

The Impact of Marketing Mix on Purchase Decisions of Smart Automobile Industry in the Egyptian Context

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Abstract

Purpose – The purpose of this paper is to investigate the influence of marketing mix on purchase decision and the role of brand loyalty as a mediator in this relationship.

Design/methodology/approach – This study is based on a questionnaire survey conducted in Egypt.

Findings – Results based on SEM analysis identify there is a significant relationship between marketing mix and brand Loyalty and purchase decision.

Practical implications – The findings are important to enable decision makers to increase competitiveness in the markets and so, increase the profitability of institutions and companies as well. This in turn helps to increase the purchasing in automobile industry sector, with the aim of increasing the marketing mix (price, product, and distribution of products).

Research limitations– The primary limitation of this study is the scope of its sample, as it includes the Egyptian context only.

Keywords– Marketing Mix, Purchase Decision, Automobile Industry, Brand Loyalty.

Paper type- Research paper

1. Introduction

Marketing in contemporary time is the real challenge to the success, survival, growth and prosperity of organizations, which enables organizations to plan and develop their products in accordance with the needs and desires of the market, and then work on pricing and promoting them in a manner compatible with the target market. The elements of the marketing mix are the most prevalent model in the world of marketing, and this model includes the product, price, promotion, and distribution, and each of these elements has its own mix that is designed based on the needs and desires of the markets (Abadhanny, 2019).

The success of projects in delivering the produced goods or services to the various categories of customers and their regions enables the project to enter the market and provides opportunities for expansion and development, which ensures progress and economic growth in the long run. The company has to realize the reality of the open market and the difficult to obtain the benefits of this opportunity by adjusting according to the conditions of the open market, organizing the strategies of its marketing mix according to the demands of customers in different markets, and forcing the company to take care about the line and components of their product (Yoyada and Kodrat, 2017).

Marketing contributes to directing the company's policies, as the successful marketing department has to provide the senior management of the project with the results of its study and research in the market as it is the link between the company and consumers, which calls for creating compatibility between

customers and the service provided by the company, and thus ensuring its demand by prospective customers. Global communications are in the midst of revolutionary changes that include not only technical but also social changes, companies must change focus from being the first in the market for new products to providing products and services that meet the needs of customers (Sultan et al., 2019).

It is no secret to anyone that the great technological progress that has clearly swept the world of vehicles and transportation, as there are many smart cars that provide the most wonderful services and technical advantages. It is known that smart services are exclusive to some of the leading brands in the field of car production, and it is expected that they will be extended to other cars in the near future, and this seems clear through press leaks. As for the advantages offered by smart cars in general, they are as follows (Cherubini et al., 2015): (1) The predictive user interface that monitors the driver's actions to know his exact desires and then provide everything he wants, so that your car becomes a resource to carry out commands before speaking them, (2) Alert the driver in the event of any natural bumps or human obstacles and traffic crises, which enhances the importance of the navigation system and makes it responsive to the driver's aspirations to stay away from stifling traffic or sudden conditions, (3) Monitoring the traffic flow to arrange the agenda and appointments according to the expected arrival time, as it will determine every morning the condition of the roads with the time needed to reach them, which will inevitably organize your appointments and (4) These cars alert drivers and remind them of their appointments or forget their wallet and essential

items, in addition to receiving calls and sending messages via a voice capture service.

The marketing mix is one of the modern concepts on which marketing is based, and it includes a group of interrelated elements that the organization can control and influence. The elements will affect the marketing effectiveness of the organization, and the success of the marketing mix design depends on the extent to which the organization knows the needs and desires of customers, in order to achieve their loyalty to it. There is no doubt that there is a close link between the marketing mix and the brand loyalty of the organizations, considering that the marketing mix includes basic aspects that directly or indirectly affect the customer and his loyalty to the brand, where the service product, price and service delivery process can be considered as elements that directly affect the customer. It contributes significantly to achieving brand loyalty. Promotion, distribution, price and product can be considered as indirect influences on the customer (Permatasari, 2019).

Firms place a high value on brand loyalty since it is an indication of competitive advantage. Customer purchasing decisions are influenced by brand loyalty, but not always. Due to brand loyalty, customers are not required to buy the same automobile from the same manufacturer. When purchasing the same brand, current price comparisons and car quality are also taken into account. It indicates that the brand's quality is also an essential aspect that may influence customers' buying decisions and make them loyal. Customers that are loyal purchase items in large quantities, making them a valuable and long-term asset for businesses (Ali, 2019). The tendency to make a purchasing

choice to buy a certain product again in the future is known as repurchase intention. The purpose of this study is to determine the extent to which brand loyalty influences car sector buying decisions in Egypt. The researcher selects Egypt as one of developing countries and middle east countries as there is few studies examine the research variables in Egypt, therefore, the researcher examines the research variables in Egypt to improve its competitive advantage and enter to global competition to achieve its vision in 2030 to be a higher economic development through achieve higher performance for available companies.

2. Literature Review

The marketing mix is one of the direct factors affecting the consumer's purchase decision, and since the latter passes through several stages before making his purchase decision, the institution must be well aware of the factors affecting it, and it must take advantage of the opportunity to attract this consumer towards it and make his decision positive to purchase the product in ultimately with a focus on achieving consumer satisfaction and not stopping at the point of sale only. Therefore, this section presents the relationship between marketing mix and purchase decision, the relationship between marketing mix and brand loyalty and the relationship between brand loyalty and purchase decision (Noviyanto and Basri, 2019).

