-moving consumer goods (FMCG) in Akwa Ibom State?



- iii. What is the effect of promotion on the consumer purchase decision of fast-moving consumer goods (FMCG) in Akwa Ibom State?
- iv. How does place influence the consumer purchase decision of fast-moving consumer goods (FMCG) in Akwa Ibom State?

Research Hypotheses

Based on the objectives of the study, the following null hypotheses were formulated:

H₀₁: There is no significant relationship between product quality and the consumer purchase decision of fast-moving consumer goods (FMCG) in Akwa Ibom State.

H₀₂: There is no significant relationship between price and the consumer purchase decision of fast-moving consumer goods (FMCG) in Akwa Ibom State.

H₀₃: There is no significant relationship between promotion and the consumer purchase decision of fast-moving consumer goods (FMCG) in Akwa Ibom State.

H₀₄: There is no significant relationship between place and the consumer purchase decision of fast-moving consumer goods (FMCG) in Akwa Ibom State.

Significance of the Study

The findings of the study would be of great benefit to the manufacturers and marketers of fast-moving consumer goods (FMCG). It would help the manufacturers and marketers to identify the marketing mix element that most influences the consumer's purchase decision of fast-moving consumer goods (FMCG). The findings would add to the existing body of knowledge on marketing mix and the consumer purchase decision of fast-moving consumer goods (FMCG), especially in Nigeria. It would also serve as a reference material for researchers who want to carry out a study on similar or related topics.

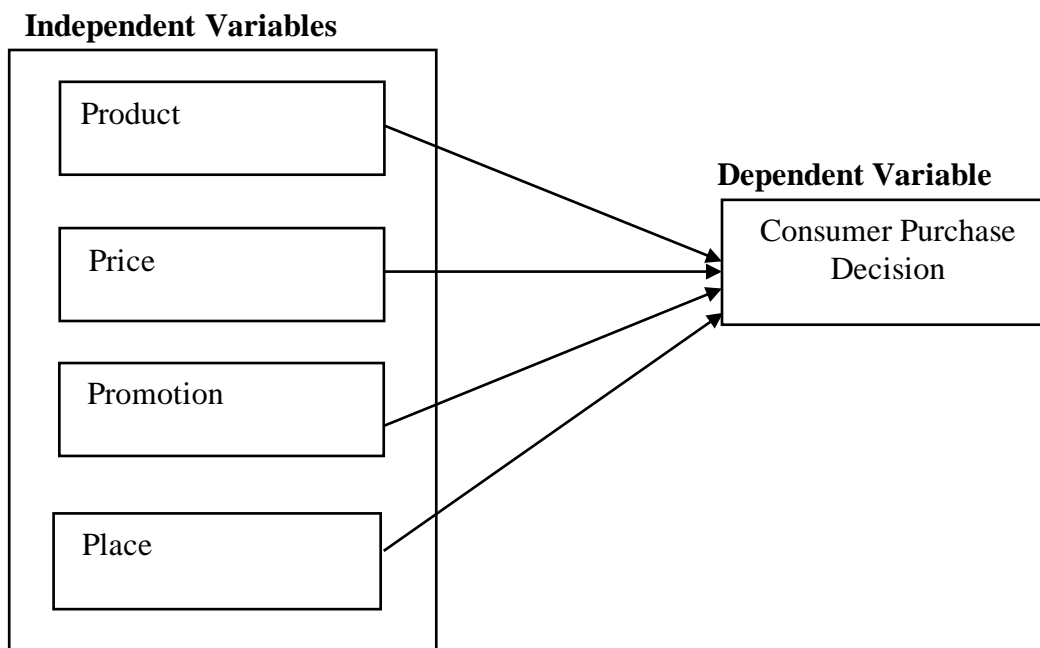
Scope of the Study

The study on marketing mix and consumer purchase decision of fast-moving consumer goods was restricted to Akwa Ibom State, Nigeria. It focused on four elements of marketing mix (product, price, promotion and place) as the independent variables as well as consumer purchase decision as the dependent variable. The unit of analysis was the consumers of fast-moving consumer goods in Akwa Ibom State, Nigeria.

LITERATURE REVIEW

Conceptual Model

Based on the research hypotheses, a conceptual model was developed to determine the relationship between marketing mix as independent variable and consumer purchase decision as a dependent variable. The model specifies that consumer purchase decision of fast-moving consumer goods is influenced by product, price, promotion, and place.



