

Evaluating the Effectiveness of Marketing Mix Towards Customer Purchase Decision in Local Bakery

Rose Ann G. Maganding, Dominic Edward B. De Vera, Raymond M. Caduan, Shella Mae T. Mayaga,
Geowera H. Revosana, Marivic L. Han-awon, LPT, PhD(c)

Business Administration Program, Bukidnon State University, Philippines

DOI: <https://dx.doi.org/10.51244/IJRSI.2025.1210000356>

Received: 06 November 2025; Accepted: 12 November 2025; Published: 24 November 2025

ABSTRACT

The purpose of this research is to determine the effectiveness of the marketing mix in influencing customer purchase decision. This study fills the gap in understanding the relationship between the marketing mix and customer purchase decision in a local context. It aims to identify which components of the marketing mix yield the best results in client acquisition by evaluating the effectiveness of the product, price, place, and promotion components. It also provides practical insight into the marketing mix's role in customer purchase decision. Founded on McCarthy's Marketing Mix Theory and on the Howard Sheth model of consumer behavior, a non-proportional quota sampling method was used to select 150 respondents, data were collected via an adapted, validated questionnaire, and analyzed using descriptive statistics and Spearman's rho correlation. Results indicated that the local bakery effectively executed the 4Ps of the marketing mix. The study highlighted a significant relationship between the marketing mix and customer purchase decision. Notably, the 'place' element was identified as the most effective, likely because customers prefer proximity when purchasing bakery products. Interestingly, promotion was the least effective element; however, it did not negatively impact sales since customers actively seek discounted items. The study concludes that the bakery has substantial potential to increase customer purchase levels and profitability. This can be achieved by continuously introducing innovative, high-quality baked goods, competitive pricing, and implementing targeted promotional activities. These strategies are essential for strengthening customer relationships and boosting sales, ensuring sustained growth for the bakery in the competitive market.

Keywords: marketing mix, 4Ps, customer purchase decision, local bakery

INTRODUCTION

The marketing mix is key in shaping customer purchase decision. This concept encompasses the determination, communication, and transactional aspects regarding a particular product the when, where, price, and value dimensions of the equation. Integration of the four components of marketing, namely product, price, place, and promotion, epitomizes a marketing strategy. In fact, a marketing strategy of this type is widespread in its application across various industries. The relative weight of each of the four components is more pronounced in smaller businesses (Pathak, 2022). Insights from Airmart Articles (2023), in analyzing the ideal marketing mix for a flourishing bakery, exemplify this principle, emphasizing the marketing mix's universal applicability in any industry where profitability is a primary concern.

As noted by Rique and Sumeet (2019), before initiating promotional programs, marketers must pinpoint their primary target audiences, ascertain which markets would yield optimal value for their products, and identify their price points across various currencies so that they can adequately respond to evolving market trends, preferences, and needs. In a study examining the Malaysian bakery industry, Albattat (2019) found that customers' purchasing decisions are influenced by value, cost, and convenience, as well as by promotional deals, the availability of product variety, and the freshness, which is a primary determinant. Price, place, and promotion, as examined by Hanaysha et al. (2021), are statistically significant as they are interrelated with the purchase decision.

Research on the bakery industry in the province of Lantapan, Bukidnon, Philippines, Rivas et al. (2023) explained the role of product quality alongside pricing. This prompted the recommendation that bakeries should maintain balanced pricing, avoid selling bread that is stale and moldy, and offer a greater variety of products so that customer interest can be sustained. Also, greater efforts should be taken on the bakery's marketing mix, in particular, the product, price, place, and promotion, to sway customer purchase decision.

With the customer needs and wants in the growing bakery businesses in the area of Poblacion, Impasugong, Bukidnon, this study closes the gap on the relationship between the marketing mix and customer purchase decision. The evaluation encompassed the customer's purchase decision analyzing the constituent product, price, place, promotion, and the most effective decision-making process within the marketing mix. Additionally, contemporary research has explored the positive and significant correlation between the marketing mix constituents and the customer's purchase decision, particularly emphasizing the price and quality of the product. Even with the significant amount of research, there is a perplexingly little amount of understanding of how these elements of the marketing mix interact with each other to influence the purchase decision by consumers, especially in the modern digital market. As Vicol (2025) points out, effective and adaptive businesses develop and maintain strong customer relationships, improve customer loyalty, and achieve corporate success.

Objectives of the Study

The objective of this research is to evaluate the effectiveness of the marketing mix (MM) towards customer purchase decision (CPD) in a local bakeshop. Specifically, it will:

- Find which components of the marketing mix (MM) yield the best results in client acquisition by evaluating the effectiveness of the product (P1), price (P2), place (P3), and promotion (P4) components.
- Understanding of how these elements of the marketing mix (MM) interact with each other to influence the customer purchase decision (CPD).
- Looked at the relationship between the bakery marketing mix's (MM) effectiveness and customer purchase decision (CPD).
- Refining practical marketing insights from the actionable results can be quite effective.

Significance of the Study

This research study holds potential to enhance customer engagement and satisfaction, increase sales and profitability, remain competitive, and refine the bakery's marketing mix. The findings of this study would be beneficial to the following:

To the Bakery Owners and Managers, to impart helpful knowledge that will help them make choices based on the analysis of facts, decisions regarding their marketing mix, enhance customer purchase decisions, and improve profitability.

To consumers, this study may lead to the development of a more comprehensive consumer experience in the bakery industry.

