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**INFLUENCE OF MARKETING MIX ELEMENTS ON CONSUMER
PURCHASE DECISIONS: EVIDENCE FROM CONSUMERS IN
BENGALURU CITY**

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Keywords	Abstract
<i>Marketing Mix, 7Ps, Consumer Purchase Decision, Bengaluru, Consumer Behaviour, Retail Marketing</i>	The marketing mix, comprising Product, Price, Place, Promotion, People, Process, and Physical Evidence, continues to serve as a foundational framework for understanding how firms influence consumer behaviour. This study examines the relative influence of the seven elements of the marketing mix on the purchase decisions of consumers residing in Bengaluru City, a metropolitan market characterised by a young, digitally connected, and economically diverse population. Using a descriptive and quantitative research design, primary data were collected from 200 respondents across different localities of Bengaluru through a structured questionnaire administered on a five-point Likert scale. The data were analysed using descriptive statistics, correlation, and multiple regression analysis. The findings indicate that Price and Product exert the strongest



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	positive influence on purchase decisions, followed by Promotion and Place, while People, Process, and Physical Evidence, although significant, show comparatively weaker influence. The study offers practical implications for marketers and retailers operating in the Bengaluru market and contributes to the limited body of regional empirical literature on marketing mix effectiveness in urban Indian consumer markets.
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1. Introduction

In an increasingly competitive marketplace, organisations are required to design and deploy marketing strategies that effectively respond to evolving consumer preferences. The marketing mix, originally conceptualised as the 4Ps (Product, Price, Place, and Promotion) by McCarthy and later expanded to the 7Ps framework by Booms and Bitner with the addition of People, Process, and Physical Evidence, remains one of the most widely applied frameworks in both academic research and managerial practice. Each element of the marketing mix represents a controllable variable that firms can adjust to influence consumer attitudes, preferences, and ultimately, purchase decisions.

Bengaluru, often referred to as India's Silicon Valley, represents a unique consumer market shaped by a large working population, high disposable incomes, exposure to global brands, and rapid digital adoption. Consumers in this city are exposed to multiple retail formats, ranging from traditional kirana stores to large organised retail chains and online marketplaces, making it an important context to examine how marketing mix elements shape purchasing behaviour. Understanding the relative weight that consumers place on each element can help businesses allocate marketing resources more efficiently and design offerings that resonate with local preferences.

This study attempts to empirically investigate the influence of the seven marketing mix elements on consumer purchase decisions in Bengaluru City, drawing on primary data collected from 200 respondents.

2. Review of Literature

Numerous studies have examined the relationship between marketing mix variables and consumer behaviour across different markets. Kotler and Armstrong have consistently emphasised that an optimally blended marketing mix enhances customer value and strengthens brand positioning. Studies in emerging markets have found that price sensitivity tends to be a dominant factor influencing purchase decisions among middle-income consumer segments, while product quality and brand reputation play a complementary role in building long-term loyalty.

Research focused on service-oriented and retail businesses has highlighted the growing importance of the extended elements of the mix, namely People, Process, and Physical Evidence, particularly in sectors where the customer experience is central to satisfaction. Several Indian studies conducted in metropolitan contexts such as Mumbai, Delhi, and Chennai have reported that promotional activities, especially digital and social media-based promotion, significantly influence the purchase intentions of younger consumers. However, limited empirical work has specifically examined the Bengaluru market using a comprehensive 7Ps framework, which represents a gap that the present study seeks to address.



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3. Research Gap and Significance of the Study

While considerable literature exists on the marketing mix and consumer behaviour in general, region-specific studies that capture the unique demographic and economic profile of Bengaluru consumers remain scarce. Bengaluru's consumer base, with its large IT and service-sector workforce, exhibits distinct purchasing patterns that may not mirror trends observed in other Indian cities. This study addresses this gap by providing localised empirical evidence on the relative influence of all seven marketing mix elements, thereby offering actionable insights for marketers, retailers, and policymakers operating in this market.

4. Objectives of the Study

- To study the demographic profile of consumers in Bengaluru City who participated in the study.
- To examine the influence of each element of the marketing mix (Product, Price, Place, Promotion, People, Process, and Physical Evidence) on consumer purchase decisions.
- To analyse the relationship between price perception and purchase intention among Bengaluru consumers.
- To identify the marketing mix element that exerts the strongest influence on consumer purchase decisions through regression analysis.
- To offer practical recommendations to marketers based on the empirical findings.

