

# Review of Consumer Behaviour, Marketing Mix and Demography Analysis Literature: A Mini-Review Approach

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## Abstract

Marketing education faces various problems in management, transparency, and public understanding of education in this globalisation era. As a consumer, we must observe and smart to choose a particular product to fulfil daily needs. Companies' competition is now so tight that they must play a marketing strategy to attract consumers to win the market. Marketing Mix is the primary strategy in the marketing world. Marketing Mix combines four variables: product, price structure, promotional activities, and distribution system. Marketing Mix and demography are the basis of all marketing strategies to encourage consumer behaviour to create consumer loyalty, consumer awareness, consumer trust, whose primary purpose is to increase sales revenue for a product. Therefore, this study aims to determine the relationship between consumer behaviour, marketing mix, and demography. A total of 22 peer-reviewed articles have been reviewed and analysed to produce a finding in the previous article's literature, namely the significant influence of the marketing mix on consumer behaviour that impacts decision-making. The finding in reviewing previous research articles is that the marketing mix and demographics factors significantly affect consumer decision-making. The author concluded that marketing mix elements primarily determine customer behaviour (decision-making). The marketing mix can change consumer perception of some of the products, and its identified as an excellent technique to increase products or services. Also, the marketing mix and demographic factors significantly affect consumer buying behaviour.

## Keywords

Consumer Behaviour, Marketing Mix, and Demography Analysis

## 1. Introduction

In this era of globalisation, education is faced with various challenges in management, accountability, and the image of education in the broader community. Increasingly intense competition should not be an obstacle to the growth of educational institutions. One of the efforts in developing education is a marketing strategy. An educational institution's success to influence consumers in making purchasing decisions is supported by efforts to build communication with consumers using marketing strategies and innovations in a product. Using a targeted marketing strategy, educational institutions can improve their quality and existence by increasing students' interest in these schools. One of the concerns of an educational institution is how to understand the needs and wants of consumers. The purchase decision

is an individual activity directly involved in obtaining and using the goods offered (Foster et al., 2020). A decision consists of a choice between two or more alternative actions or behaviours.

A specific purchasing decision process consists of the following sequence of events: problem identification, information seeking, evaluation of alternatives, purchasing decisions, and post-purchase behaviour. (Kotler and Armstrong, 2018). Consumers must be smart to choose a particular product to fulfil their needs because companies or organisations' competition is tight. Therefore, companies or organisations must be able to play a marketing strategy to attract consumers to win the market tools for obtaining the desired response from their target market and in an attempt to influence consumer purchasing decisions. The instrument used is called the marketing mix. A marketing mix is a marketing tool that companies use to achieve their marketing goals according to targets and efforts to create purchasing decisions.

Activities as a means (tools) for the marketing mix of services consist of seven broad types called the 7Ps of the marketing mix: product, price, promotion, place/distribution, physical evidence, people, process (Kotler and Armstrong, 2018). The marketing mix's seven factors have been supporting company owners' decision-making efforts in selling planning. It is about consumer considerations in choosing education services. In connection with the government program to improve education to form quality and competitive human resources, schools are encouraged to enhance teaching staff and facilities and infrastructure by implementing a marketing mix. With the development of education today, the marketing mix is needed by consumers to help them in choosing the right school according to their needs.

**Table 1.** Journal and Publisher Distribution

No	Article Name	Author(s)	Journal	Publisher	Year
1	Effect of Consumer Beliefs on Online Purchase Behavior: The Influence of Demographic Characteristics and Consumption Values	Girish Punj	Journal Of Interactive Marketing	Elsevier	2011
2	International students' decision-making process	Jose Maria Cubillo, Joaquin Sanchez, Julio Cervino	International Journal of Education Management	Emeraldinsight	2006
3	The role of job involvement and careers commitment between person-job fit and organisational commitment: a study of the higher education sector	Jeevan Jyoti and Poonam Sharma, Sumeet Kour, Harleen Kour	International Journal of Education Management	Emeraldinsight	2019
4	Smart home: highly educated students acceptance	Patricia Baudier, Chantal Ammi, Matthieu Deboeuf-Rouchon	Technological Forecasting Social Change	Elsevier	2018
5	Parents just don't understand"—generational perceptions of education and work.	Kee-Cheok Cheong, Christopher Hill, Yin Ching Leong, Chen Zhang, Zheng Zhang	International Journal of Education Management	Emeraldinsight	2018
6	Understanding the entrepreneurial intentions of youth: a PLS multi-group and FIMIX analysis using	Juan Carlos Londono, Bradley Wilson, Fabian Osorio-Tinoco	Journal Of Entrepreneurship In Emerging Economies	Emeraldinsight	2020