To the Academic Researcher, this research can contribute to the existing body of knowledge on customer purchase decisions, marketing, and the food industry. It can inform future research studies in related areas.

Conceptual Framework

The particular framework for this research analyzes the relationship between the marketing mix (MM) variables and customer purchase decision (CPD) in the setting of a local bakeshop. As an independent variable, the marketing mix was assessed using its four components, known as the four Ps of marketing: product (P1), price (P2), place (P3), and promotion (P4).

In marketing, the 'mix' term describes the combination of controllable variables used to reach target customers.

On the other hand, as a dependent variable, the customer purchase decision (CPD) is the actual purchase of the bakeshop product. Once customers gather enough information and evaluate their options, they make a final decision about what to purchase. It is a personal reason why the customer is influenced to purchase bakeshop products through its marketing mix.

This study was grounded in two theories such as Marketing Mix and the Howard-Sheth Model of consumer Behavior to explain the interconnections Marketing Mix (MM) and Customer Purchase Decision (CPD).

Marketing Mix Theory (MMT)

The Marketing Mix was introduced by E. Jerome McCarthy in the 1960s as the 4Ps of marketing mix: Product, Price, Place, and Promotion (Van Vliet, 2024). Albattat (2019) noted that a successful marketing strategy relies on the marketing mix framework, which enables the company to develop its product branding and achieve its effectiveness. According to Pono (2022), a product refers to what a business offers to satisfy customers' needs and wants. While Mir (2022) stated that price is the amount customers are willing to pay. In addition, place is the distribution channel through which products reach customers. Additionally, Kumar (2025) indicated that promotion is a communication strategy that informs and persuades customers.

The marketing mix theory emphasizes that the marketing mix elements enable firms to make strategic decisions by varying the product being sold, the distribution channel, the price, and the marketing approach to the target market (Staff, 2024). Furthermore, all marketing mix elements play a significant role in the marketing of a product or service, as well as in their perception among customers. In addition, the marketing mix theory is one of the essential concepts in marketing, outlining the combination of variables that a firm can control to influence customer purchase decisions (Xia, 2023).

Howard -Sheth Model of Consumer Behavior (HSMCB)

John Howard and Jagadish Sheth, proposed the Howard -Sheth model of consumer behavior in 1969. The Howard -Sheth model of consumer behavior differentiates three levels of decision-making, namely extensive problem solving (when buyers are new and require more information), limited problem solving (when buyers have some experience), and routinized response behavior when choices turn out to be habitual and fast (Francis, 2024).

The Howard-Sheth Model of consumer behavior highlights various applications that enhance understanding of consumer behavior and the formulation of marketing plans. The model suggests various ways to improve the features of a product, along with its design and marketing, by understanding the needs and preferences of consumers and their information-search behavior. It aids in the preparation of more effective advertising and promotions aligned with the various stages in the consumer decision-making process. The model assists in the analysis of several consumer choice processes to improve the efficiency of sales and distribution channels. The post-purchase evaluation stage of the model can aid the development of more effective customer service and after-sales support systems to build customer satisfaction and loyalty. ("Howard Sheth Model of Consumer Behavior," 2023).

Statement of the Problem

This study aims to evaluate the effectiveness of marketing mix (MM) towards customer purchase decision (CPD) in a local bakery. Specifically, it seeks to answer the following questions:

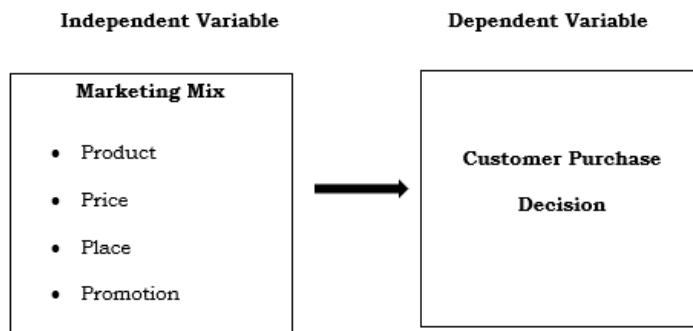
1. Determine the level of effectiveness of the marketing mix (MM) in terms of; Product (P1), Price (P2), Place (P3), and Promotion (P4).
2. Determine the level of customer purchase decision (CPD) in a local bakery.
3. Test the significant relationship between the marketing mix (MM) and customer purchase decision (CPD).
4. Propose recommendations to enhance the marketing mix (MM) on customer purchase decisions.

Research Hypotheses:

The following hypotheses is tested in this study:

Ho1: There is no significant relationship between the marketing mix (MM) and customer purchase decision (CPD).

Figure 1: Framework of the Study



METHODOLOGY

Research Design

This research utilized a quantitative approach, particularly descriptive and correlational methods, to evaluate how each component of the marketing mix product, price, place, and promotion affects customer purchase decisions. A quantitative approach was necessary because the researchers implemented 4-point Likert scale items. Concurrently, the descriptive approach was focused on determining the effectiveness of local bakeries marketing mix and the context of customer purchase decision levels. In addition, a correlational approach was used to explore the connection between the marketing mix and customer purchase decisions.

Participants of the study

Study participants within this research were customers of Loulen's Bakeshop, SJ Panaderia, and RCM Bakeshop situated in Poblacion, Impasugong, Bukidnon. For the purpose of capturing a range of customer purchase decisions, the selection of these bakeries was also based on their geographical proximity and ease of access for the researchers. Further, the selection of these three bakeries was appropriate since they were the only ones operational during the data collection timeframe. The study also involved 150 respondents who reported "purchasing from the three selected bakeries".