The management mechanisms of service organizations change according to the changing market forces, competitors and consumers, as we find that the changes taking place in the marketing environment are influential and effective on the strategic decisions of the organization, through changes in

the rates of demand for the services of the organization due to the quality of service they offer, in addition to the effects of the marketing mix and its innovative elements. The problem of the expanded marketing mix, the latter represented in the expanded marketing mix, works to improve the organization's output and direct the purchase decision towards its favor (Najib et al., 2018).

Planning, organizing, controlling and directing the service marketing mix is based on the existing capabilities, the marketing culture that the organization adopts, and the goals through which it tries to rationalize the decisions of the final consumer. And it tries to leave a degree of autonomy for the final consumer through the homogeneity of the outputs of the expanded marketing mix in making decisions related to purchasing (Fawi and Abdalla, 2013).

The expanded marketing mix is among the basic elements that are of great importance due to the impact of its outputs on the decisions of the final consumer. Its evaluation requires the use of theoretical and other applied tools that help in measuring its impact on the final consumer. These elements have taken on a space of importance to researchers, as well as the purchasing decision of the final consumer. As indicators of the marketing assets within the organization and evidence of its marketing philosophy, it increases the effectiveness of value-generating processes inside and outside the organization and controls the active forces within the service marketing environment (Emi et al., 2018).

Managing the expanded marketing mix requires a comprehensive vision of the organization, internally and externally, as a strategic component that

contains a number of forms that can be applied and activated within the organization's internal and external environments. Provides feedback that helps to know what the rest of the strategic components require, whether in the marketing activity or outside of the development and strategic vision (Hariyadi and Mardjono, 2016).

Relationship Between Marketing Mix and Purchase Decision

The marketing mix is a tool that will decide the company's marketing performance, and it's all designed to offer satisfaction to certain market groups or customers. The marketing mix is the process of coordinating the many parts of the marketing mix in order to influence consumer purchasing decisions with the goal of creating and selling products and/or services that satisfy customers (Putra et al., 2020).

Amelia (2015) indicated the relationship between marketing mix (product, price, distribution of products and promotion) and purchase decisions. The participants in this study were Vitiara rent car members who had rented a car from Vitiara rent car. The population of this study is made up of the 189 members of Vitiara rent a vehicle. The conclusion found that there was a positive significant relationship between marketing mix (product, price, distribution of products and promotion) and purchase decisions.

Emi et al. (2018) examined the impact of marketing mix (product, price and distribution of products) on purchase decisions. The study was quantitative and associative study that based on questionnaire distributed on consumers of Toyota Yaris cars and the valid data was 250 responses that analyzed using structural equation modeling (SEM). The study reached that there was a

partial effect of marketing mix (product, price and distribution of products) on purchase decisions.

Mahendratmo and Ariyanti (2019) investigated the relationship between marketing mix (product, price and promotion) and purchase decisions. The study was built upon quantitative approach through collecting primary data through questionnaire that distributed on 400 persons (233 men and 134 women) who use the Traveloka service site and analyzed the valid data using Structural Equation Modeling (SEM). The results found that there was a significant relationship between marketing mix (product, price and promotion) and purchase decisions.

Santoso et al. (2020) clarified how marketing mix (product, price, place and promotion) had effect on purchase decisions. To achieve the study purpose, questionnaire was conducted for collecting primary data from 110 consumers and the valid data was 100 responses which analyzed through a multiple linear regression method. The findings indicated that there was a positive significant relationship between marketing mix (product, price, place and promotion) had effect and purchase decisions.

Jasmani and Sunarsi (2020) expound the relationship between marketing mix (product and promotion) and purchase decisions. The study method employed is associative, with the goal of determining the link between variables. The participants in this study were 96 customers who purchased Sari Roti items in South Tangerang and analyzed the data using instrument test, classical assumption test, regression, coefficient of determination and hypothesis testing. The findings indicated that there was a significant

relationship between marketing mix (product and promotion) and purchase decisions.

Gunawan and Melinda (2021) examined the effect of marketing mix (product, price and promotion) on purchase decisions. The study was built upon quantitative approach through designed questionnaire and the valid data was 97 respondents that analyzed using multiple linear regression, using SPSS. The results found that there was a positive significant effect of marketing mix (product, price and promotion) on purchase decisions.

Based on the previous studies that were illustrated, the researcher can assume the first hypothesis of the study, which is that there is a statistically significant relationship marketing mix (product, price, distribution of products and promotion) and purchase decisions.

H₁: There is a significant relationship between marketing mix and purchase decisions.

Relationship between Marketing Mix and Brand Loyalty

Pradhan et al, (2014) explained the relationship between marketing mix (product, price, place and promotion) and brand loyalty. A survey questionnaire was conducted for collecting data from cellular service users of Bharat Sanchar Nigam Limited, Vadodara Telecom District through email and the valid data was 430 responses that analyzed using scale reliability for questionnaire scaling validity, descriptive statistics, factor analysis and regression analysis including other applicable statistical tests. The results indicated that there was a positive relationship between marketing mix (product, price, place and promotion) and brand loyalty.

