

A Review of Purchases Intention, Marketing Mix and Brand Loyalty Literature: Mini-Review Approach

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Abstract

In modern world marketing, the marketing mix is one of the main concepts and strategies to encourage brand loyalty and purchase intention. Its marketing strategy combines four elements, namely product, price, promotion, and place. Furthermore, all marketing strategies aim to encourage consumer behaviour to create consumer loyalty, consumer awareness, and consumer trust to increase sales revenue. Thus, discussing the relationship between marketing mix, brand loyalty, and purchase intention are considered and researchers' primary focus. This paper seeks to understand the literature on marketing mix, brand loyalty, and purchase intention collected from various sources. This research is designed using a qualitative approach through a literature study. A review of the marketing mix, brand loyalty, and purchase intention is carried out by reading and analysing 26 journal article review papers and summarised in two tables, namely journal articles and publisher distribution and article categories based on their subject. This study's finding is a significant effect of the marketing mix on brand loyalty and its impact on purchase intention. In conclusion, this study has successfully identified that the marketing mix (4P) and brand loyalty can increase customer purchase intention.

Keywords

Purchases Intention, Marketing Mix and Brand Loyalty and Mini-Review Approach

1. Introduction

The marketing mix is one of the main concepts in the modern marketing world to increase selling revenue. Product, price, promotion, and place are strategies to encourage brand loyalty, which impact the purchase intention process (Kotler, 2016). Psychologically, the 4P marketing mix is the most significant influence on consumer cognitive and affective. It will impact consumer behaviour in seeing a product (Hsu et al., 2018). The role of marketing products is to evaluate consumers' expectations with the reality obtained from a product. The product will directly affect the brand's brand and consumer perceptions and overall product evaluation. It implies that good and bad will directly impact consumer brand loyalty (Kambiz et al., 2011). The quality of a product dramatically affects brand loyalty (Chadwick et al., 2018). It can be looking when consumers choose a particular product, and the first thing is the brand of the product. Still, when consumers perceive the product as unsatisfactory and affect brand loyalty. Consumers no longer believe the brands offered by manufacturers because, empirically, they already feel dissatisfaction with these products.

The next factor that has an impact on brand loyalty and purchase intention is the price. Price is an exchange rate equated with money or other goods for the benefits obtained from a product. Price is closely related to consumer satisfaction; consumers will agree to producers' prices when consumers feel satisfied with the product. Price is a component of the P4 marketing mix that produces the most manageable costs and elements to adapt to other marketing mix programs (Kotler and Keller, 2012). Price is very influential and impacts other variables, and significantly affects brand loyalty and purchase intention (Gómez et al., 2017). The fourth factor that can affect brand loyalty and purchase performance is the place. According to Kotler (2016), distributing products,

both goods and services from producers to consumers, can be called a distribution strategy. The effect on brand loyalty and purchase intention is significant (Bose et al., 2016). When consumers easily and quickly get products, it will impact consumer loyalty to our products. Consumer loyalty is an affirmation of loyalty to products and brands (Muthukrishnan, AV, 2015). All elements of the P4 marketing mix are closely related to the development of brand equity components such as brand loyalty, brand awareness and brand image (Munawar et al., 2017). This relationship will have an impact on consumer purchase interest in the products the company offers. So it is clear that brand loyalty is one factor describing consumer satisfaction and impacting consumer purchase intention.

2. Materials and Methods

The mini-review on purchases intention, marketing mix and brand loyalty were conducted by reading through and analysing 26 peer-reviewed journal articles. These articles are summarised in the tables below. The first table presents the journal article's information regarding the title, authors, publishers, and publication year. The second table represents the contents of the journal articles, including the study's objectives, the findings, and the recommendations.