Population Sampling

The study utilized a non-probability approach, specifically non-proportional quota sampling, to gather participants from three bakeries. This approach allows for the selection of a wide variety of respondents without necessitating a balanced distribution of participants concerning the selected bakeries.

The study involved 150 respondents who reported "purchasing from the three selected bakeries" along with the "purchase decision information based on the marketing mix." The required sample size was calculated with the G*Power 3.1 software. An a priori power analysis was done using "Correlation: Bivariate Normal Model" under the Exact test family to estimate power for Spearman's rho correlation. The analysis was set to a two-tailed test, with a medium effect size ($\rho = 0.30$), a significance level (α) of 0.05, and power ($1-\beta$) set to 0.95. The calculation indicated that the minimum sample size required was 138 respondents. Given the practical considerations of acquiring sample data, the researcher chose to distribute questionnaires to 150 respondents.

Data Analysis

Appropriate statistical tools were used to analyze the gathered data. To evaluate the effectiveness of the marketing mix (MM) (product P1, price P2, place P3, and promotion P4) and the level of customer purchase

decision (CPD), answers from the Likert scale items were quantified using the mean and standard deviation.

Spearman's Correlation Coefficient was used to determine the relationship between the marketing mix (MM) and customer purchase decision (CPD). This non-parametric test is suitable for determining the strength and direction of monotonic relationships between variables measured using a Likert scale.

All analyses were performed using the Statistical Package for the Social Sciences (SPSS). The findings were interpreted within the context of the research objectives, giving relevant insights into the effectiveness of the marketing mix on customer purchase decisions.

Research Instrument.

To ensure uniformity and reliability in the collection of information while adequately capturing the sentiments and experiences of the participants, this study incorporated a modified version of the questionnaire developed by the following authors:

Concerning the independent variable, the Marketing Mix (MM), the questionnaires were derived from Albattat (2019) in "Consumers' Behaviour in Decision Making Towards Bakery Products in Section_13_Shah_Alam"; De Jesus (2020) "Milk Tea Industry: an Exploratory Study".

Moreover, concerning the dependent variable, Customer Purchase Decision (CPD), the references consisted of Passorn et al. (2016) "Factors Affecting the Purchasing Decision in Baking Equipment and Motivation of Households"; Nilda et al. (2020) "Consumers Purchasing Decisions on Local and National Retail Bakery Products Based on Price"; and Manandhar (2024) "Impact of Advertisement and Price on Consumer Purchase Decision".

The survey instrument consists of three parts and these were: (1) Demographic characteristics, which captures information on age, and the name of the bakeshop visited; (2) the Marketing Mix (MM), which consists of product (P1), price (P2), place (P3), promotion (P\$); and (3) Customer Purchase Decision (CPD).

Validation of Instruments. The reliability and validity of the survey questionnaire were conducted through a validation process. Cronbach's Alpha was used to check internal consistency, and all the constructs exceeded the suggested level of 0.70.

Expert Evaluation. In addition, the instrument was evaluated for validity and reliability by experts in the field of research methodology and was also assessed for question clarity, relevance, and comprehensibility. There was also a pilot study with thirty respondents. Revisions to the questionnaire were based on the pilot study feedback.

Data Collection. As a first step, the researchers sought the original author's permission to adapt the questionnaire. Similarly, permission was obtained from the research adviser, and the managers and employees of the bakery. This was necessary before the researchers conducted a customer survey. Moreover, a consent form was obtained to ensure voluntary response from the customer.

To ensure customers received the instruments, researchers distributed the questionnaires in person. When customers took the instrument, researchers were available to respond to instrument related queries. This was to ensure respondents were not impeded in their efforts to complete the questionnaires. Once the instruments were completed, the response data were organized, coded, and analyzed to facilitate the overall study. During the analysis process, and in compliance with ethical guidelines of the study, all customer response data were kept confidential and used solely for the study.

Ethical Considerations. Before data collection, the researchers made certain the participants understood that they were part of a study, the study's objective and the techniques that were being deployed, and that there were no material facts they needed to know that were being omitted. They also appreciated that their choice of participation or non-participation in the study was valued and that they could withdraw from the study at their discretion any time. All details and information obtained were kept strictly confidential and used only for the study at hand. This study, like student work, will be tested for a plagiarism detection to ensure that there are no

sign of plagiarism other author or researchers, ideas and works, and appropriate citation will be made. During data collection, this study did not fabricate or construct false information or assertions. No assumptions or incomplete observations were made in the basis of any claims.

This study did not exhibit any form of misrepresentation or exaggeration of results in order to fulfill a theoretical expectation. There was no evidence of a conflict of interest in this study. The researchers were careful not to reveal any information which could harm the participants' welfare. This study did not breach participants' privacy, nor did it pressure them into any unwilling actions. It also ensured that no damage was done to the participants' self-esteem. This research document underwent multiple edits based on the suggestions of the adviser and the panel. It also complied with the regulations of the Bukidnon State University Ethics Review Committee, and followed the ethical guidelines, as well as the considerations stated in the study.