Pourdehghan (2015) indicated relationship between marketing mix(product, price, place and promotion)and brand loyalty. A survey was conducted and distributed on mobile phone users and the valid data was 384 responses that analyzed using verification of the model, structural equation modeling approach (SEM) and confirmatory factor analysis (CFA). The findings reached that there was a positive impact of marketing mix(product, price, place and promotion) on brand loyalty.

Mathewet al. (2019) examined the relationship between marketing mix (product, price, place and promotion) and brand loyalty. A structured questionnaire was conducted and distributed on general public who were acquainted with E-shopping sites in India and the valid data was 31 responses which analyzed using structural equation modeling-partial least squares method. The study found that there was a significant relationship between marketing mix (product, price, place and promotion) and brand loyalty.

Khatibi et al. (2019) investigated the effect of marketing mix (product, price, place and promotion) on brand loyalty. A questionnaire was designed for collecting primary data from 300 consumers and used Path analysis and Sobel test for analyzing the valid data. The findings showed that there was a positive effect of marketing mix (product, price, place and promotion) on brand loyalty.

Qamar et al. (2020) expound the impact of marketing mix on brand loyalty. A self- administrated questionnaire was conducted for collecting data from social online buyers in Pakistan (Karachi) and the valid data was 501 respondents which analyzed using Structural Equation Modeling (SEM)

analyses. The results found that there was a positive significant effect of marketing mix on brand loyalty.

Lasi and Man (2020) clarified the impact of marketing mix (product, price, place and promotion) on brand loyalty. Self-designed questionnaires were designed for collecting data from 200 receivers of speech therapy service and analyzed the data using Statistically Package for Social Science (SPSS). The study found that marketing mix (product, price, place and promotion) had positive relationship with brand loyalty.

Based on the previous studies that were illustrated, the researcher can assume the first hypothesis of the study, which is that there is a statistically significant relationship marketing mix (product, price, distribution of products and promotion) and brand loyalty.

H₂: There is a significant relationship between marketing mix and brand loyalty.

Relationship between Brand Loyalty and Purchase Decisions

Brand loyalty has been defined as a consumer's good feelings toward a particular brand, as well as a consumer purchasing the brand more frequently than others and purchasing and using the same brand for an extended period of time (Naeem and Sami, 2020).

Shukla (2014) indicated the influence of brand loyalty on purchase decisions. Both quantitative and qualitative approach were adopted for this study and a questionnaire was conducted and distributed on young adults and the valid data was 340 respondents. The study found that brand loyalty had strong effect on purchase decisions.

Huwaishel and Al-Meshal (2018) explained the effect of brand loyalty on purchase decisions. A conducted questionnaire brand loyalty on purchase decisions used for collecting primary data from Saudi females and the valid data was 170 questionnaires that analyzed using Partial least squares (PLS) and structural model testing. The findings showed that there was a significant effect of brand loyalty on purchase decisions.

Hameed and Kanwal (2018) investigated the relationship between brand loyalty and purchase decisions. The study was built upon questionnaire which designed and distributed on female consumer of cosmetic product and the valid data was 80 respondents which analyzed using linear regression method. The study found that there was positive significant relationship between brand loyalty and purchase decisions.

Naeem and Sami (2020) clarified the impact of brand loyalty on purchase decisions. The study was based on quantitative design through online and official questionnaire distributed on Honda City and Toyota Corolla XLi automotive owners/buyers in Pakistan. The study reached that there was significant relationship between brand loyalty and purchase decisions.

Lukitaningsih et al. (2021) clarified the relationship between brand loyalty and purchase intention. A questionnaire was conducted for collecting data from consumers at the Hamzah Batik Shop in Yogyakarta and the valid data was 100 respondents that analyzed using random techniques. The result found that that there was significant relationship between brand loyalty and purchase decisions.

Based on the previous studies that were illustrated, the researcher can assume the first hypothesis of the study, which is that there is a statistically significant relationship brand loyalty and purchase decision.

H₃: There is a significant relationship between brand loyalty and purchase decision.

3. Research Methodology

This paper adopts the quantitative approach to investigate the relationship between marketing mix and purchase decision as brand loyalty acts as a mediator in this relation. A questionnaire was developed and distributed on consumers in Egyptian order to complete the picture and fulfill what the researcher aim to measure. Consequently, the sample size for the questionnaire was distributed among consumers about smart automobile industry in Egypt, so the sampling technique is the convenient sampling technique where the sample is selected according to the easy access to respondents. According to Saunders et al. (2016), the sample size is calculated according to the 95% confidence level for a large population size, where a minimum of 385 respondents are selected for the sample. Therefore, 385 questionnaires were collected and found valid for the analysis. Consequently, the research process involved the following phases: First, a literature review was undertaken to identify what variables to consider in the research. A questionnaire was constructed and piloted to confirm the identified research variables from literature review and views of experts as is illustrated in the appendix. Finally, data collected was analyzed to identify the factors that have effect on purchase decisions. In the questionnaire analysis, descriptive statistics, reliability and validity, correlation, and regression tools

were utilized to justify the proposed research model with the dependent variable (purchase decisions) and independent factors (Marketing Mix) through SPSS which used for checking the validity and reliability of the data.

The research variables are as following:

- Dependent Variable: Purchase Decision
- Independent Variable: Marketing Mix (Product, Price, Promotion and Distribution of Product)
- Mediator: Brand Loyalty

The framework explained is shown in Figure 1.