Source: *Author's Conceptual Model (2024).*

Marketing Mix

Kotler and Armstrong (2021) described marketing mix as the combination of marketing tools used by an organization to produce response it is seeking from the target market. Jerome McCarthy introduced marketing mix in 1964, which he described as controllable variables that the organization can manipulate to meet the consumer requirements profitably, both in the short run and the long run. According to Hinkosa and Eshetu (2023), marketing mix means the product, distribution, promotion and pricing strategies to produce and carry out exchanges and achieve the target markets. The various marketing tools used by organizations and marketers to elicit positive response from the target markets constitute a marketing mix. It is the use of product, price, promotion and place to satisfy the target market as well as to achieve the firm's marketing objectives.

Elements of Marketing Mix

Product: Product as an important element of marketing mix can be described as everything that can be offered to the market to get attention, use, acquisition or consumption that can meet the needs and desires of customers (Putra, Husada, Sitepu & Singh, 2020). It is anything offered



to the market that is capable of satisfying consumer needs and wants. Verma and Sinha (2022) described products as anything that attracts attention, can be acquired, can be used, or can be consumed, and can be sold to meet a consumer's need or desire. Thus, anything or everything can be a product if it is capable of giving satisfaction. A product can be physical goods, services, ideas, persons, places or organizations.

Classification of Products

Products can be classified into two categories: Consumer and Industrial products.

Consumer Products: Consumer products are products bought by the ultimate consumers for personal and household consumption or use. Based on the way consumer products are purchased, they can be classified into convenience products, shopping products and specialty products.

Industrial Products: Industrial products are products bought by an organization or individual for further production, resale or for business operations. Industrial products are classified into five main categories, namely, installations, accessory equipment, raw materials, component parts, and supplies.

Price: Price as an element of marketing mix is the amount of money a buyer pays to a seller for a product (Attih, 2014). According to Zinkota, Kotabe, Vrontis and Shams (2021), the price of a product must be right so that consumers can afford it and are willing to choose the product from competing offers. Leivang and Sharma (2024) described price as the right cost offered for the right product. The authors further asserted that price has been the primary factor influencing consumer choices. It is one of the key factors that consumers consider when choosing a product to buy. Zhao, Yao, Liu and Yany (2021) opined that it is crucial to consider the price suitability of the product being offered since reasonable and affordable prices can influence consumers' purchase decision.

Importance of Price

Price can be important to the economy, firms and consumers.

1. The importance of price to the economy are as follows:

i. Price is the basic regulator of an economic system: Market price of product and service determine wages, rent, interest rate and profit. The price of the product influences the price paid for the factors of production-land, labour, capital, and entrepreneur. Therefore, price is a basic regulator of economic activities.

ii. Price is an allocator of scarce resources: Price determines what will be produced and who will gain, as well as how much of the goods and services will be produced or provided.

2. The importance of price to the firms are as follows:

i. Price is the basis for generating the firms' revenue: Price is the only element of the marketing mix that generates revenue to the firms. It determines the profit margin and total market share of firms.



ii. Price is used by firms as a competitive weapon in the market: Price is a major competitive weapon used by firms in the market to drive competitors out of the market. It can be used to place barrier to new entry into the market.

3. The importance of price to consumers are as follows:

i. Price connects the sellers and consumers: Price is one of the considerations of consumers (buyers) at the point of purchase. It represents value the consumers see in a product or service which motivates them to buy.

ii. Price gives information to consumers: Price informs the consumers about the quality of a product. It helps consumers to assess the worth of a product or service.

Promotion: Promotion can be described as a communication process whereby a commercial message is sent from a business organization to the target market about its product or service in order to elicit a positive response. Promotion as one of the elements of the marketing mix is responsible for creating knowledge and awareness in the market about an organization's goods or services. Attih (2014) described promotion as a communication process of stimulating demand to a company's products or services. It helps potential consumers to establish product/brand identity because the consumer can easily get more knowledge and awareness concerning goods or services offered by the company (Attih, 2020). According to Kim and Lee (2020), when promotions are implemented in an integrated way, it is certain that there will be a significant increase in the intention that consumers would purchase the product offered by a company. Promotion is basically a communication process and it includes advertising, personal selling, sales promotion, public relations, word-of-mouth communication, interactive marketing, etc.