5. Hypotheses of the Study

H1: There is a significant positive relationship between Product attributes and consumer purchase decisions.

H2: There is a significant positive relationship between Price perception and consumer purchase decisions.

H3: There is a significant positive relationship between Place/distribution convenience and consumer purchase decisions.

H4: There is a significant positive relationship between Promotional activities and consumer purchase decisions.

H5: People, Process, and Physical Evidence significantly influence consumer purchase decisions.

6. Research Methodology

6.1 Research Design

The study adopts a descriptive and quantitative research design aimed at examining the influence of marketing mix elements on consumer purchase decisions.

6.2 Sample Size and Sampling Technique

Primary data were collected from a sample of 200 respondents residing in Bengaluru City using a convenience sampling technique. Respondents were selected from various localities including



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Koramangala, Indiranagar, Whitefield, Jayanagar, and Electronic City to ensure reasonable geographic representation across the city.

6.3 Data Collection Instrument

A structured questionnaire was used as the primary data collection instrument. The questionnaire was divided into two sections: the first capturing demographic information, and the second measuring respondents' perceptions of the seven marketing mix elements and their purchase decisions using a five-point Likert scale, ranging from Strongly Disagree (1) to Strongly Agree (5).

6.4 Data Analysis Tools

The collected data were analysed using statistical tools including descriptive statistics (mean, percentage, frequency), Pearson correlation analysis, and multiple linear regression analysis using SPSS software.

6.5 Level of Significance

All statistical tests in this study, including correlation and regression analysis, were conducted at a 5 per cent (0.05) level of significance. Accordingly, a p-value of less than 0.05 ($p < 0.05$) was considered statistically significant, while a p-value of 0.05 or above was treated as statistically not significant, at a 95 per cent confidence level.

6.6 Period and Scope of the Study

The study was confined to consumers residing within Bengaluru City limits, and data collection was carried out over a period of two months.

7. Data Analysis and Interpretation

This section presents the demographic profile of the 200 respondents along with the analysis of the influence of marketing mix elements on their purchase decisions, supported by statistical tables and graphical illustrations.

7.1 Demographic Profile of Respondents

Table 1 presents the demographic characteristics of the 200 respondents who participated in the study.

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	108	54.0
	Female	92	46.0
Age (Years)	18-25	62	31.0
	26-35	58	29.0



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Demographic Variable	Category	Frequency	Percentage (%)
	36-45	40	20.0
	46-55	26	13.0
	Above 55	14	7.0
Monthly Income (Rs.)	Below 20,000	34	17.0
	20,000-40,000	66	33.0
	40,001-60,000	52	26.0
	60,001-80,000	30	15.0
	Above 80,000	18	9.0

Table 1: Demographic Profile of Respondents (N = 200)

Figure 1: Gender Distribution of Respondents (N=200)

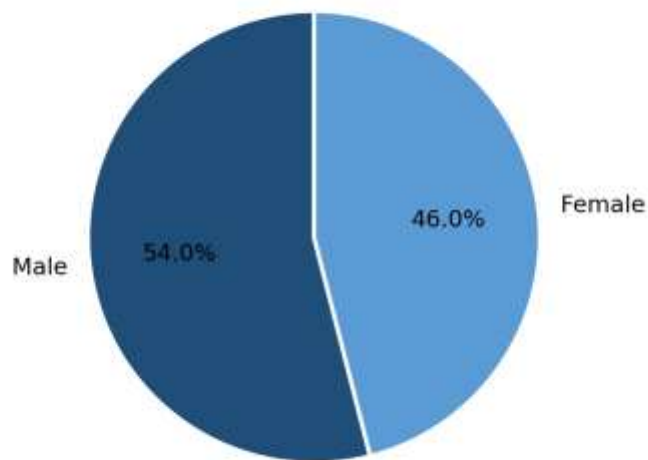


Figure 1: Gender Distribution of Respondents (N=200)