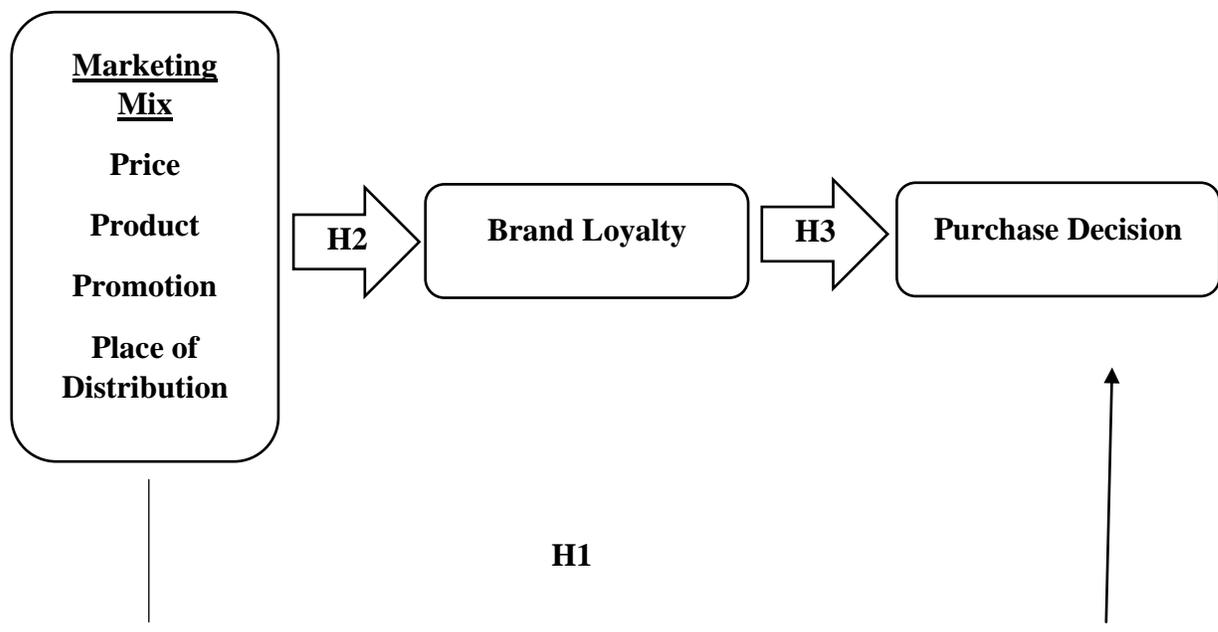


Figure 1: Research Framework

Accordingly, from the framework the research hypotheses could be stated as follows:

H1: There is a significant relationship between marketing mix and purchase decision.

H2: There is a significant relationship between marketing mix and brand loyalty.

H3: There is a significant relationship between brand loyalty and purchase decision.

4. Results and Findings

This section will introduce the empirical study with the main findings and results after running the data analysis.

Data Testing using Validity and Reliability Analyses

Data validation involves examining data for validity and reliability. Validity test is considered the most significant requirement for the quality of a test. If a test has high validity, this means that the items are closely related to the test's objective. On the other hand, if a test has low validity, then this is an indicator that the items are poorly related to a specific job. There are two main factors measuring validity: Average Variance Extracted (AVE) that should be greater than 0.5 and Factor Loading (FL) for each item that should be greater than 0.4 for high validity.

In addition, reliability Test is an essential element for test quality. It indicates the consistency of a measure. The higher the reliability, the better is the test. The most common test used for reliability is observing the value of Cronbach's Alpha. The coefficient of Cronbach's Alpha varies between 0 and 1. The higher the coefficients near to 1, the higher the reliability. If the coefficient is higher than 0.7 then it is adequately reliable.

Table 1: Validity and Reliability Test

Item		Variable	Estimate	S.E.	C.R.	P
Price6	<---	Price	.972	.019	50.998	***
Price5	<---	Price	.986	.019	50.924	***
Price4	<---	Price	.965	.020	48.626	***
Price3	<---	Price	.968	.019	51.845	***
Price2	<---	Price	.957	.020	48.369	***
Price1	<---	Price	1.000			
Product6	<---	Product	1.000			
Product5	<---	Product	.949	.028	34.052	***
Product4	<---	Product	.981	.025	39.317	***
Product3	<---	Product	.959	.023	42.224	***
Product2	<---	Product	.961	.025	39.105	***
Product1	<---	Product	.959	.025	39.016	***
Promotion6	<---	Promotion	.982	.020	48.568	***
Promotion5	<---	Promotion	.981	.016	60.456	***
Promotion4	<---	Promotion	1.000			
Promotion3	<---	Promotion	.978	.020	48.329	***
Promotion2	<---	Promotion	.999	.021	46.701	***
Promotion1	<---	Promotion	.972	.019	51.287	***
Dist8	<---	Distribution	1.000			
Dist7	<---	Distribution	.992	.011	86.951	***
Dist5	<---	Distribution	.988	.013	76.647	***
Dist3	<---	Distribution	.993	.013	78.725	***
Dist2	<---	Distribution	.987	.011	93.289	***
Dist1	<---	Distribution	.991	.011	89.441	***
BL4	<---	BrandLoyalty	.939	.017	54.978	***
BL3	<---	BrandLoyalty	1.000			
BL2	<---	BrandLoyalty	.964	.016	60.029	***
PD4	<---	PurchaseDecision	.965	.011	90.429	***
PD3	<---	PurchaseDecision	1.000			
PD1	<---	PurchaseDecision	.973	.009	106.720	***

The model fit indices are within the accepted level, where CMIN/DF is 1.673 (<3.00), GFI is 0.901 (>0.900), AGFI is 0.881 (>0.800), CFI is 0.989 (>0.900), RMSEA is 0.042 (<0.080).