Table 1. Journal and Publisher Distribution

No	Article Name	Author(s)	Journal	Publisher	Year
1	Product involvement, price perceptions, and brand loyalty	Alcina G. Ferreira, Filipe J. Coelho.,	Journal of Product & Brand Management	Emerald	2011
2	Does product design matter? Exploring its influences in consumers' psychological responses and brand loyalty	Hsu, C. L., Chen, Y. C., Yang, T. N., Lin, W. K., & Liu, Y. H.	Information Technology & People	Emerald Publishing Limited	2018
3	Evaluation of the effects of product involvement facets on brand loyalty	Hanzaee, K. H., Khoshpanjeh, M., & Rahnama, A.	African Journal of Business Management	Academic Journals	2011
4	The Comparative Analysis of the Factors Effecting Brand Loyalty towards Samsung Products	Ramiz, M., Qasim, M., Rizwan, M., Aslam, F., & Khurshid, A.	Journal of Sociological Research	Macrothink Institute	2014
5	Consumer Involvement With the Product and the Nature of Brand Loyalty	VonRiesen, R. D., & Herndon, N. C.	Journal of Marketing Channels	Taylor & Francis Group, LLC	2011
6	Product quality, convenience and brand loyalty: A case study of Silverqueen's adolescent consumers	Chadwick, C., & Piartrini, P. S.	International Conference on Business and Management Research	Atlantis Press	2016
7	Consumer-brand identification revisited: An integrative framework of brand identification, customer satisfaction, and price image and their role for brand loyalty and word of mouth	Popp, B., & Woratschek, H.	Journal of Brand Management	Macmillan Publishers	2017
8	Building Brand Equity: Marketing Mix Analysis (Empirical Case Study of Ink Brand Refill Data Print)	Niknik Ahmad Munawar Dan Hapzi Ali.	Saudi Journal of Humanities and Social Sciences	Scholar Me Publication	2017
9	Impact of product differentiation, marketing investments and brand equity on pricing strategies	Davcik, N. S., & Sharma, P.	European Journal of Marketing	Emerald is a global publisher	2015
10	Determinants and outcomes of price premium and loyalty: A food case study	Gómez, M., Martín-Consuegra, D., Díaz, E., & Molina, A.	Journal of Consumer Behaviour	John Wiley & Sons, Ltd	2017
11	The effect of product quality, medical price and staff skills on patient loyalty via cultural impact in medical tourism	Afthanorhan, A., Awang, Z., Salleh, F., Ghazali, P., & Rashid, N. J. M. S. L.	Management Science Letters	Growing Science, Canada	2018

12	Brand Equity of a Tourist Destination	Kim, H. K., & Lee, T. J.	Journal Sustainability	MDPI	2018
13	Persistent preferences in market place choices: brand loyalty, choice inertia, and something in between.	Muthukrishnan, A. V.	Foundations and Trends in Marketing	Now Publishers Incorporated	2015
14	Measuring customer-based place brand equity (CBPBE): An investment attractiveness perspective.	Bose, S., Roy, S. K., & Tiwari, A. K.	Journal of Strategic Marketing	Taylor & Francis Group	2016
15	Sales Promotion and Consumer Loyalty: A Study of Nigerian Tecommunication Industry	Oyeniya, O.	Journal of Competitiveness	Tomas Bata University in Zlin	2011
16	The effects of lucky draw sales promotion on brand loyalty in mobile telecommunication industry	Yeboah-Asiamah, E., Quaye, D. M., & Nimako, S. G.	African Journal of Economic and Management Studies	Emerald is a global publisher	2016
17	Role of Advertising and Promotion in Brand Equity Creation	Nikabadi, M. S., Safui, M. A., & Agheshlouei, H.	Journal of Promotion Management	Taylor & Francis	2015
18	Place-based brand experience, place attachment and loyalty	Cardinale, S., Nguyen, B., & Melewar, T. C.	Marketing Intelligence & Planning	Emerald is a global publisher	2016
19	Influence of sensory stimuli on brand experience, brand equity and purchase intention	Moreira, A. C., Fortes, N., & Santiago, R.	Journal of Business Economics and Management	Taylor and Francis	2017
20	Causal relationships among dimensions of consumer-based brand equity and purchase intention: Fashion industry.	Khan, N., Rahmani, S. H. R., Hoe, H. Y., & Chen, T. B.	International Journal of Business and Management	Canadian Center of Science and Education	2015
21	The effect of negative online customer reviews on brand equity and purchase intention of consumer electronics in South Africa	Beneke, J., de Sousa, S., Mbuyu, M., & Wickham, B.	The International Review of Retail, Distribution and Consumer Research	Taylor and Francis	2015
22	How does greenwashing affect green branding equity and purchase intention? An empirical research	Akturan, U.	Marketing Intelligence & Planning	Emerald Publishing Limited	2018
23	Brand Equity on Purchase Intention Consumers' Willingness to Pay Premium Price Juice	Bougenvile, A., & Ruswanti, E.	IOSR Journal of Economics and Finance	IOSR Publisher	2017
24	Brand Equity and Consumer Purchase Intention of iPhone and HTC in Taiwan.	Moslehpour, M., Chiu, W. T., Lin, P. K., & Shalehah, A.	International Conference on Service Systems and Service Management	IEEE	2019
25	Brand Equity, Brand Preference, and Purchase Intent	Cobb-Walgren, C. J., Ruble, C. A., & Donthu, N.	Journal of Advertising	Taylor and Francis	1995
26	Impact of Brand Equity on Purchase Intention and Development, Brand Preference and Customer Willingness to Pay Higher Prices	Nacini, A., Azali, P. R., & Tamaddoni, K. S.	Management and Administrative Sciences Review	www.aims online.org/journals	2015