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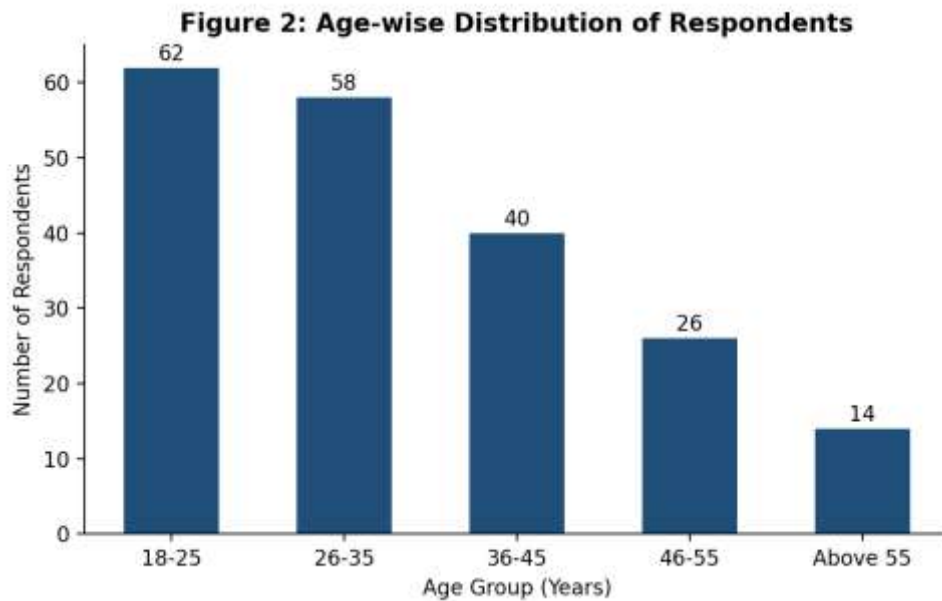


Figure 2: Age-wise Distribution of Respondents

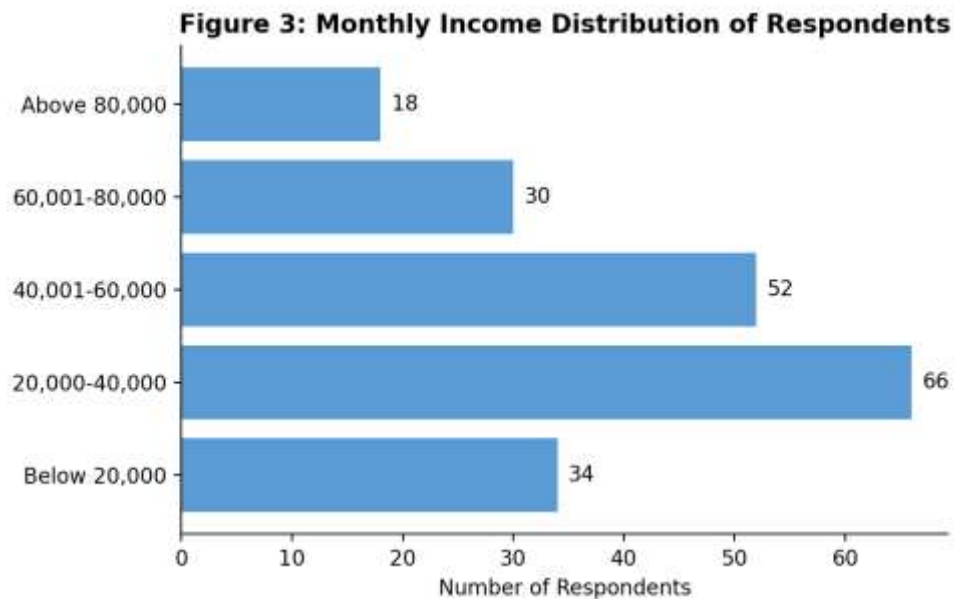


Figure 3: Monthly Income Distribution of Respondents

The demographic analysis reveals that a majority of respondents (54.0%) were male, and the largest age group was 18-25 years (31.0%), reflecting the youthful demographic composition of Bengaluru City driven largely by its IT and start-up workforce. Regarding income, the largest proportion of respondents (33.0%) reported a monthly income between Rs. 20,000 and Rs. 40,000, indicating that



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the sample predominantly represents middle-income urban consumers with reasonable purchasing power.

7.2 Influence of Marketing Mix Elements on Purchase Decisions

Table 2 presents the mean scores and standard deviations for each of the seven marketing mix elements, as rated by respondents on a five-point Likert scale.