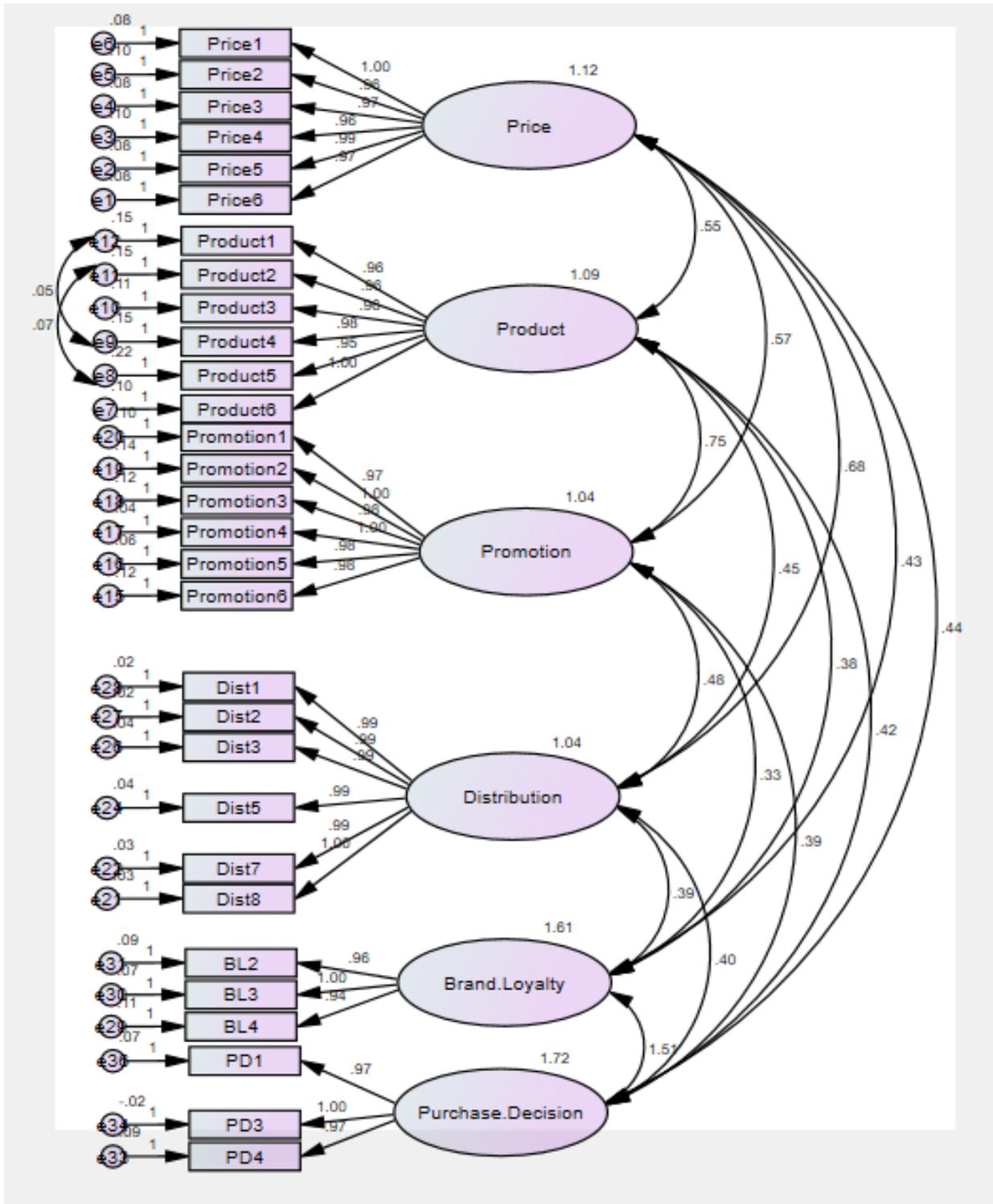


Figure 2: SEM for the effect of Research Variables

Normality Testing for the Research Variables

According to the formal tests of normality which tests if the mean, the mode and the median of the variables are equal to each other. Those tests as Kolmogorov-Smirnov and Shapiro-Wilk show in table 3 that the P-value is less than 0.05, which implies that these variables are not normally distributed, then according to this formal test the null hypothesis can be rejected and the first hypothesis can be accepted as these hypotheses are stated as follows;

According to the informal test, the values of Skewness and kurtosis are ranged between the accepted level of 1 and -1, which implies that these variables are approximately normally distributed. Depending on this result, the hypothesis allows to use the parametric tests. As the variables are approximately normally distributed, then Spearman correlation can be applied to measure the correlation between research variables as shown in Table 2.