Table 1 summarises the article name, author (s), journal, publisher, and year collected from various related sources, including purchases intention, marketing mix and brand loyalty.

Table 2. Articles Category Based on the Subject

No	Article Name	Objectives	Findings	Recommendations
1	Product involvement, price perceptions, and brand loyalty	This paper aims to contribute to the literature on brand loyalty by illustrating the mechanisms through which product involvement influences brand loyalty	Price perceptions partially mediate product involvement influences on brand loyalty. It is a novel finding. Moreover, product involvement relates positively to six price perceptions, and this is also original. As expected, value consciousness and sale proneness are detrimental to brand loyalty, whereas price-quality schema contributes to it. Unexpectedly, however, price consciousness, sale proneness and price mavenism are positively related to loyalty.	Further research advises using variables other than those used in this study
2	Does product design matter? Exploring its influences in consumers' psychological responses and brand loyalty	The aim of this paper is to investigate whether product design affects the psychological responses of customers (i.e. cognitive and affective responses) to smartphones, and, in turn, affects their brand loyalty (i.e. brand loyalty attitudes and behaviors), further advancing knowledge of product design and management. brand.	The results indicate that the product design significantly affects both cognitive response and affective response, which, in turn, significantly affect both attitudinal brand loyalty and behavioral brand loyalty. The findings also suggest that the moderating effect of product involvement on the relationship between product design and affective response is statistically significant, although it does not positively and significantly moderate the link between product design and cognitive response.	Future research may extend the sampling framework to various industries, such as the design of other fast-moving consumer goods, to increase the validity of our research results. The next researcher uses measures from different sources, or applies a longitudinal design to solve this problem
3	Evaluation of the effects of product involvement facets on brand loyalty	This study was performed to investigate the effects of product involvement on brand loyalty.	Three dimensions, namely purchase interest, purchase pleasure, and sign value, directly affected brand loyalty. However, the two other dimensions of product involvement, risk probability and risk importance, did not affect brand loyalty.	
4	The Comparative Analysis of the Factors Effecting	Aims of this research are basically to spot what	Results of our study show a significant	Further research can include the price factor and the quality