Marketing Mix Element	Mean Score	Std. Deviation	Rank
Price	4.41	0.52	1
Product	4.32	0.58	2
Promotion	4.05	0.61	3
Place	3.98	0.65	4
Physical Evidence	3.71	0.69	5
People	3.76	0.67	6
Process	3.62	0.71	7

Table 2: Mean Influence Scores of Marketing Mix Elements



Figure 4: Mean Influence Scores of Marketing Mix Elements on Consumer Purchase Decisions

As shown in Table 2 and Figure 4, Price recorded the highest mean score (4.41), followed closely by Product (4.32), suggesting that Bengaluru consumers are highly value-conscious and place considerable emphasis on product quality when making purchase decisions. Promotion (4.05) and Place (3.98) also recorded relatively high mean scores, indicating that promotional offers and the convenience of access to products meaningfully shape buying behaviour. The extended elements of the service marketing mix, namely People (3.76), Physical Evidence (3.71), and Process (3.62), though comparatively lower, still reflect a moderately strong influence on consumer decisions.



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7.3 Correlation between Price Perception and Purchase Intention

To examine the strength of the relationship between price perception and purchase intention, Pearson correlation analysis was conducted at the 0.05 level of significance. The results indicated a positive and statistically significant correlation ($r = 0.58$, $p = 0.000$, $p < 0.05$) between the two variables, as illustrated in Figure 5.

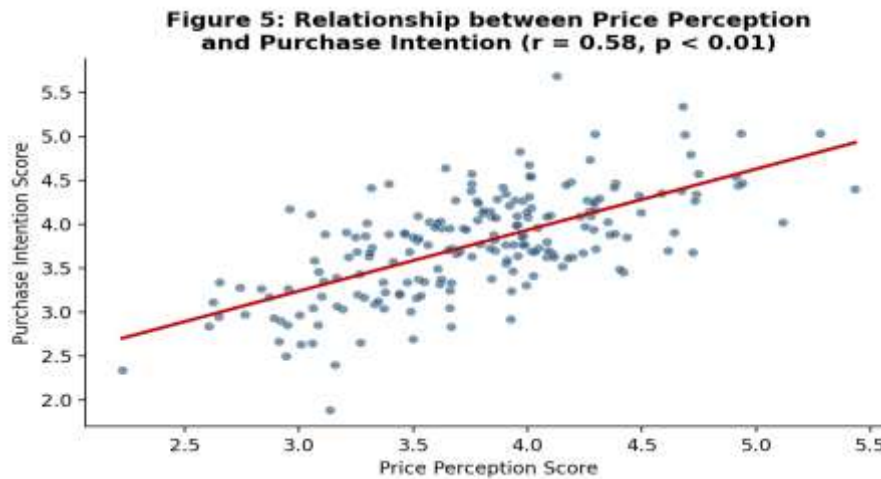


Figure 5: Relationship between Price Perception and Purchase Intention

This finding confirms Hypothesis H2 and suggests that as consumers' favourable perception of price-value fit increases, their intention to purchase also increases proportionately, reinforcing the central role of pricing strategy in the Bengaluru retail market.

7.4 Effectiveness of Promotional Channels

Respondents were asked to rate the effectiveness of various promotional channels in influencing their purchase decisions. The results are presented in Figure 6.

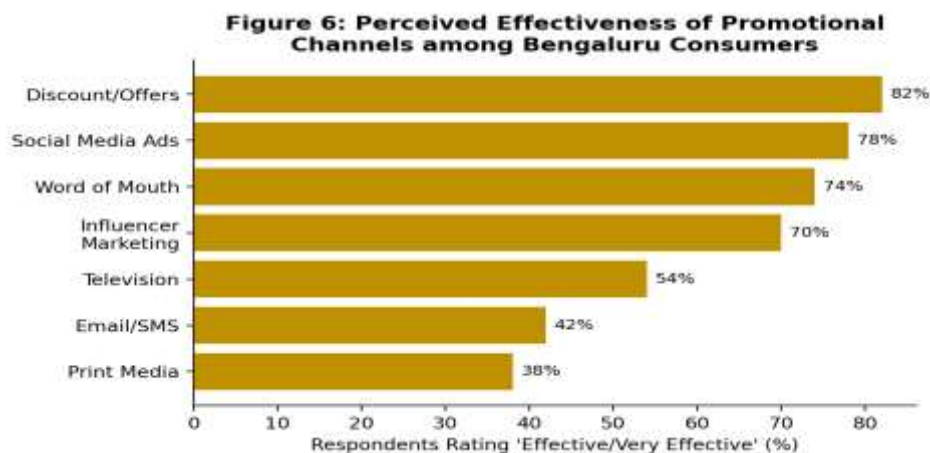


Figure 6: Perceived Effectiveness of Promotional Channels among Bengaluru Consumers



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Discount and offer-based promotions emerged as the most effective channel (82.0%), followed closely by social media advertisements (78.0%) and word-of-mouth recommendations (74.0%). Traditional channels such as print media (38.0%) and email/SMS marketing (42.0%) were perceived as comparatively less effective, reflecting the shift of Bengaluru's digitally savvy consumer base towards online and value-based promotional formats.