Objectives of Promotion

The objectives of promotion include the following:

(i) To Inform: Promotion informs consumers about the availability of product or service, features, benefits, price and use. It also gives information about brand name or trademark used by a manufacturer or service provider.

(ii) To Persuade: Promotion uses persuasion to make people purchase a product or patronize a service by arousing the interest of the consumers. It persuades people to have positive thinking about a particular product or service.

(iii) To Remind: Promotion seeks to keep the product or service message in the minds of consumers. It reminds consumers about the particular product or service they used before. It is used to reinforce the consumer's interest in a product or service.

(iv) To Create or Build Brand Awareness: Promotion in terms of advertising, personal selling, sales promotion, public relations, publicity, word-of-mouth communication, and interactive marketing create and build awareness among consumers about the availability of a product or service in the market. The aim is to select those promotional activities that can help an organization to inform the consumers about its product or service.



(v) To Increase Sales: Promotion arouses an interest in consumers about promoted products or services. This interest creates a demand in the market and influences the consumer purchase decision which results in an increase in sales.

(vi) To Differentiate Product: In a competitive market, the company uses promotional activities to differentiate its product from that of the competitors. The focus is to emphasize those qualities or features or benefits that may not be offered by the competitors' products or services.

(vii) To Build Brand and Corporate Image: Promotion creates goodwill and helps in building a brand image in the market. Promotion builds brand and corporate image for an organization.

(viii) To Create Demand: Promotion stimulates the demand of a product or service by constantly reminding actual and potential consumers about the availability of the product or service in the market.

Place: Place, also known as distribution, is one of the basic elements of marketing mix. Place is a marketing management tool used in moving goods from one location of production to the location of consumption. It is the marketing activity of moving goods from the producers to the ultimate consumers or industrial users. Place entails the process and methods by which products or services reach customers. Place is making a product or service available where and when they are required. Attih, Ikpe and Mfon (2017) asserted that place in marketing is very crucial because the place chosen to carry out business can make or mar the growth or success of the organization.

Consumer Purchase Decision

Consumer purchase decision is the stage when a consumer actually decides to buy a particular product or a brand. It is the final selection of a product to be bought by the consumer (Attih, 2023). Consumer purchase decision refers to the final choice or selection made regarding what product to buy. Djatmiko and Pradana (2015) opined that the purchase decision making process is the stage wherein consumers actually buy the product. According to Kotter and Armstrong (2021), a consumer purchase decision is a buyer's decision-making stage wherein an individual actually buys a product being considered.

Review of Empirical Studies

Sisodiya and Sharma (2024) examined the impact of marketing mix models/elements on consumer buying behaviour: A study of FMCG products in Jaipur city. The survey research design was used in the study. The study was descriptive and exploratory in nature. A sample size of 50 customers was selected for the study using the convenience sampling approach. The hypotheses were tested using multiple correlation analysis. The results revealed that all the elements of marketing mix-product, price, promotion and place have a positive significant relationship with consumer buying behaviour. It was concluded that marketing mix plays a crucial role in influencing consumer buying behaviour.

Leivang and Sharma (2024) investigated the influence of marketing mix on the consumer buying decision in the context of fast-moving consumer goods. The online survey tool was used in the study. A sample size of 106 respondents was selected for the study using



convenience and quota sampling techniques. The hypotheses were tested using a correlational matrix and T-test. The results indicated that product, price, promotion and place have a significant relationship with the consumer buying decision. It was concluded that marketing mix plays an important role in influencing consumers' buying decisions of goods.

Attih (2024) studied the pricing strategies and consumer purchase decision of products in the Department of Marketing, Akwa Ibom State University, Nigeria. The survey research design was used to obtain information from the respondents. A sample size of 220 respondents was studied using census sampling technique. The hypotheses were tested using Pearson Moment Correlation and multiple regression models. The results revealed a significant negative correlation between skimming pricing and consumer purchase decision while both penetration and discount pricing were found to have a significant positive relationship with consumer purchase decision.