	Brand Loyalty towards Samsung Products.	kinds of factors influence brand loyalty in Pakistan.	relationship between brand image, brand trust, customer satisfaction, perceived quality, purchase.	in Pakistan is measured in terms of cost, so another research would be needed to investigate the effect of price over brand loyalty.
5	Consumer Involvement With the Product and the Nature of Brand Loyalty	This study was concerned with the possibility of an association between consumer involvement with the product and two different behavioral phenomena—true brand loyalty and spurious brand loyalty.	Evidence was found that a more favorable brand attitude and a higher level of commitment to the brand are more likely when the level of involvement with the product is above average. True brand loyalty also is more likely under conditions of above-average involvement. Conversely, below-average involvement, less favorable brand attitude, and lower commitment tend to be associated with one another and with a lack of true loyalty.	
6	Product quality, convenience and brand loyalty: A case study of Silverqueen's adolescent consumers	This study aims to analyse the relationship between product quality and repurchase behavior as well as a relationship between convenience and repurchase intention-behavior based on the perspective of Expectancy Disconfirmation Theory and Resource Matching Theory.	This study reveals that in the adolescent segment market of chocolate bar product, the relationship between quality as well as convenience and repurchase intention are not significant.	Further studies need to explore the effect of subjective norms and the influence of shopping orientation on the intention to buy chocolate bar products.
7	Consumer–brand identification revisited: An integrative framework of brand identification, customer satisfaction, and price image and their role for brand loyalty and word of mouth	This study aims to analyse the relationship between product, price and customer satisfaction	The results demonstrate that identification, satisfaction, and price image significantly influence both loyalty and word of mouth. Moreover, we find significant interrelationships among the constructs: Identification positively influences both satisfaction and price image, which also increases satisfaction.	Future research can provide the insights into the relationships among key constructs from the different research streams, therefore should encourage future studies with similar endeavors.
8	Building Brand Equity: Marketing Mix Analysis (Empirical Case Study of Ink Brand Refill Data Print)	This study aims to analyse the positive and significant influence of the marketing mix on Brand Equity in Data Print refill ink. The products of the partial brand equity, brand	The results showed that the products are positive and significant impact on brand equity partially, price has a significant and positive effect on brand equity	Further research can examine the variables that are not observed by researchers. Where in this study the dependent variable (Brand Equity Y) can only

		equity ratio price partially, place partially on brand equity, promotion of the brand equity and partial positive and significant impact Product, Price, Place, and Promotion of the brand equity simultaneously.	partially, Places have a significant and positive effect on brand equity partially, and promotion positively and positively affects partial brand equity. And variable Products, Price, Place and Promotion have a positive and significant effect on brand equity simultaneously.	be explained by about 57.0% of the independent variable (4P variable). While the remaining 43.0% is the research unobserved variable.
9	Impact of product differentiation, marketing investments and brand equity on pricing strategies	This paper aims to show the effect of brand equity, marketing investment and product differentiation on price in small and medium enterprises (SMEs), multinational companies (MNCs) and retailers (private labels).	The study suggests that brand equity, marketing investment and product differentiation are closely associated with price. Using a cluster analysis, the authors found that the premium price is significantly associated with product differentiation based on innovation and company type.	Future research can use different market players (SMEs, MNCs, retailers)
10	Determinants and outcomes of price premium and loyalty: A food case study	This paper examines determinants and outcomes of price premium and loyalty on a food product. The study attempts to fill this gap by offering new insights into consumer's perspectives, as concerns food marketing, and to empirically test a model that includes five determinants or drivers: awareness, corporate social responsibility, origin, quality, and positioning	The results provide empirical support for the proposed differences on the relationships of price premium and loyalty with their determinants and outcomes. Positioning is the strongest and unique element of the determinants of price premium. Awareness, corporate social responsibility, and quality are the drivers of loyalty. Both constructs have a positive influence on word-of-mouth.	Future research can add moderating variables, such as social value were rejected after expert evaluation and its association with CSR.
11	The effect of product quality, medical price and staff skills on patient loyalty via cultural impact in medical tourism	The aim of this research is to understand the effect of product quality, medical price and staff skill on patient's loyalty through cultural impact in medical tourism	This study revealed that medical price and staff skill had positive significant effects on cultural impact and patient loyalty. In terms of indirect effect, the cultural impact mediates the relationships between product quality, medical price, and staff skills on patient's loyalty.	
12	Brand Equity of a Tourist Destination	This study looks at the impact of branding in relation to the largest group of inbound overseas tourists to South Korea, the Chinese	The results of this study suggest that price and word of mouth have beneficial effects on perceived quality, publicity, and brand awareness, and advertisement has	Further research recommends to use other populations. In addition, comparative studies with other metropolitan cities in Korea can be another option to effectively