RESULTS

Descriptive Statistics for the Level of Marketing Mix

Product	Mean	SD	Interpretation
1. I prefer the freshness of bakery products.	3.74	.45	Very Effective
2. I prefer the quality of bakery products.	3.71	.48	Very Effective
3. I usually purchase bakery products that use high-quality ingredients.	3.42	.51	Very Effective
4. I usually purchase bakery products from a bakery shop that provides a variety of menu options.	3.47	.56	Very Effective
5. I usually purchase bakery products because of the taste.	3.70	.49	Very Effective
Factor Mean	3.61	.32	Very Effective
Price	Mean	SD	Description
1. The price is affordable.	3.77	.48	Very Effective
2. The price reflects the quality of the products.	3.57	.56	Very Effective
3. The price is appropriate for the size of the product.	3.49	.59	Very Effective
4. Price lists are available and presented to the customers	3.46	.61	Very Effective
Factor Mean	3.57	.42	Very Effective
Place	Mean	SD	Description
1. The bakeshop's location is easy to find.	3.82	.46	Very Effective
2. The bakeshop is conveniently located for me.	3.62	.54	Very Effective
3. I usually go to a bakery shop that is easily accessible and convenient.	3.71	.50	Very Effective
4. The bakeshop's location feels safe and secure.	3.60	.53	Very Effective
5. I usually go to a bakery shop that provides a seat inside the shop.	3.47	.60	Very Effective
Factor Mean	3.64	.34	Very Effective
Promotion	Mean	SD	Description
1. Bakeshop offers special promotions during the festive season.	3.35	.70	Very Effective
2. The bakeshop offers sales promotions (e.g., discounts, bundle deals) that effectively encourage purchases.	3.33	.63	Very Effective
3. The bakeshop has a social media presence that effectively informs customers about new products and promotions.	3.23	.72	Effective
4. The bakeshop has visible in-store promotional signs/displays (e.g., standee, posters) that efficiently promote current promotions.	3.44	.62	Very Effective
Factor Mean	3.39	.52	Very Effective
Marketing Mix Overall Mean	3.54	.40	Very Effective

Note(s): 1.00-1.74 Very Ineffective; 1.75-2.49 Ineffective; 2.50-3.25 Effective; 3.26-4.00 Very Effective

The table represents the overall mean of the marketing mix ($M = 3.54$, $SD = .40$), with a descriptive value of "Strongly Agree" and a quantitative statement of "Very Effective." This means that the local bakery in Poblacion, Impasugong, Bukidnon has a very effective marketing strategy in terms of the 4 Ps of the marketing

mix, which strongly influences customer purchase decisions. Furthermore, the results of this study are supported by the following:

First, most respondents strongly agree with the statement, "I prefer the freshness of bakery products" ($M = 3.74$, $SD = 0.45$). Conversely, the lowest part of the product is the statement, "I usually purchase bakery products that use high quality ingredients" ($M=3.42$, $SD=0.51$), which is also interpreted as very effective. Consecutively, the degree of the respondents' response is "strongly agree" ($M=3.61$, $SD=0.32$), which means that the level of effectiveness of the local bakery marketing mix in terms of product is very effective and strongly contributes to customer purchase decisions.

Second, the statement "The price is affordable" received the highest mean score ($M = 3.77$, $SD = 0.48$). While the lowest part of the price is the statement "Price lists are available and presented to the customers" ($M=3.46$, $SD=0.61$), it can also be noticed that it falls under the level of very effective. Additionally, the findings of this study revealed that all respondents' responses were "strongly agree" or "very effective" ($M = 3.57$, $SD = 0.42$). It means that the local bakery's marketing mix, in terms of price, is highly effective and significantly contributes to customer purchase decisions.

Third, the descriptive statistics of the marketing mix in terms of place ($M=3.64$, $SD=0.34$) indicate a very practical value. On average, respondents tend to agree most strongly with the statement "The bakeshop's location is easy to find," with the highest mean ($M = 3.82$, $SD = 0.46$). The statement "I usually go to a bakery shop that provides a seat inside the shop" has the lowest mean ($M = 3.47$, $SD = 0.60$). The findings revealed that the place is "Strongly Agree", indicating that the marketing mix in terms of place in the local bakery is very effective and strongly contributes to customer purchase decisions.

Fourth, the descriptive statistics of the level of effectiveness of the marketing mix in terms of promotion show that among the four items, the statement "The bakeshop has visible in-store promotional signs/displays (e.g., standees, posters) that efficiently promote current promotions" has the highest mean ($M=3.44$, $SD=0.62$). On the other hand, the statement "The bakeshop has a social media presence that effectively informs customers about new products and promotions" received the lowest mean score ($M = 3.23$, $SD = 0.72$). However, it still falls within the range of "Agree". Indicating that it contributes well to customer purchase decisions. Also, while effective, it may require more improvement or have less impact than the others. Furthermore, the overall mean ($M=3.39$, $SD=0.52$) suggests that respondents "Strongly Agree", indicating that the level of the marketing mix in terms of promotion is very effective and significantly contributes to customer purchase decisions.

Table 2. Descriptive Statistics for Level of Customer Purchase Decision in a Local Bakery.