Table 2: Formal Testing of Normality

	Kolmogorov-Smirnov ^a			Skewness		Kurtosis	
	Statistic	df	Sig.	Statistic	Std. Error	Statistic	Std. Error
Price	.187	384	.000	-.388	.125	-.693	.248
Product	.196	384	.000	-.246	.125	-.568	.248
Promotion	.193	384	.000	-.015	.125	-.774	.248
Distribution of Product	.194	384	.000	-.392	.125	-.342	.248
Brand Loyalty	.173	384	.000	-.313	.125	-.850	.248
Purchase Decision	.163	384	.000	-.346	.125	-.887	.248

Testing Research Hypotheses

Table 3 shows the correlation coefficient between price, product, promotion, distribution of products and purchase decision as the P-value equal

to 0.000, 0.000, 0.000 and 0.000 respectively, thus the variables are positively correlated as the correlation coefficient equal .295, .290, .273 and .280 respectively. In addition, table 3 shows the correlation coefficient between price, product, promotion, distribution of products and brand loyalty as the P-value equal to 0.000, 0.000, 0.000 and 0.000 respectively, thus the variables are positively correlated as the correlation coefficient equal .301, .270, .256 and .293 respectively. Furthermore, table 3 shows the correlation coefficient between brand loyalty and purchase decision as the P-value equal to 0.000, thus the variables are positively correlated as the correlation coefficient equal 0.911 respectively.

Table 3: Correlation Matrix of Research Variables

		Price	Product	Promotion	Distribution of Product	Brand Loyalty	Purchase Decision
Price	r	1					
	P-value						
	n	384					
Product	r	.489**	1				
	P-value	.000					
	n	384	384				
Promotion	r	.522**	.682**	1			
	P-value	.000	.000				
	n	384	384	384			
Distribution of Product	r	.633**	.416**	.472**	1		
	P-value	.000	.000	.000			
	n	384	384	384	384		
Brand Loyalty	r	.309**	.281**	.259**	.306**	1	
	P-value	.000	.000	.000	.000		
	n	384	384	384	384	384	
Purchase Decision	r	.313**	.299**	.280**	.302**	.902**	1
	P-value	.000	.000	.000	.000	.000	
	n	384	384	384	384	384	384

Table 4 shows the SEM analysis for the research variables marketing mix (Price, Product, Promotion and distribution of products), brand loyalty and purchase decision. It could be observed that there is a significant effect of price, product and distribution of product on purchase decision as the P-values are less than 0.05 (P-value = 0.026, 0.033 and 0.25 respectively). Moreover, there is an insignificant effect of promotion on purchase decision as the P-values are more than 0.5. Furthermore, it could be observed that there is a significant effect of brand loyalty on purchase decision as the P-values are less than 0.05 (P-value= 0.000) which refers that brand loyalty is a mediator in the relationship between marketing mix and purchase decision.

Table 4: SEM Analysis of Research Variables

Dependent Variable		Independent Variable	Estimate	S.E.	C.R.	P
Brand Loyalty	<---	Price	.180	.081	2.224	.026
Brand Loyalty	<---	Product	.184	.087	2.131	.033
Brand Loyalty	<---	Promotion	.005	.090	.051	.959
Brand Loyalty	<---	Distribution	.178	.079	2.243	.025
Purchase Decision	<---	Price	.009	.037	.233	.816
Purchase Decision	<---	Product	.010	.039	.261	.794
Purchase Decision	<---	Promotion	.075	.040	1.859	.063
Purchase Decision	<---	Distribution	-.012	.036	-.341	.733
Purchase Decision	<---	Brand Loyalty	.923	.025	36.838	.000