			beneficial effects on brand image. We also found that brand awareness and perceived quality have impacts on brand image, and brand image is related to brand loyalty.	expand this type of study.
13	Persistent preferences in market place choices: brand loyalty, choice inertia, and something in between	This study examines the relationship between brand equity and emotional content that has an impact on purchase decisions	y four different types of loyalty: (1) persistence preference based on ego involvement and emotional commitment and a weaker version of this, which is preference persistence based on person brand relationships of varying degrees such as brand attachment, strong self-brand connections, and love (2) persistent preferences based on hedonistic or utilitarian product benefits, (3) repeat buying based on non-preference considerations, and (4) habitual buying behavior or inertia. In terms strength, certainly the first category (type 1) scores over others.	
14	Measuring customer-based place brand equity (CBPBE): An investment attractiveness perspective	This study develops a measurement instrument for customer-based place brand equity (CBPBE) for a place from the investment attractiveness perspective	The dimensions of the scale consist of brand awareness, brand image, perceived quality, and brand loyalty.	
15	Sales promotion and consumer loyalty: A study of nigerian telecommunication industry	The purpose of this paper is to investigate the impact of social media marketing activities on brand loyalty, value consciousness and brand consciousness.	The paper found that, there is positive relationship between sales promotion and customer loyalty. More importantly, it was discovered that non-loyal customers are more prone to switch to competing products as a result of sales promotion than loyal customers.	Future studies can adopt a more representative sample for 137 social media. Future studies should examine a wider variety of moderating variables and should further compare the impact of traditional media marketing and social media marketing and identify which media have a stronger impact on the research variables.
16	The effects of lucky draw sales promotion on brand loyalty in mobile telecommunication industry	This study specifically examines the relationship between promotion and its effect on Brand Loyalty	The result showed that LDSP positively relate to cognitive brand loyalty, and to behavioral brand loyalty through affective and conative brand	Future study can add the effective strategies to manage all the marketing activities that influence customers'

			loyalty. All hypothesised relationships among the sequential four-stage loyalty were confirmed, except the direct relationship between LDSP and behavioral brand loyalty.	cognition to ensure that, the desired action or behaviour toward a brand is elicited
17	Role of Advertising and Promotion in Brand Equity Creation	This article surveys the effects of the individual's attitude toward advertising and nonmonetary promotions besides other subjects, namely advertising cost and monetary promotions on brand equity	Th result prove the effective role of the individual's attitude toward advertising in promoting the brand equity. The deficiency of advertising in affecting the perceived quality and brand association, and the inefficacy of nonmonetary promotions on brand equity are the fascinating ramifications. In addition, the findings show that businesses can improve the process of the brand equity management by contemplating the relations between the dimensions of the brand equity.	Future research can help us better recognise the process of the creation of the brand equity by conducting more surveys on the background of the customer-based brand equity. They can also obtain more useful results in this field by combining and surveying other practical and theoretical aspects of the marketing mix elements. Ultimately, this research can be conducted on other products with various specifications, and future research ought to consider the functional probability of these results in other countries and cultures
18	Place-based brand experience, place attachment and loyalty	The purpose of this paper is to explore: whether the experience of a winery visit may lead to a customer's emotional attachment to the place where the winery is located; and whether this can lead to the establishment of long-lasting relationships and loyalty to the place. The context of the study is the wine region of Friuli Colli Orientali in the North East of Italy.	The result showed that a positive winery experience – consisting of relaxing, educational, entertaining, aesthetical and well-served tasting of good products - in a winery, develop both emotional attachment and subsequent loyalty to the place in which the winery is located	Future research can consider that the experiences are responsible for place attachment and place loyalty so it will be useful to understand which experiences the clients of other wine zones prefer to experience during a visit to a place-based brand. Also, replicate this study in other kinds of tourism and destination brands to ascertain if the results of this research are generalisable to other industries and settings
19	Influence of sensory stimuli on brand experience, brand equity and purchase intention	This study analyses the use of sensory stimulation that is used by various brands to encourage desired	The results reveal that sensory stimulation positively influences brand experience and brand equity, which, in turn, have a positive	Future studies need to use more heterogeneous samples in terms of age and occupation