Construct / Item	Mean	SD	Interpretation
1. I consider the brand before buying bakery products.	3.45	.67	Very High.
2. I compare the available alternatives before buying bakery products.	3.47	.56	Very High.
3. I visit number of bakeries to purchase baked goods.	3.42	.63	Very High.
4. I give recommendations to others about bakery products.	3.39	.68	Very High.
5. Giving discounts affects my buying decisions.	3.46	.65	Very High.
6. I will buy an affordable bakery product.	3.66	.53	Very High.
7. The ingredients and taste of the baked goods influence my purchase decision.	3.63	.56	Very High.
8. I have no regret buying local baked goods.	3.60	.51	Very High
9. Product quality is a major factor influencing my purchase decision.	3.59	.55	Very High.
10. Price is the major factor influencing my purchase decision.	3.55	.59	Very High.
11. Place is the major factor influencing my purchase decision.	3.49	.59	Very High.
12. Promotion is the major factor influencing my purchase decision.	3.41	.62	Very High.
Overall Mean	3.51	.59	Very High.

Note: 1.00-1.74 Very Low; 1.75-2.49 Low; 2.50-3.25 High; 3.26-4.00 Very High

Table 4 presents the results of the survey evaluating the Level of customer purchase decision in a local bakery. The descriptive value of all responses falls under the "strongly agree" Level and is categorized as "very high" ($M = 3.51$, $SD = 0.59$), indicating that all statements have a substantial impact on customer purchase decisions. It is also shown that the statement "I will buy an affordable bakery product" ($M = 3.66$, $SD = 0.53$) contributes a greater mean than other items. While the statement "I give recommendations to others about bakery products." ($M=3.39$, $SD=0.57$) describes that the Level of customer purchase decision in the local bakery in terms of giving recommendations to others about bakery products is also very high. However, it contributes a lower mean than other items, which suggests that post-purchase evaluation should be closely monitored.

Table 3. Relationship between the marketing mix and customer purchase decision.

Marketing Mix	Customer Purchase Decision	P-value	Interpretation
Product	.445**	<.001	Significant
Price	.550**	<.001	Significant
Place	.416**	<.001	Significant
Promotion	.488**	<.001	Significant
Overall Marketing Mix	.691**	<.001	Significant

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

*Correlation is significant at the 0.05 level (2-tailed).

Spearman's rho test

Note: (N=150)

Table 3 outlines the interaction between the marketing mix elements and the purchase decisions made by the customers. Generally, the degree of association in the case of each marketing mix element and the customer purchase decisions stands at a moderate level with a p-value of less than 0.001, which in essence is lower than the 0.05 level that is acceptable. This indicates an association of the product, price, place, and promotion with the purchase decision of a customer. It further indicated that the marketing mix with an overall marketing mix also less than 0.001 with a positive correlation coefficient of 0.691**. This demonstrates the presence of a marketing mix that is positive, clear, and consistent. These results, therefore, provide a rationale for concluding that the marketing mix and customer purchase decision do in fact have a relation in which the null hypothesis is rejected.

DISCUSSION

The result of this study was supported by Albattat (2019), who found that customers highly preferred freshly baked goods and a diverse product selection. It creates high customer interest, leading to a purchase decision. Similarly, Rivas et al. (2023) emphasized that product quality can enhance customer satisfaction, foster loyalty, and contribute to business sustainability. Additionally, Rahmatunnisa and Muhiban (2023) affirmed that the quality of the product is a crucial factor in making a purchase decision.

This also supports the studies that the price is one of the main factors to be considered in purchasing goods. If the price of a product aligns with the customer's needs, it will lead to their positive perceptions of the product. Additionally, clearly stating price information can attract customers to make a purchase, such as by highlighting prices according to product quality, as customers tend to choose products based on pricing (Nilda et al., 2020; Zulkarnain & Ahadiat, 2022). Furthermore, businesses that carefully balance competitive pricing and perceived quality attract a diverse range of customers (Aldani, 2025).

Additionally, this study aligns with a previous study, which focuses on marketing by attracting customers to purchase, as customers prefer to buy bakery products from a convenient location (Albattat, 2019). Furthermore, a key factor in attracting more customers is the location of the shop, which should be near the town and safe

and secure for the public (De Jesus, 2020). In addition, Inaolaji and Narci (2022) suggested that products and services must be made available to customers at a suitable location and with accessibility.

Furthermore, this finding is consistent with previous studies, which suggest that promotion is important in influencing customer purchase decisions, as it is one of the strategies used to persuade customers to make a purchase, often in combination with the physical characteristics of the store (Anjelika & Sinaga, 2022; Xia, 2023). In addition, Saranza et al. (2024) highlighted the importance of displaying baked items creatively in store windows and using unique in-store displays to attract attention and encourage walk-in customers. Additionally, promotional signage emerges as a potential tool for influencing customer purchasing decisions. Furthermore, according to Abellana and Alonzo (2025), although online platforms offer new possibilities for business expansion, bakeshops have limited social media presence because they face challenges in digital unfamiliarity, and they rely on face-to-face transactions and traditional retail operations.

Overall, the result of these four variables supports the conclusion of Albattat (2019) that the marketing mix is a marketing strategy that helps the company build its product branding and achieve effectiveness. In addition, Pornnapa & Tharnupat (2022) stated that the quality of bakery products can attract customers, and they tend to purchase them if they are more affordable, as some are price-conscious. Additionally, the place convinces customers to purchase each time they are within the bakery stores. Furthermore, Aldani (2025) confirmed that the companies that effectively manage product quality, pricing strategies, distribution channels, and promotional efforts can create a compelling value proposition that attracts and retains customers.