Suyanto and Dewi (2023) examined marketing mix on purchase intention and its impact on the decision to purchase some products in Indonesia. The online survey research design was used in the study to obtain data from the respondents. A sample size of 275 respondents was selected using a non-probability purposive sampling technique. The hypotheses were tested using Structural Equation Modeling (SEM) with smart Partial Least Square (PLS). The results revealed that product characteristics, affordable prices, easy access to products, and promotion positively and significantly affect the purchase decision.

Dawi, Sulivyo and Listiawati (2022) studied the influence of consumer behaviour and marketing mix on the product purchasing decision. The survey research design method was used to obtain data from the respondents. A sample size of 120 respondents was selected using random sampling technique. The hypotheses were tested using Structural Equation Modeling (SEM) with smart Partial Least Square (PLS) 2.0 M3 software. The results revealed that marketing mix has a positive and significant influence on the consumer purchase decision.

Mushtaq and Salar (2022) examined the impact of marketing mix on consumers' buying behaviour in supermarkets of Meerut city, India. The quantitative research method was used to obtain information from the respondents. A sample size of 150 consumers was selected using a random sampling technique. Data obtained for the study were analysed using descriptive statistics. Hypotheses were tested using correlation and multiple regression models. The results revealed that there is a positive and significant effect of marketing mix on consumer buying behaviour. It was concluded that marketing mix plays a crucial role in influencing consumer buying behaviour.

Inaolaji and Narci (2022) examined the impact of marketing mix elements (4Ps) on the consumer purchasing decision in Oyo State, Nigeria: A case of soda brands. The online survey tool was used to obtain data from the respondents. A sample size of 384 respondents was selected using convenience sampling technique. Data were analysed through descriptive statistics. Hypotheses were tested using Pearson correlation and multiple regression models. The findings revealed that product strategies, place strategies, place and promotion strategies have a positive relationship and impact on the consumer purchasing decision.

Wongso, Susanti and Cempena (2022) studied the effect of marketing mix on purchase decision with brand image as intervening variable on Sippol brand hand sanitizer. The survey research method was used to obtain information from the respondents. The sample size of 130



respondents was selected using simple random sampling. The hypotheses were tested using Structural Equation Modeling (SEM) with smart Partial Least Square (PLS). The results revealed that the marketing mix elements—product, price, promotion, and place—have a positive significant effect on the purchase decision.

Syarifuddin, Basalamah, Sinring and Mas'ud (2021) investigated the effect of marketing mix on consumer purchase intention and decisions on frozen food in Makassar, Indonesia. The cross-sectional research design was used to obtain information from the respondents. A sample size of 150 consumers of frozen food in Makassar was selected using incidental and purposive sampling techniques. The hypotheses were tested using T-statistics. The results showed that marketing mix had a positive and significant effect on purchase intention and decisions of consumers.

RESEARCH METHODOLOGY

The survey research design was used in this study. The population of the study consisted of all the consumers of fast-moving consumer goods in Akwa Ibom State, Nigeria. The primary data were obtained from a structured questionnaire administered to the respondents. The questionnaire was designed using a modified four-point Likert's scale ranging from Strongly Agree (4), Agree (3), Strongly Disagree (2), and Disagree (1). A sample size of 308 respondents was selected using convenience sampling technique. The data were analyzed using descriptive statistics and the hypotheses were tested using Spearman Correlation Coefficient.

DISCUSSION OF RESULTS

Test of Hypotheses

The hypotheses stated in this study were tested using Spearman Correlation Coefficient. The result of the statistical testing was used to either accept or reject the null hypotheses formulated at 5% level of significance.

Hypothesis One

HO₁: There is no significant relationship between product quality and the consumer purchase decision of fast-moving consumer goods (FMCG) in Akwa Ibom State.

Table 4.1: Correlation analysis showing the relationship between product quality and the consumer purchase decision

	Correlations		Product Quality	Consumer Purchase Decision
Spearman's Rho	Product Quality	Correlation coefficient	1.000	.479***
		Sig. (2-tailed)	.	.000
		N	308	308
		Pearson correlation	.479**	1.000



	Consumer Purchase Decision	Sig. (2-tailed)	.000	
		N	308	308

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

Source: SPSS Computation Output (2024).

