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**MARKETING MIX AND PURCHASE INTENTION IN THE HOME  
APPLIANCES SECTOR IN RAMANAGARAM**

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**Keywords**

*Marketing Mix,  
Purchase Intention,  
Home Appliances,  
SEM-PLS*

**Abstract**

This research investigates the factors influencing purchase decisions for home appliances, with a specific focus on the impact of the 4Ps of marketing mix—product, price, place, and promotion—on purchase intention. A sample of 234 respondents, all of productive age, residents of West Java, and earning a fixed income, participated in the study. Data were analyzed using SEM-PLS, revealing that product, price, and promotion significantly affect purchase intentions, while place does not. The findings suggest that companies should concentrate on these three elements when formulating strategies to bolster market competitiveness.

**1. INTRODUCTION**

Home appliances are essential for daily living, and companies in this sector compete by enhancing product quality and expanding market share in a rapidly evolving technological environment. With increasing competition in the Indonesian home appliances market, firms must create unique competitive advantages by optimizing internal variables and analyzing external market conditions. According to Farida and Setiawan (2022), the effectiveness of competitive strategies relies on leveraging a firm’s distinctive capabilities to overcome market saturation and competitive pressures. As products mature in their lifecycle—transitioning through introduction, growth, maturity, and decline (Tjiptono, 2008)—companies must innovate continuously to maintain sales momentum. The marketing mix, composed of product, price, place, and promotion, plays a crucial role in influencing consumer purchase intention and ultimately sustaining market relevance.



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## 2. LITERATURE REVIEW

### Marketing Mix

Global competition forces companies to adapt continuously to changing market conditions by diversifying their approaches to meet consumer demand. The marketing mix, which includes product, price, place, and promotion, comprises the critical tools companies use to achieve their marketing objectives. As Kotler (1999) explains, while some components such as pricing and sales force adjustments can change rapidly, others like product development and distribution require a longer timeline.

### Purchase Intention

Purchase intention refers to a buyer's willingness or plan to buy a specific product or service in the future. It is an important indicator of consumer behavior and can significantly affect brand loyalty and market success (Schiffman & Kanuk, 2007; Wells, Valacich, & Hess, 2011). Positive purchase intention usually indicates that the consumer views the product favorably and is likely to convert that interest into actual sales.

## 3. HYPOTHESIS DEVELOPMENT

### H1: Product → Purchase Intention

A distinct and high-quality product increases consumer interest and facilitates word-of-mouth recommendations. As argued by Glanz et al. (2012) and Octari & Zen (2018), superior product attributes can enhance purchase intentions.

### H2: Price → Purchase Intention

Competitive pricing contributes to both the perceived value of a product and company profitability. When prices are set relative to the product's utility, consumers are more inclined to buy, as supported by findings from Octari & Zen (2018) and Limpo, Rahim, & Hamzah (2018).

### H3: Place → Purchase Intention

The distribution channel or place where a product is available may influence purchase decisions; however, the literature indicates mixed results. Although the right location can be beneficial (McDaniel, Lab, & Hair, 2011), its impact in this study is subject to testing.

### H4: Promotion → Purchase Intention

Effective communication via promotional activities, including advertising and sales promotions, is crucial in driving consumer purchase decisions. As suggested by Octari and Zen (2018) and supported by Farid et al. (2023), well-targeted promotions can boost a product's appeal.

The conceptual framework for the study is illustrated in Figure 1 (not reproduced here), showing the hypothesized relationships between the four marketing mix components and purchase intention.

## 4. METHODS

The study utilized an online survey and quantitative methods for data collection. With a minimum required sample size of 200 respondents (as suggested by Malhotra, 2017), 234 individuals of productive age living in West Java and earning a fixed income participated. Data analysis was



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performed using the SEM-PLS technique, a method well-suited to identifying complex relationships and testing theoretical models, as noted by Sukhov et al. (2023) and Guenther et al. (2023).

## 5. RESULTS

Measurement Model Analysis

### ➤ Outer Loadings:

The analysis verified that each indicator had loadings greater than 0.5, supporting the construct validity.

### ➤ Average Variance Extracted (AVE):

All variables achieved an AVE above 0.5, confirming convergent validity:

Place: 0.776

Price: 0.657

Product: 0.766

Promotion: 0.708

Purchase Intention: 0.699

### ➤ Reliability Testing:

Cronbach's Alpha values for all constructs exceeded 0.7, indicating a high level of internal consistency:

Place: 0.855

Price: 0.826

Product: 0.847

Promotion: 0.864

Purchase Intention: 0.854

## 6. STRUCTURAL MODEL ANALYSIS

The structural model was tested using bootstrapping (234 subsamples) with a two-tailed test at a 95% significance level. The following path coefficients and p-values were observed:

Product → Purchase Intention: Coefficient = 0.397, p-value = 0.000

Price → Purchase Intention: Coefficient = 0.270, p-value = 0.001

Place → Purchase Intention: Coefficient = -0.019, p-value = 0.772

Promotion → Purchase Intention: Coefficient = 0.149, p-value = 0.011

Only three variables—product, price, and promotion—demonstrated a significant positive effect on purchase intention. The variable “place” did not yield a statistically significant impact and even showed a slight negative coefficient.

## 7. DISCUSSION

Product and Purchase Intention:

The significant positive relationship (coefficient = 0.397, p = 0.000) reinforces the idea that product quality and distinctiveness are crucial in influencing purchase decisions. Consumers are drawn to



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products that effectively meet their daily needs, thereby enhancing overall sales and consumer satisfaction.

➤ **Price and Purchase Intention:**

With a coefficient of 0.270 and a p-value of 0.001, the study confirms that competitive pricing significantly influences consumer purchase intentions. Affordable pricing, when aligned with product quality and functionality, increases market competitiveness and appeals to price-sensitive buyers.

➤ **Place and Purchase Intention:**

The analysis revealed a non-significant effect of distribution channels on purchase intention (coefficient = -0.019, p = 0.772). This outcome suggests that, for the surveyed market, the point of sale has little impact on the final purchase decision.

Promotion and Purchase Intention:

Promotional efforts are confirmed as an effective tool in driving consumer purchase decisions (coefficient = 0.149, p = 0.011). Effective promotion strategies help enhance consumer awareness and stimulate buying behavior, making them an essential component of the marketing mix.

## 8. CONCLUSION

The study concludes that, in the home appliances sector, potential customers are primarily influenced by product characteristics, pricing strategies, and promotional efforts. Distribution channels (place) do not significantly affect purchase intentions. These findings suggest that companies should focus on optimizing product quality, pricing, and promotion to improve their competitive standing and boost sales.

## 9. SUGGESTIONS

For companies in the home appliances industry, it is recommended to:

Enhance Product Features: Develop products that not only meet functional needs but also incorporate design elements and innovative features tailored to consumer preferences.

Adopt Competitive Pricing: Set prices that reflect the product's value while remaining competitive within the market. This balance can be crucial in attracting price-sensitive customers.

Focus on Targeted Promotions: Design and implement promotional strategies that effectively communicate product benefits, educate consumers, and stimulate purchase interest. This could include diverse media advertising, discount programs, and bonus offers.

By concentrating on these critical areas—product, price, and promotion—businesses can craft more effective marketing strategies and maintain a competitive edge in the challenging home appliances market.

## 10. AUTHOR(S) CONTRIBUTION

The writers affirm that they have no connections to, or engagement with, any group or body that provides financial or non-financial assistance for the topics or resources covered in this manuscript.



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### **11. CONFLICTS OF INTEREST**

The authors declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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