In terms of the level of customer purchase decision in a local bakery, this study aligns with Assidiki & Budiman's (2023) findings, which suggest that when product quality and promotion are good, and the price is improving, the community's purchase decision will also be high. According to the study by Patel (2023), it was also agreed that by offering high-quality goods at competitive prices, entrepreneurs can meet the needs of their customers, resulting in satisfied customers who are more likely to recommend their products to others. Furthermore, Aldani (2025) suggests that product quality, perceptions of value and affordability, providing customers with easy access to products, and social media promotion all play a crucial role in shaping customer purchase decisions.

The relationship between the marketing mix and customer purchase decision has been empirically substantiated by Inaolaji & Narci (2022) and Anjelika & Sinaga (2022) that product influences customers purchase decisions as products are crafted with the aim of customers willingness to purchase and meeting the customers needs. It further indicates that the product and its quality matters in customers purchase decisions. In addition, Rahmatunnisa and Muhiban (2023) stated that the product quality impacts customer purchase decisions, ranging from preferences to decision makings and customers tend to choose high quality products.

Zulkarnain & Ahadiat (2022) noted that customers tend to choose products mostly based on the price, thus, the most significant influence on customer purchase decisions is price. Moreover, Sinaga and Husda (2023) stated that price has a substantial influence on customer purchase decisions and that products are more likely to be purchased when the price is right or cheap enough. On the other hand, Aldani (2025) stated that value perception and affordability impacts customer purchase decisions through the use of pricing strategies.

Putra et al. (2020) demonstrates that location positively affects customer purchase decisions since an appropriate location can meet prospective customers' needs. Meanwhile, consumers are time- and cost-sensitive, and the location of a product impacts customers' purchase decision (Sholihuddin et al., 2020). Lastly, Sudirjo et al. (2024) argues that place positively and significantly influences the purchase decision, as an accessible and time-efficient location tends to encourage buying.

In addition, Putra et al. (2020) argues that the promotion variable is of notable importance and significantly impacts customer purchase decisions due to its essential role as a component of the marketing mix and a key factor for companies in product launch advertising and demand generation. Conversely, Zulkarnain & Ahadiat (2022), in in-depth qualitative studies, showed that promotions negatively impact consumer buying decisions as they increase cost without an equivalent increase in sales. Also, Aldani (2025) emphasized, due to social

media and personalized advertising, promotion plays a pivotal role concerning a customer's decision to purchase a product.

In relation to the above, the results of the Spearman's rho test strengthened the conclusion that there is correlation between the marketing mix and customer purchase decisions. As stated, the correlation strengthens the relationship between customer purchase decisions and the marketing mix, and reiterates the role of the 4Ps of marketing, i.e., product, price, place, and promotion. Moreover, the results were supported by multiple other studies.

Anjelika & Sinaga (2022) point out that the components of the marketing mix, especially product, price, place, and promotion, play a vital role in influencing customer purchase decisions. Likewise, Pornnapa & Tharnupat (2022) noted that the components of the marketing mix influence customer purchasing decisions. Customers are especially attracted to the smell of quality bakery products. Customers also engage in price comparison most of the time, especially with competitive prices. Marketing location motivates purchases every time customers are within the bakery. Furthermore, Aldani (2025) illustrated the importance of the marketing mix concerning customer purchase decisions. It is posited that customers satisfaction, loyalty, and even sales within a business are influenced greatly by the proper application of marketing strategies.

CONCLUSION

In regard to assessing the effectiveness of the marketing mix in relation to influencing customer purchase decisions at the bakery in question, concluding that the effectiveness of the marketing mix the products, price, place, and promotion is evaluation of the marketing mix is very practical. This means that the bakeshops in Poblacion, Impasugong, Bukidnon have marketing plans that works in the 4Ps of marketing mix. It was also noted that the 'place' element is most effective. This is because customers love proximity when buying bakery items. While promotion being the least effective of the four Ps of marketing does not seem to have any negative effect as customers do actively seeking and selecting discounted items.

In the context of customer purchase decision, the respondents purchase decision were most positively inclined to the affordable price. This is also when most respondents agreed the most concerning the bakery being recommended to others. This received the least level of agreement. High-quality goods are available at reasonable prices in a conveniently located area; thus, they cultivate clientele goodwill, earning them referrals.

A reasonable assessment of the promotional various elements of the marketing mix was adequately gauged connects to customer purchase decisions. Hence, the increased likelihood of a customer purchase is a direct correlation of the efficacy of marketing mix elements. Relatively, the control of marketing mix elements product, price, place, and promotion becomes the driving force in customer decision-making. Likewise, the ability to master the interplay of product quality, pricing, and promotion prioritization with the distribution of channels creates compelling customer value. Thus, targeting value becomes a central framework to guide the attraction and retention of customers.

Findings Summary

The result of the study revealed that the local bakery marketing mix in terms of product, price, place, and promotion is very effective and greatly influences customer purchase decisions. However, in terms of promotion, the statement, 'The bakeshop has a social media presence that efficiently communicates to customers about new products and specials,' received the lowest mean score and remains in the range of the effective qualifier, which suggests that, while effective, promotion may need additional refinement, as it exerts a lesser influence compared to the other components.

Further, the assessment finds the level of customer purchase decision to be "very high," meaning every single statement significantly impacts the customer purchase decision. While the relationship between the independent variable marketing mix and the dependent variable customer purchase decision is significant, and therefore, the null hypothesis is rejected.