Based on the result in Table4.1 above, the correlation coefficient ($r = 0.479$) between product quality and consumer purchase decision of fast-moving consumer goods (FMCG) in Akwa Ibom State is positive and significant. The significant value of 0.000 ($p < 0.05$) reveals a positive significant relationship. Based on that, the null hypothesis was rejected. Therefore, there is a significant and positive relationship between product quality and the consumer purchase decision of fast-moving consumer goods (FMCG) in Akwa Ibom State.

Hypothesis Two

HO₂: There is no significant relationship between price and the consumer purchase decision of fast-moving consumer goods (FMCG) in Akwa Ibom State.

Table4.2: Correlation analysis showing the relationship between price and the consumer purchase decision

	Correlations			
Spearman's Rho	Price		Price	Consumer Purchase Decision
		Correlation coefficient	1.000	.573***
		Sig. (2-tailed)	.	.000
		N	308	308
	Consumer Purchase Decision	Pearson correlation	.573**	1.000
		Sig. (2-tailed)	.000	
		N	308	308

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

Source: SPSS Computation Output, (2024).

Based on the result in Table 4.2, the correlation coefficient ($r = 0.573$) between price and consumer purchase decision of fast-moving consumer goods (FMCG) in Akwa Ibom State is positive and significant. The significant value of 0.000 ($p < 0.05$) reveals that there is a significant relationship. Based on that, the null hypothesis was rejected. Therefore, there is a significant positive relationship between price and the consumer purchase decision of fast-moving consumer goods (FMCG) in Akwa Ibom State.

Hypothesis Three

HO₃: There is no significant relationship between promotion and the consumer purchase decision of fast-moving consumer goods (FMCG) in Akwa Ibom State.



Table 4.3: Correlation analysis is showing the relationship between promotion and the consumer purchase decision

	Correlations		Promotion	Consumer Purchase Decision
Spearman's Rho	Promotion			
		Correlation coefficient	1.000	.720***
		Sig. (2-tailed)	.	.000
		N	308	308
	Consumer Purchase Decision	Pearson correlation	.720**	1.000
		Sig. (2-tailed)	.000	
		N	308	308

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

Source: SPSS Computation Output (2024).

Based on the result in Table 4.3, the correlation coefficient ($r = 0.720$) between promotion and the consumer purchase decision of fast-moving consumer goods (FMCG) in Akwa Ibom State is strong and positive. The significant value of 0.000 ($p < 0.05$) reveals that there is a significant relationship. Based on that, the null hypothesis was rejected. Therefore, there is a significant positive relationship between promotion and the consumer purchase decision of fast-moving consumer goods (FMCG) in Akwa Ibom State.

Hypothesis Four

HO₄: There is no significant relationship between place and the consumer purchase decision of fast-moving consumer goods (FMCG) in Akwa Ibom State.

Table 4.4: Correlation analysis is showing the relationship between place and the consumer purchase decision

	Correlations		Place	Consumer Purchase Decision
Spearman's Rho	Place			
		Correlation coefficient	1.000	.623***
		Sig. (2-tailed)	.	.000
		N	308	308
	Consumer Purchase Decision	Pearson correlation	.623**	1.000
		Sig. (2-tailed)	.000	
		N	308	308

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

Source: SPSS Computation Output (2024).

Based on the result in Table 4.4, the correlation coefficient ($r = 0.623$) between place and the consumer purchase decision of fast-moving consumer goods (FMCG) in Akwa Ibom



State is strong and positive. The significant value of 0.000 ($p < 0.05$) reveals that there is a significant relationship. Based on that, the null hypothesis was rejected. Therefore, there is a significant positive relationship between place and the consumer purchase decision of fast-moving consumer goods (FMCG) in Akwa Ibom State.

IMPLICATION OF RESEARCH AND PRACTICE

In this study, the relationship between marketing mix and consumer purchase decision of products were empirically examined. The implication of this study to research and practice is that it provides information to researchers, marketing practitioners and manufacturers of products on how marketing mix elements influences the consumer purchase decision of fast-moving consumer goods (FMCG).

CONCLUSION

The study was on marketing mix and the consumer purchase decision of fast-moving consumer goods (FMCG) in Akwa Ibom State, Nigeria. The findings of the study clearly revealed a significant positive relationship between marketing mix-product, price, promotion, place and consumer purchase decision of fast-moving consumer goods (FMCG). Therefore, it is concluded that marketing mix plays an important role in influencing the consumers purchase decision of fast-moving consumer goods (FMCG).

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