		behavior among their customers.	impact on intentions to purchase the brand in question.	and analyse the moderating effects of switching costs on the relevant constructs..
20	Causal relationships among dimensions of consumer-based brand equity and purchase intention: Fashion industry	The purpose of the research is to investigate the relationship among the dimensions of brand equity and propose a model that predicts the purchase intention in fashion industry	The result confirms the casual relationship among the dimensions of brand equity. Interestingly perceived quality rather than brand image has stronger impact on brand loyalty and brand loyalty rather than perceived quality has stronger impact on purchase intention.	Further research can explore the casual relationship among the dimensions of brand equity, which could establish a modest and stable brand equity model that can be applicable in fashion industry.
21	The effect of negative online customer reviews on brand equity and purchase intention of consumer electronics in South Africa	This study investigated the effect that negative online customer reviews have on brand equity and purchase intention	The results revealed that the presence of negative eWOM has a significant detrimental effect on brand equity and purchase intention. Furthermore, the effect of negative online customer reviews is more detrimental to the brand equity of a high involvement product than a low involvement product. The results also revealed that high quality reviews are more influential than low quality reviews with respect to brand equity, and the difference between the levels of eWOM source credibility has no significant effect on brand equity.	
22	How does greenwashing affect green branding equity and purchase intention?An empirical research	The purpose of this paper is to explore the relationship among greenwashing, green brand equity, brand credibility, green brand associations and purchase intention.	As a result, it was found that green brand associations and brand credibility positively affect green brand equity, and green brand equity has a positive and strong impact on purchase intention of consumers. In addition to that greenwashing negatively affects green brand associations and brand credibility, and therefore, indirectly influence green brand equity and purchase intention	Further study suggest use two product categories (consumer durable goods and tissue papers) and brands were investigated in the study and different product categories should be tested for generalizability
23	Brand Equity on Purchase Intention Consumers'	The first objective of this study is to understand consumer thoughts	The research shows that brand loyalty of juice is the most important	

	Willingness to Pay Premium Price Juice	through brand equity in buying a product and willingness to pay a premium price. Second, what strategy should be done by newcomers in the juice category.	dimension to build brand equity. In addition, a positive significant effect is found for brand awareness and association. Meanwhile, weak support is found for the perceived quality dimensions. Empirical support to the effect of juice's brand equity impacts on the consumers' purchase intention and willingness to pay premium price.	
24	Brand Equity and Consumer Purchase Intention of iPhone and HTC in Taiwan.	This study aims to identify key factors that influence Taiwanese consumers to purchase smartphones iPhone and HTC.	The result indicated that Brand Awareness, Perceived Quality, Perceived Value affect Brand Premium and Brand Preference. Also, Perceived Quality effect on Purchase Intention.	
25	Brand Equity, Brand Preference, and Purchase Intent	This study examines the effect of brand equity on consumer preferences and purchase intentions.	The brand with the higher advertising budget yielded substantially higher levels of brand equity. In turn, the brand with the higher equity in each category generated significantly greater preferences and purchase intentions.	Future studies can examine more closely the antecedents of brand equity, particularly the role that advertising plays in adding value to the brand and in helping great brands live forever.
26	Impact of Brand Equity on Purchase Intention and Development, Brand Preference and Customer Willingness to Pay Higher Prices	This study presents a conceptual model that was designed by Bill and colleagues, and at the same time evaluates the creation of brand equity (perceived quality, brand awareness / brand associations, brand loyalty) and the effects on consumer responses (purchase intent, brand extension, willingness to pay a higher price, brand preference).	The results from test of hypotheses using LISREL (linear structural relations) and SPSS suggested that perceived quality had an effect of creation of brand equity, and brand equity had the highest effect on purchase intent	

Table 2 above displays the summary of article names, objectives, findings, and recommendations collected from various related sources, focusing on purchases intention, marketing mix and brand loyalty.