Implications for Practice

The findings highlight that to enhance the marketing mix on customer purchase decisions, the bakery management may want to explore the possibility of increasing its social media presence to better evaluate and inform customers of new products and promotions as they become available. The management might consider an online forum that enhances customer engagement, where customers can share their experiences, upload pictures, and have conversations about various bakery products. Social media platforms are a great venue containing rich customer stories that will invite customers to purchase and endorse products. The more alluring the testimony, the more they will recommend it.

RECOMMENDATIONS

Bakery owners and managers wishing to improve customer interaction and the bottom line can undertake a customer feedback initiative to gauge the business's performance. An evaluation checklist containing the items customers most value can assist them in assessing and refining their marketing mix to align with prevailing market trends and customers' perceptions. Innovating within the domains of baked goods, pricing, and accessibility (both in-person and over social media), along with the introduction of prompts, will boost customer acquisition and, consequently, the profits of the business.

To improve the experience of customers when purchasing, feedback on the bakeshop's marketing mix can be provided through surveys, reviews, and social media. This participation can show that consumer expectations and preferences can be listened to and help businesses improve their offers.

To the Academic Researcher, given the limited number of studies on this topic, future studies in this area may explore other relevant marketing elements. For example, researching the other 7Ps of marketing (product, price, promotion, place, people, process, physical evidence) could provide useful insights in understanding customer purchase decision in the bakery sector. Moreover, a more in-depth understanding of the role of the marketing mix in customer purchase decision could be obtained through an investigation of employees' perceptions, as the current research focuses exclusively on customers.

Hypotheses Testing Results and Decisions

H1: There is a significant relationship between the marketing mix (MM) and customer purchase decision (CPD).

The results confirmed that the interaction between the marketing mix elements and the purchase decisions made by the customers. Generally, the degree of association in the case of each marketing mix element and the customer purchase decisions stands at a moderate level with a p-value of less than 0.001, which in essence is lower than the 0.05 level that is acceptable. This indicates an association of the product, price, place, and promotion with the purchase decision of a customer. It further indicated that the marketing mix with an overall marketing mix also less than 0.001 with a positive correlation coefficient of 0.691**. This demonstrates the presence of a marketing mix that is positive, clear, and consistent. These results, therefore, provide a rationale for concluding that the marketing mix and customer purchase decision do in fact have a relation in which the null hypothesis is rejected.

REFERENCES

1. Abellana, J., & Alonzo, A. (2025). Factors influencing business growth among micro, small, and medium-sized (MSMEs) bakery enterprises in northern Mindanao Philippines. *African Journal of Food Agriculture Nutrition and Development*, 25(07), 27384–27409. <https://doi.org/10.18697/ajfand.144.26100>
2. Airmart Articles. (2023). Exploring the perfect marketing mix for a successful bakery business - *Airmart E-Commerce*. *Airmart E-Commerce*. <https://goairmart.com/articles/exploring-the-perfect-marketing-mix-for-a-successful-bakery-business/>

3. Albattat, A. (2019). Consumers' behaviour in decision making towards bakery products in Section 13, Shah Alam. *ResearchGate*.
https://www.researchgate.net/publication/338221427_Consumers'_Behaviour_in_Decision_Making_Towards_Bakery_Products_in_Section_13_Shah_Alam/citations
4. Aldani, M. F. (2025). The Impact of Marketing Mix Strategies on Consumer Purchasing Decisions. <https://doi.org/10.2139/ssrn.5130127>
5. Anjelika, F., & Sinaga, T. M. (2022). Influence of Marketing MIX 4P (Product, Price, Place, Promotion) On Purchase Decision at PT. Alfa Scorpii Setia Budi Branch Medan. <https://iocscience.org/ejournal/index.php/mantik/article/view/1966>
6. Assidiki, Z., & Budiman, A. N. (2023). The influence of price, promotion, product quality, and consumer satisfaction on purchasing decisions of HAUS! *Research of Business and Management*, 1(1), 21–31. <https://doi.org/10.58777/rbm.v1i1.20>
7. De Jesus, F. (2020, March 19). Milk Tea Industry: an exploratory study. *ResearchGate*.
https://www.researchgate.net/publication/341293727_Milk_Tea_Industry_An_Exploratory_Study
8. Francis, A. (2024). Howard Sheth Model of consumer behavior. *MBA Knowledge Base*.
<https://www.mbaknol.com/marketing-management/howard-sheth-model-of-consumer-behavior/>
9. Hanaysha, J. R., Shaikh, M. E. A., & Alzoubi, H. M. (2021). Importance of Marketing Mix Elements in Determining Consumer Purchase Decision in the Retail Market. *International Journal of Service Science Management Engineering and Technology*, 12(6), 56–72.
<https://doi.org/10.4018/ijssmet.2021110104>
10. Howard Sheth model of consumer behaviour. (2023). CEOpedia Management Online.
https://ceopedia.org/index.php/Howard_Sheth_model_of_consumer_behaviour
11. Inaolaji, A. T., & Narci, A. P. D. M. T. (2022). The effect of marketing mix elements (4p) on consumers' purchasing decision in Oyo state, Nigeria: A case study of Soda brands. *Zenodo (CERN European Organization for Nuclear Research)*. <https://doi.org/10.5281/zenodo.6759383>
12. Kumar, P. (2025, October 20). The role of Promotion in Marketing: Strategies and Tools - Agriculture Notes by Agriculture.Institute. *Agriculture Institute*. https://agriculture.institute/dairy-mgt-entrepreneurship/role-of-promotion-in-marketing/#google_vignette
13. Manandhar, B. (2024). Impact of advertisement and price on consumer purchase decision. *www.academia.edu*.
https://www.academia.edu/63593494/Impact_of_advertisement_and_price_on_consumer_purchase_decision
14. Mir, P. (2022). The Ultimate Theory of The Marketing Mix: A Proposal for Marketers and Managers. *researchgate*. <https://www.researchgate.net/publication/359160575>
15. Nilda, C., Erfiza, N. M., & Yasqi, M. F. (2020). Consumers purchasing decisions on local and national retail bakery products based on price. *IOP Conference Series Earth and Environmental Science*, 425(1), 012023. <https://doi.org/10.1088/1755-1315/425/1/012023>
16. Passorn, S., Sujjaruk, S., Suriyankietkaw, S., Wongsurawat, W., Tanlamai, A., & Sakunasingha, B. (2016). Factors affecting the purchasing decision in baking equipment. <https://archieve.cm.mahidol.ac.th/bitstream/123456789/1802/1/TP/MM.0022016.pdf>
17. Patel, H. (2023). Impact of consumer behavior towards bakery products. https://www.theseus.fi/bitstream/handle/10024/803858/Patel_Hiral.pdf.pdf?sequence=2&isAllowed=y
18. Pathak, R. (2022). The 4Ps of Marketing: Product, price, place, and Promotion | *Analytics Steps*.
<https://www.analyticssteps.com/blogs/4ps-marketing-product-price-place-and-promotion>
19. Pono, M. (2022, October 2). 1.8. What is a Product? Myk Pono. <https://www.mykpono.com/1-8-what-is-a-product/>
20. Pornnapa, T., & Tharnupat, J. (2022). Marketing and Socio-Psychological factors influencing consumption bakery product in Thailand. *Studies in Business and Economics*, 17(1), 256–271.
<https://doi.org/10.2478/sbe-2022-0017>
21. Putra, Q. E., Tarigan, Z. J. H., Sitepu, R. B., & Singh, S. K. (2020b). The impact of marketing mix on the consumer purchase decision in the Surabaya - Indonesia Hotel Residence. *SHS Web of Conferences*, 76, 01038. <https://doi.org/10.1051/shsconf/20207601038>

