MARKETING MIX AND CONSUMER BEHAVIOR
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Abstract
Marketing mix is the combination of strategies and activities that companies use to sell their goods and services. By focusing on the people who buy, a company can pick the right features for the product, the right price and distribution outlets, and the right words and approaches for promoting the product. The entire success of the company lies in the amount of belief and loyalty, its customers are having in it. Consumer behavior analysis is an important domain for a marketing manager as it gives insight into a number of factors which affect sales and relationships that are not in the control of a company. What is in control of a manager is the marketing mix. The marketing mix allows a marketer to better relate to the identified target market; based on the characteristics of the target market, the marketer will “build” the marketing mix elements around the target market.

Keywords: Marketing Mix, Consumer Behavior, 4p

1. INTRODUCTION
Today’s successful companies at all levels have one thing in common: They have a strong customer focus and seriously believe to marketing. They have a high sense of commitment in understanding customers’ needs and their situation. They know the target market very well. In such organizations, each person is encouraged to provide higher value to the customer and seeks customer satisfaction. Marketing more than anything else is dealing with customers. Understanding of what is valuable to customers and generates and delivers it to the customer and keeping him/her satisfied is right at the heart of marketing. Attaining the objective of the marketing that is delivering value to the customer with profitability can be achieved with marketing management that means establish and maintain beneficial exchanges with target buyers with the aim of achieving the organization’s objectives. Thus marketing management includes demand management which in turn is customer relationship management. When a company decides that be higher than their competitors to be successful should have marketing appropriate tools. Speaking of marketing tools a company getting ready to plan the details of the marketing mix that is a set of elements and tactics controlled and a company by combining them responds to a target market wants.

2. CONCEPTS AND DEFINITIONS

2.1. Marketing Mix
Professor "Jerome McCarthy" marketing mix early 1960s proposed consisting of four main factors (product, price, place and promotion) that each of factors contains multiple activities. Marketing mix can be called "a set of tools intervention in the market" (Horovitz, 2003). Four marketing tool is set in term of marketing executives. Perhaps the consumer's perspective is different from a marketing perspective. So 4p from perspective of customers is 4c. 4c include customer value, cost, convenience, communication. Accordingly, if a marketer be in position of product sales, customers in shopping at is the “value” or
"solution" to the problem. Product price is the cost that the customer pays to solve the problem. Customers are intended to provide easy and convenient product required and finally they demanded for mutual communication for understanding of the product. Marketing managers is better that first think to view of customer (4CS) and then their view (4PS) (Gholipour, Modabernia, 2009).

4PS and 4CS relationship is shown in the following:

<table>
<thead>
<tr>
<th>Product</th>
<th>customer value</th>
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<tbody>
<tr>
<td>Price</td>
<td>cost</td>
</tr>
<tr>
<td>Place</td>
<td>convenience</td>
</tr>
<tr>
<td>Promotion</td>
<td>communication</td>
</tr>
</tbody>
</table>

And then to optimize profit function or minimum level of the profitability satisfaction, are them in a "marketing mix"( Gronroos ,1997,332 ).

2.1.1. Product

A product is anything for attention, acquisition, use or consumption can be marketed and can to satisfy a need or want. Product is something more tangible goods. Product includes physical objects, services of persons, places, organizations, manufacturer idea or a combination of these (Kotler & Armestrang, 2000). About major components of the product can be cited, such as: product variety, quality, design, features and facilities of product, brand, packaging, size of product, service, guarantees, return the product (Maleki, 2002).

2.1.2. Price

The price refers to the amount of money that a person must pay to use a product. A person may purchase property one or more product or has the right of limited use (such as car rental or home hire purchase). Set a price for a product requires a deep understanding of the symbolic role that price plays a role in determining the product in target market. The price of a product in the customer's mind is not the costs expended for to produce. Goods costs to the consumer are the one thing that every consumer should losing for access to the benefits and points of ownership or use of a product. Reducing non-financial cost of ownership or use of goods is one of the things companies are doing to enhance the value of their goods to the customers. In case of success this strategy reduces the total cost of product for a consumer and still marketer's revenue remains constant or increases (Hawkins, 2005).

2.1.3. Promotion

It is all the communication tools that can deliver the message to the intended audience. Basically promotion is set of activities to inform, persuade and influence that completely linked (Roosta & et al, 2007, p247). Promotion can be divided into four groups that each group has different dimensions.
2.1.3.1. Advertising

It is strongest tool in the identification of a company, goods, service or idea and vision. If Advertisement be constructive and impressive, they will create a “picture” in the audience or even create interested to issue or recognition and to accept brand and product.

2.1.3.2. Sales Promotion

Advertising efficiency is to further the idea or the human brain but the effect of sales promotion is on customer behavior. Because when customers will be announced flowing special sales, the purchase of two units with a unit price, received the award winning gift, they act.

2.1.3.3. Public relations

When advertising and sales promotion about products are ineffective, must use marketing public relations. Public relations budgets and cost spending to create a positive vision in the community and the target market for the company. Of course impact of these activities is largely indirect.

2.1.3.4. Direct Marketing

One of the most expensive marketing communication tool is utilizes the company’s sales force that to attract satisfaction of customers and finding new customers going to long and short trips. direct marketing include different ways such as catalogs, telephone, electronic sales, television sales, sales by fax, sales by mail (Maleki, 2002).

2.1.4. Place

Distribution is delivery the desired product and service to the customer on time and desired place. There is an overall strategy about distribution. In the first strategy organization direct and in second strategy by helping distributors provide their goods and services to consumers.