7.5 Preferred Place/Channel of Purchase

Figure 7 illustrates respondents' preferred channels for making purchases.

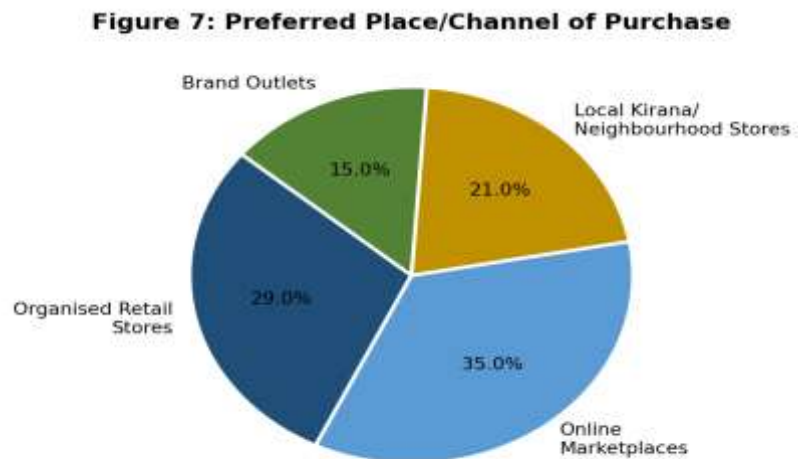


Figure 7: Preferred Place/Channel of Purchase

Online marketplaces emerged as the most preferred purchase channel (35.0%), closely followed by organised retail stores (29.0%), reflecting the growing inclination of urban consumers towards the convenience and variety offered by e-commerce platforms, while local kirana stores (21.0%) continue to retain relevance for daily essentials.

7.6 Regression Analysis

A multiple linear regression analysis was conducted to determine the relative predictive power of the seven marketing mix elements on consumer purchase decisions. The overall model was found to be statistically significant ($F = 38.42$, $p < 0.001$), with an R-squared value of 0.612, indicating that approximately 61.2% of the variance in purchase decisions can be explained by the marketing mix elements considered in this study.

Predictor Variable	Unstandardised B	Standardised Beta	t-value	Sig.
Product	0.286	0.27	4.812	0.000
Price	0.312	0.31	5.203	0.000



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Predictor Variable	Unstandardised B	Standardised Beta	t-value	Sig.
Place	0.149	0.14	2.341	0.020
Promotion	0.181	0.18	2.987	0.003
People	0.092	0.09	1.564	0.119
Process	0.061	0.06	1.102	0.272
Physical Evidence	0.084	0.08	1.388	0.166

Table 3: Summary of Multiple Regression Analysis (Dependent Variable: Consumer Purchase Decision)