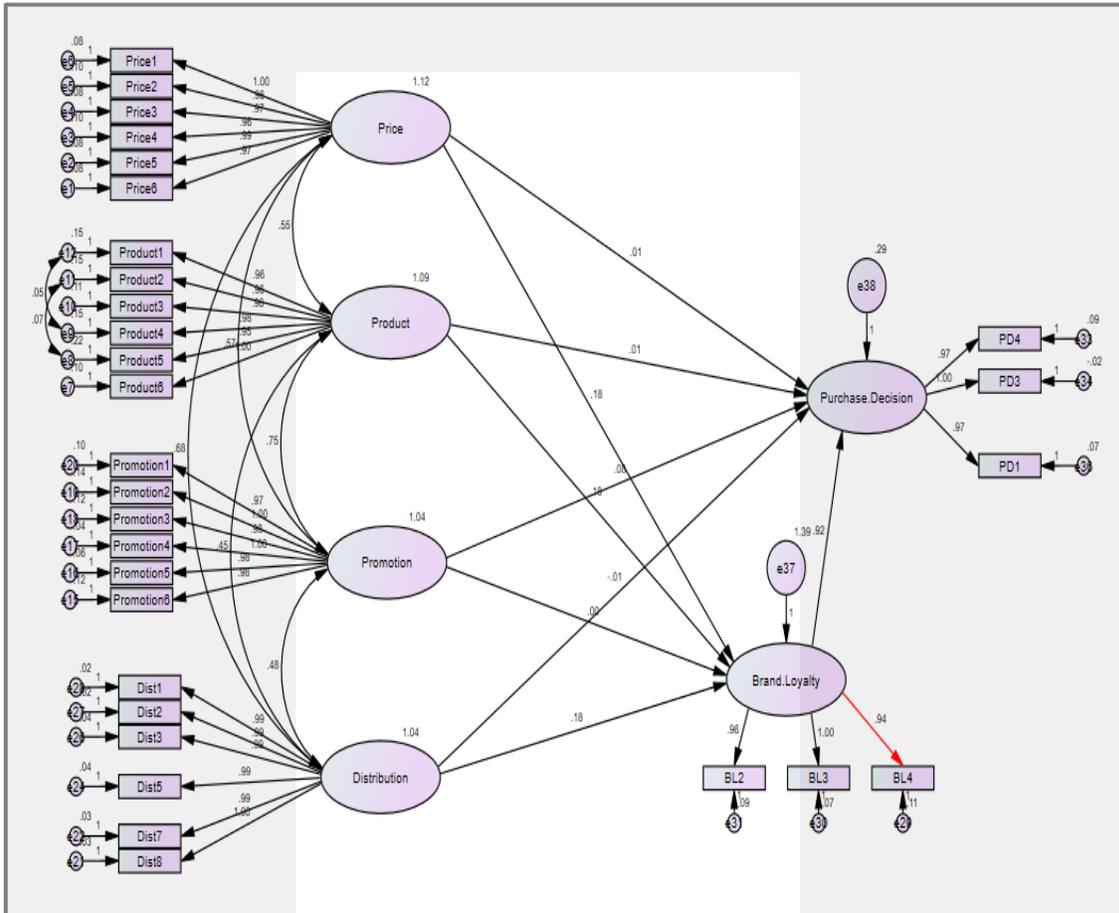


Figure 3: SEM for the effect of Research Variables

5. Research Implication

The academic implications made in this study are to examine the relationship between marketing mix (product, price, promotion and distribution of product) and purchase intention through the mediating role of brand loyalty. This is what the previous studies did not address, as the previous literature did not address the impact of all these dimensions on purchase intention, so researchers should work on conducting more studies regarding the study of more factors that have an actual impact on purchase intention.

The methodological implications of this study are that study presents different sample from other previous studies as there is few studies examined the relationship between marketing mix and purchase intention in automobile sector in developing country, represented in Egypt.

The practical implications of this study are to provide decision-makers with some methods that help develop and promote purchase intention, which will lead to increased competitiveness in the markets and increase the profitability of institutions and companies in particular. This, in turn, helps increase the purchase intention in the automobile sector and develop marketing mix (product, price, promotion and distribution of product).

6. Research Discussion

This section tries to identify if the research objectives and hypotheses were achieved or not. In addition, this section covers how this research can respond to these objectives. The first objective of this study is the investigation of the effect of marketing mix on purchase intention. This objective was covered through the first Hypothesis of this research, which stated that there is a significant relationship between marketing mix on purchase intention.

H₁: There is a significant relationship between marketing mix and purchase decision.

The SEM analysis for the research variables marketing mix (Price, Product, Promotion and distribution of products) and purchase decision. It could be observed that there is a significant effect of price, product and distribution of product on purchase decision as the P-values are less than 0.05. Moreover, there is an insignificant effect of promotion on purchase decision as the P-values are more than 0.5.

Therefore, **H₁** “**There is a significant relationship between marketing mix and purchase decision.**” is partially supported.

The second objective of this study is the investigation of the effect of marketing mix on brand loyalty. This objective was covered through the second Hypothesis of this research, which stated that there is a significant relationship between marketing mix on brand loyalty.

H₂: There is a significant relationship between marketing mix and brand loyalty.

The SEM analysis for the research variables marketing mix (Price, Product, Promotion and distribution of products) and brand loyalty. It could be observed that there is a significant effect of price, product and distribution of product on brand loyalty as the P-values are less than 0.05. Moreover, there is an insignificant effect of promotion on brand loyalty as the P-values are more than 0.5.

Therefore, **H₂** “**There is a significant relationship between marketing mix and brand loyalty.**” is partially supported.

The third objective of this study is the investigation of the effect of brand loyalty on purchase intention. This objective was covered through the third Hypothesis of this research, which stated that there is a significant relationship between brand loyalty and purchase intention.

H₃: There is a significant relationship between brand loyalty and purchase intention.

The SEM analysis for the research variables, it could be observed that there is a significant effect of brand loyalty on purchase decision as the P-

values are less than 0.05 which refers that brand loyalty is a mediator in the relationship between marketing mix and purchase decision.

Therefore, H_3 “**There is a significant relationship between brand loyalty and purchase intention.**” is fully supported.

7. Research Recommendations

The research provides some recommendations for decision-makers in different sectors, these recommendations are as follows:

- 1.** The need to pay more attention to the marketing mix strategies, as it is an influencing factor on the purchase decision, through: diversify the product assortment in the required quantity and quality, paying attention to the distribution strategy and ensuring that the factory's products reach consumers at the right time and place, reconsidering the price strategy, as it represents the revenues of the factory, which is used to offset the costs of other strategies in a way that ensures a balance in achieving profits, and low competition for consumers.
- 2.** Increasing interest in consumer behavior in general through its dimensions (motives, perception, learning, trends), and consumers' motives are the most important of these dimensions as a catalyst for making purchase decisions.
- 3.** Paying attention to market research and knowing the needs, tastes and preferences of consumers that change according to rapid technological developments and other environmental changes, resulting in competition from foreign and local products.