Members of distribution channels are responsible for the following main duties:

Market informing: gathering and distributing news and market research about actors and forces in marketing environment that is needed planning and assistance on the exchange.

- Promotion and advertise: preparing and distributing information encouraged about the goods.
- Contact: search and communicate with potential buyers.
- Compliance products: shaping and matching goods with the buyer’s needs.
- Negotiate: reaching agreement on price and other conditions of the transaction so that the transaction can be provided (Maleki, 2005).
2.2. Modern Factors in the Marketing Mix

Theories of marketing management and marketing strategy should encompass changes in the market and take steps with changes. Many marketing managers' relationships with customers are based on a procedure that is called “individualism” collective customer oriented “or” personalization”. Center of this style is adapted to goods and services with the needs and demands of each customer, not providing same goods and services to all customers. Thus can be assume personalization as well as the factors of marketing mix in along of product, price, place and promotion, personnel, physical assets, and procedures (process). Thus it forms new marketing mix to name of 8p (Goldsmith, 1999, 18).

<table>
<thead>
<tr>
<th>Marketing mix elements</th>
<th>Features</th>
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<tbody>
<tr>
<td></td>
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<tr>
<td>Product</td>
<td>Level of quality</td>
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<tr>
<td>Price</td>
<td>Price of product</td>
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<tr>
<td>Promotion</td>
<td>Advertising</td>
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<tr>
<td>Personal</td>
<td>How many personnel</td>
</tr>
<tr>
<td>Place</td>
<td>Which distributors</td>
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<tr>
<td>procedures</td>
<td>Degree of customer participation</td>
</tr>
<tr>
<td>physical assets</td>
<td>Decoration of Store</td>
</tr>
<tr>
<td>personalization</td>
<td>Degree of personalization</td>
</tr>
</tbody>
</table>

2.3. Definition of Consumer Behavior

The study of written texts related to consumer behavior can be seen in the following definitions: Wilkie (1995) defined consumer behavior as activities of mental, emotional and physical that persons in choosing, buying, using and withdrawal of goods and services to satisfy their needs and desires are involved (saleh ardestani, 2003, p94). Although definitions provided are easy in consumer behavior but actually contains seven key points:

1- Consumer behavior has stimulated: This generally means that consumer behavior is motivated to achieve a specific purpose. Behavior is a means to achieve the goal (satisfying needed).

2 - Consumer behavior encompasses many activities: The basic features from the proposed definitions of consumer behavior focus on activities.

3- Consumer behavior is a process: Topics of selection, purchase, consumption and withdrawal of goods implies processing consumer behavior. Consuming process involving three steps: activities before purchase, purchasing activities and the activities after purchase.

4 - Consumer behavior is different in terms of time and complexity: The order of complexity is the "number of activities" and "hard" of a decision. Take time and complexity associated together: it means by fixing the other factors, whatever the decision is more complex, will be spent more time.

5- Consumer behavior includes various roles: In any particular situation, a consumer can play combine these roles. Also, for any specific purchase may be more than one person involved in one or more roles.
6- Consumer behavior is influenced by external factors: Because concept of "influential" is particularly important in understanding consumer behavior, has the focus it. Basically this concept reflects that consumer behavior has adaptive nature. Consumers are compatible with their surrounding environment and their decisions are largely influenced by external forces. Some of these factors include culture, social class, family, reference groups, and so on.

7 - Different people have different behavior: Obviously, different people regarding different preferences divulge the different consumer behavior and this is due to individual differences. Marketers turn into market segmentation for different people (Sarvi Hampa, 2007, p85).

2.4. Analysis of Consumer as Base of Marketing Advantage

Understanding the importance of consumer in definition of marketing found as human activity directed at satisfying needs and wants through exchange processes (Saleh Ardestani, 2003). From this definition emerge two key activities related to marketing. First, the seller will try to meet the needs and demands of the target market. The second, the marketing involved study exchange process which be transferred the party’s resources to another. Marketers to succeed in the exchange process must understand the factors that affect the consumer's wants and needs (Mowen, Minor, 2002, p25). In fact the priority principal of consumer is a turning point in areas of marketing (Hopkins, 2007, 356). As Peter Drucker, one of the most famous scientists in the field of management stated: “marketing is performing all commercial affairs in term of the final result, means view of the consumer (Saleh Ardestani, 2005, p98).

3. DISCUSSION AND CONCLUSION

In the current complex and competitive marketing, gaining reputation is very difficult and it is easy to lose. Introvert companies, compared to rapid evolution of the market, competitors, distribution systems, media and new technologies, customers’ interests and tastes and their expectations of the company's products do not receive necessary awareness and don’t use current development in order to achieve their goals. On the other hand extroverted companies are seeking to ensure customer satisfaction. The real mission of the marketing is understand the needs and demands of customers and providing strategies to produce products tailored to its needs and extroverted companies are companies that are not just looking to sell, But also looking for long term customer satisfaction by providing top quality products along with their regular life and long-term goals.

In today's competitive world, companies have a customer the main center attention and their satisfaction is main competitive advantage of organizations. Necessary customer satisfaction is to meet their needs and demands accurate identification, expectations, desires, strengths and their limitations to buy products. With access to such information can be detected the factors affecting consumer behavior and it can be used in marketing decisions. Therefore company's products must be consistent with the expected benefits to customers. In this regard understanding various dimensions of buyer tendency and determine the relationship between them with the marketing mix elements is necessary.

REFERENCES