3. Result and Discussion

This study found that 4P marketing mix elements on brand loyalty, which impact purchase intention, which is a positive and significant influence. In summary of experts' opinions, products have an important role in shaping consumer perceptions of the brand and its product. According to the analysis of previous researchers, the significant effect of non-service products on brand loyalty has a positive and significant effect indirectly through brand loyalty. In addition, it has a significant direct effect on purchase intention. Likewise, the inter-dimensional analysis results found that products have a strong enough relationship with brand loyalty. This strong and significant relationship is contributed by the relationship between product dimensions such as a product's performance, durability, conformance to specification, features, reliability, aesthetics, perceived quality, and serviceability with brand loyalty describes consumer attitudes and behaviour towards a product. Attitudes

describe consumer responses to products and brands, while behaviour describes consumer actions towards brands. Therefore, the relationship process of the two variables, namely products with brand loyalty, will impact consumer purchase intention of the products offered (Alcina et al. 2011; Hsu et al. 2018; Heidarzadeh et al. 2011; Ramiz et al. 2014; Dale et al. 2011; Chadwick et al. 2018; Anita et al. 2019; Munawar and Ali, 2017).

The second factor in the elements of the 4P marketing mix that affects brand loyalty and consumer purchase intention is price. Affordability, price compatibility with product quality, price compatibility with benefits, and price competitiveness can increase consumer brand loyalty, which impacts consumer purchase intention. Consumers will see whether the price offered is affordable, whether the price offered is by the quality and benefits of the product, and whether the price offered is more competitive than competitors' prices. Suppose these four elements can meet consumer expectations and are perceived as good. In that case, consumer loyalty to brand loyalty will be stronger and increase, which will raise purchase intention from consumers. It is as stated by the results of the analysis of previous researchers such as Mar Góme et al. (2017), Celso Augusto et al. (2009), Darwin Lie et al. (2019), Munawar and Hapzi Ali (2017).

The analysis results from previous researchers concluded that there is a positive relationship between sales promotion and customer loyalty. Age and income are known to have separate effects on consumer evaluations of sales promotions. Consumers of different age categories are affected by sales promotions, while different income levels are also affected. (Oyenyi Omotayo, 2017). Other studies showed that social media marketing promotion has a significant effect on brand loyalty; Brand awareness and value awareness mediate the relationship between social media marketing and brand loyalty, which can be seen in promotional activities on social media (Ahmed Rageh Ismail, 2017). The effective implementation of sweepstakes sales promotion strategies that provide specific benefits to consumers (perceptions of being a good or smart shopper, feelings of pleasure and entertainment) influence consumer buying behaviour more. Beneficial and positive brand associations are associated with brands, in the long run, thereby creating customer brand loyalty (Eric Yeboah et al., 2016). In the marketing strategy, all researchers agree that the driving force for brand loyalty in customers and the emergence of buying interest in customers is the impact of promotional activities. Promotion can increase both temperament and long term salespeople. Any promotional activity significantly influences consumer awareness of brands and products. The high tendency to switch or be loyal to a brand and product does not take into account the quality of service during the promotion, as suggested by the results of the analysis of researchers such as Muthukrishnan, A. V (2015), Ahmed Rageh Ismail (2017), Janine Empen Jen (2015), Mohsen Shafiei (2015).

Apart from products, prices, and promotions, the fourth element of the marketing mix has a significant effect on strong brand loyalty and purchase intention. Place in a broad sense is physical and involves all activities and distribution activities of a product or service from producers to consumers. The ease and speed of obtaining a product are factors that can encourage consumers to be loyal to brands and products (Bose et al., 2016). An indication of strong consumer loyalty to brands can be seen from the tendency of consumers to buy back products and take pride in using a product (Cardinale et al., 2016). The results of the analysis of the previous researchers confirmed that the activities of the place in the development of marketing strategies have a very positive and significant effect on brand loyalty. Both directly and through brand loyalty, promotional activities can affect consumer purchase intention behaviour, this can be seen from one of the research results presented by Cardinale et al. (2016), (Marife Mendez et al. (2015), Bose et al. (2016), Muthukrishnan, (2015) and Munawar and Hapzi Ali (2017).

4. Conclusion

Purchase intention is the behaviour and attitude of consumers towards products and brands. Consumers' perceptions of products, prices, promotions, and places are good if they can encourage brand loyalty and consumer purchase intention towards products and brands. From the results of this study, it can be concluded that there is a significant effect of the 4P marketing mix on brand loyalty, which impacts consumer purchase intention.

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