4. Holding training courses for the relevant lab departments, which contributes to more clarity of marketing strategies and how they affect the purchase decision.
5. Companies should always strive to provide their products at the right time and place.
6. Organizations have to study and understand consumers' purchasing decision to become competitive organizations.
7. The company pays attention to the factors of price, product, promotion and product distribution, respectively, as the main factors for brand preference, within the framework of the continuous review of these factors and the expected relationships between customers, in which the fellowship factor is an influential factor in order to achieve the required adaptation to market requirements based on the needs and desires of customers.

8. Research Limitations and Suggestions for Future Research

As all researches, this research has several limitations through the study handled. First, despite the fact that the researcher collected the data from one country representing Egypt, but the research was limited to take into consideration more countries rather than one country. Second limitation for this research is the time limitation to finish the research, which was a constraint for collecting larger sample size to represent the data under study. A third limitation was the small number of sample size used in questionnaires collected, which forced it to the random sampling type. This limitation is due to the fact that handling more questionnaire was causing a kind of redundancy in information, which let the researcher stop collecting more data.

Appendix

The following table shows the research variables and their measurements according to the conducted questionnaire.

Variables	Statements	References
Marketing Mix		
Price	<ol style="list-style-type: none"> 1. I review the prices of smart automobiles before deciding on which brand to purchase 2. I associate higher prices with high quality of smart automobiles 3. The price of smart automobiles is a reflection of its performance 4. I buy new smart automobiles only at reasonable prices 5. I will continue buying the same brand I'm used to even when the price is increasing 6. The price of smart automobiles is a reflection of its status 	Gikonyo , 2020
Product	<ol style="list-style-type: none"> 7. The perceived quality of smart automobiles is a key determinant in my purchase of a product 8. The reliability of smart automobiles influences my choice of the smart automobiles to buy 9. The value I get from smart automobiles influences my purchase and repurchase of smart automobiles 10. The design of smart automobiles influences my decision to purchase 11. I look for the information by the company before buying smart automobiles 12. The portability of a smart automobiles influences my decision to buy it 	Gikonyo , 2020
Promotion	<ol style="list-style-type: none"> 13. I purchase smart automobiles that are on offer 14. Promotion on smart automobiles influence my buying decisions 15. A sales person's confidence and negotiation influence my buying decision of smart automobiles 16. A sales person's appearance influences my purchase intentions 	Gikonyo , 2020

	<p>17. I purchase products after an advertisement is run in the media</p> <p>18. The choice of advertising media influences my purchase decisions</p> <p>19. I purchase brands that my friends/family have recommended</p> <p>20. I am more likely to purchase brands that I have had a memorable experience with</p>	
Distribution of Product	<p>21. I prefer purchasing smart automobiles from companies that are well established in the market</p> <p>22. I have preference on the company I buy from</p> <p>23. The safety of buying at a company influences my purchase intentions</p> <p>24. I may be loyal to a location with a company but not particularly loyal to the retailer in that location</p> <p>25. Convenience, opening hours and accessibility of a company influence my buying decision</p> <p>26. Stock outs cause my lack of trust</p> <p>27. I prefer purchasing from companies with good display</p> <p>28. I prefer to buy smart automobiles which are widely distributed</p>	Gikonyo, 2020
Brand Loyalty	<p>29. I consider myself to be loyal to this brand</p> <p>30. I am willing to pay more for this brand than for other brands on the market</p> <p>31. If this brand is not available, I would buy it in another store</p> <p>32. I recommend buying this brand</p>	(Al-Huwais hel and Al-Meshal, 2018)
Purchase Decision	<p>33. In selecting from the many types and brands available in the market, you could say that I would care a great deal as to which one I buy</p> <p>34. Diverse types and brands available in the market are all very alike</p> <p>35. It is important to you to make the right decision of this product</p> <p>36. In making your selection of this product, you are concerned about the outcome of your choice</p>	(Al-Huwais hel and Al-Meshal, 2018)

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المخلص

الغرض - الغرض من هذه الورقة البحثية هو التحقيق في تأثير المزيج التسويقي على قرار الشراء ودور ولاء العلامة التجارية كوسيط في هذه العلاقة.

التصميم / المنهجية / المنهج - تستند هذه الدراسة إلى استبيان تم إجراؤه في مصر.

النتائج - تحدد النتائج المستندة إلى تحليل التسويق عبر محرك البحث وجود علاقة كبيرة بين مزيج التسويق وولاء العلامة التجارية وقرار الشراء.

الآثار العملية - تعتبر النتائج مهمة لتمكين صانعي القرار من زيادة القدرة التنافسية في الأسواق وبالتالي زيادة ربحية المؤسسات والشركات أيضًا. وهذا بدوره يساعد على زيادة الشراء في قطاع صناعة السيارات ، بهدف زيادة المزيج التسويقي (السعر والمنتج وتوزيع المنتجات).

محددات البحث - القيد الأساسي لهذه الدراسة هو نطاق عينتها ، حيث أنها تشمل السياق المصري فقط.

الكلمات المفتاحية - مزيج التسويق ، قرار الشراء ، صناعة السيارات ، الولاء للعلامة التجارية.

نوع الورق: ورقة بحث.