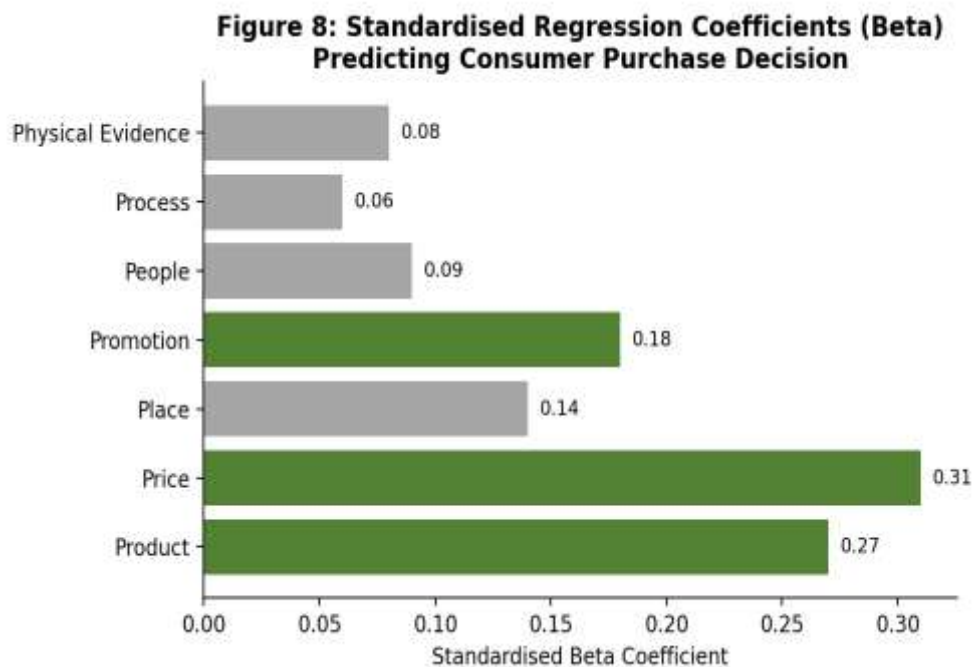


Figure 8: Standardised Regression Coefficients (Beta) Predicting Consumer Purchase Decision

As presented in Table 3 and Figure 8, and tested at the 0.05 level of significance, Price ($\beta = 0.31$, $p = 0.000$) and Product ($\beta = 0.27$, $p = 0.000$) emerged as the strongest statistically significant predictors of consumer purchase decisions, followed by Promotion ($\beta = 0.18$, $p = 0.003$) and Place ($\beta = 0.14$, $p = 0.020$), all of which recorded p-values below 0.05. People ($p = 0.119$), Process ($p = 0.272$), and Physical Evidence ($p = 0.166$) recorded p-values greater than 0.05 and therefore did not show statistically significant individual predictive power in the regression model, although their bivariate correlations with purchase decisions remained positive, suggesting their influence may operate indirectly through customer satisfaction and service experience.



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8. Findings of the Study

- The majority of respondents were male (54.0%) and belonged to the 18-25 years age group (31.0%), reflecting Bengaluru's youthful consumer demographic.
- Price (mean = 4.41) and Product (mean = 4.32) were identified as the most influential marketing mix elements affecting consumer purchase decisions.
- A significant positive correlation ($r = 0.58$) was found between price perception and purchase intention.
- Discount/offer-based promotions and social media advertisements were rated as the most effective promotional channels.
- Online marketplaces (35.0%) emerged as the most preferred channel of purchase, ahead of organised retail stores (29.0%).
- Regression analysis confirmed that Price, Product, Promotion, and Place are statistically significant predictors of purchase decisions, collectively explaining 61.2% of the variance.
- People, Process, and Physical Evidence, while positively associated with purchase decisions, did not emerge as statistically significant independent predictors.

9. Suggestions

- Marketers operating in Bengaluru should prioritise competitive and transparent pricing strategies, given the strong influence of price perception on purchase decisions.
- Continued investment in product quality and innovation is recommended, as product attributes remain a key driver of consumer choice.
- Firms should strengthen digital promotional strategies, particularly social media advertising and discount-based campaigns, to align with consumer preferences.
- Retailers should enhance omni-channel presence by integrating online marketplace convenience with the experiential benefits of physical retail stores.
- Although People, Process, and Physical Evidence showed weaker direct statistical influence, businesses should not overlook these elements, as they may indirectly affect customer satisfaction and repeat purchase behaviour.

10. Limitations of the Study

The study is subject to certain limitations. The sample size of 200 respondents, while adequate for statistical analysis, may not fully capture the diversity of Bengaluru's consumer population. The use of convenience sampling may also introduce a degree of sampling bias. Additionally, the study relies on self-reported survey data, which may be subject to social desirability bias. Future research could expand the sample size, adopt probability sampling techniques, and explore product-category-specific variations in marketing mix influence.



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11. Conclusion

This study set out to examine the influence of marketing mix elements on consumer purchase decisions among 200 consumers in Bengaluru City. The findings reveal that Price and Product remain the most dominant factors shaping consumer purchase behaviour, followed by Promotion and Place, while the extended service marketing mix elements of People, Process, and Physical Evidence play a comparatively supportive, rather than decisive, role. These findings underscore the continued relevance of core marketing mix strategies in a rapidly digitalising urban market like Bengaluru, while also highlighting opportunities for businesses to differentiate themselves through service quality and customer experience. The study contributes meaningful regional empirical evidence that can guide marketers, retailers, and policymakers in designing more effective, consumer-centric marketing strategies for the Bengaluru market.

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.

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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