22. Rahmatunnisa, N. N. F., & Muhiban, N. A. (2023). Influence of product quality and price on purchase decision (Case study on consumers in Bumi Rempah Padalarang UMKM, West Bandung District). *International Journal of Integrative Sciences*, 2(5), 655–680. <https://doi.org/10.55927/ijis.v2i5.4224>
23. Rique & Sumeet, R. A. (2019). The Marketing Mix - Global Marketing Professor. *Global Marketing Professor - Global Marketing Insights / GlobalMarketingProfessor.com*. <https://globalmarketingprofessor.com/the-marketing-mix/>
24. Rivas, A. E., Rivas, G. G., Iran, J. M. A., & Balagno, J. a. R. (2023). There's a Whisk, There's a Way: The Customer Satisfaction on the Bakery Business in Lantapan. *International Journal of Scientific and Management Research*, 06(12), 108–126. <https://doi.org/10.37502/ijsmr.2023.61209>
25. Saranza, C., Pendon, Y., & Andrin, G. (2024). Enhancing retail success: A comprehensive analysis of visual merchandising influence on customer engagement and purchase behavior in Philippine local retail businesses. https://www.researchgate.net/publication/377207239_Enhancing_Retail_Success_A_Comprehensive_Analysis_of_Visual_Merchandising_Influence_on_Customer_Engagement_and_Purchase_Behavior_in_Philippine_Local_Retail_Businesses
26. Sholihuddin, M. A., Rivai, A., & Saragih, B. (2020). The Effect of Location and Price on Consumer Satisfaction through Buying Decisions on PT. Adhi Persada Property. https://easpublisher.com/media/features_articles/EASJEBM_34_302-311_jxemMTA.pdf
27. Sinaga, A. R., & Husda, N. E. (2023). The effect of the marketing mix on purchase decisions and customer satisfaction. https://www.researchgate.net/publication/375693693_The_effect_of_the_marketing_mix_on_purchase_decisions_and_customer_satisfaction
28. Staff, C. (2024). The 4 Ps of Marketing: What They Are and How to Use Them. *Coursera*. <https://www.coursera.org/articles/4-ps-of-marketing>
29. Sudirjo, F., Paramita, C. C. P., Yani, I., Marjuki, M., & Utami, E. Y. (2024). The influence of business location and word of mouth on purchasing. *Reslaj Religion Education Social Laa Roiba Journal*, 6(3), 2369–2377. <https://doi.org/10.47467/reslaj.v6i3.6178>
30. Van Vliet, V. (2024). Marketing Mix 4P explained. *Toolshero*. <https://www.toolshero.com/marketing/marketing-mix-4p-mccarthy/>
31. Vicol, Doina. (2025). How companies can adapt to rapidly changing consumer behavior and ensure customer satisfaction. <https://doi.org/10.30574/ijrsra.2025.14.3.0783>
32. Xia, Yunshu. (2023). The 4Ps of Marketing and Applications in Various Brands. https://www.researchgate.net/publication/372407300_The_4Ps_of_Marketing_and_Applications_in_Various_Brands
33. Zulkarnain, Z., & Ahadiat, A. (2022). The effect of marketing strategy on purchase decisions for trucks at Astra UD Trucks Lampung Branch. *ajesh.ph*. <https://doi.org/10.46799/ajesh.v1i1.7>