	the model of goal-directed behavior				
7	The role of procrastination in students' consumer behavior	Angelina Parfenova and Sofya Romashova	International Journal of Sociology and Social Policy	Emeraldinsight	2020
8	Universities And Smart Specialisation Strategy: From Third Mission To Sustainable Development Co-Creation	Chiara Rinaldi, Alessio Cavicchi, Francesca Spigarelli, Luigi Lacchè, Arthur Rubens,	International Journal of Sustainability in Higher Education	Emerald insight	2017
9	Judgments of acquisition value and transaction value	Nitin Soni, Jagrook Dawra	Journal of Indian Business Research	Emerald insight	2020
10	Role of demographic factors, attitudes toward technology, and cultural values in the prediction of technology-based consumer behaviors: A study in developing and emerging countries	Jorge Cruz-Cárdenasa, Ekaterina Zabelinac, Olga Deynekad, Jorge Guadalupe-Lanasa, Margarita Velín-Fáreze	Technological Forecasting Social Change	Elsevier	2019
11	The Impact Of Price And Brand Awareness Toward Brand Loyalty Of Tri Provider In North Sulawesi Case Study: University Students Unklab, De La Salle, Unima, And Unseat	Ivan Aliandra Rompas, Sigfrid S. Pangemanan, Darlene S. Rumokoy	Jurnal EMBA	Faculty of Economics and Business, International Business Administration, Management Department,	2018
12	Demographic variation in active consumer behavior: Online search for retail broadband services	Philip Carthy, Peter D. Lunn, Sean Lyons	Heliyon	Elsevier	2020
13	The processing of price during purchase decision making: Are there neural differences among prosocial and non-prosocial consumers	Carlos Alberto Guerrero Medina, Myriam Martinez Fiestas, María I. Viedma-del-Jesús, Luis Alberto Casado Aranda	Journal of Cleaner Production	Elsevier	2020
14	Identifying the critical factors of customer behavior: An integration perspective of marketing strategy and components of attitudes	Sheng-Fang Chou, Jeou-Shyan Horng, Chih-Hsing Sam Liu, Jun-You Lin	Journal of Retailing and Consumer Services	Elsevier	2020
15	An innovative stakeholder framework for the Student-Choice Decision-making process	Sam El Nemar , Demetris Vrontis , Alkis Thrassou	Journal of Business Research	Elsevier	2020

16	The right metrics for marketing-mix decisions	Ofer Mintz, Timothy J. Gilbride, Peter Lenk, Imran S. Currim	International Journal of Research in Marketing	Elsevier	2020
17	The Influence of The Integrated Marketing Communication on The Consumer Buying Behaviour	Oancea Olimpia Elena Mihaela	Procedia Economics and Finance	Elsevier	2015
18	I want it my way: Using consumerism and neutralisation theory to understand students' cyberslacking behavior	Shwadhin Sharma	International Journal of Information Management	Elsevier	2020
19	Seller creative selling in social commerce	Li Chen, Fengxia Zhu, Murali Mantrala & Na Wang	International Journal of Advertising	Routledge: Taylor & Francis Group	2020
20	Slow Versus Fast: how speed-induced construal affects perceptions of advertising messages	Sukki Yoon, Hyejin Bang, Dongwon Choi & Kacy Kim	International Journal of Advertising	Routledge: Taylor & Francis Group	2020
21	The cause-effect: the impact of corporate social responsibility advertising on cause consumer engagement behavior after brand affiliation ceases	Steven Holiday, Jameson L. Hayes, Brian C. Britt & Yuanwei Lyu	International Journal of Advertising	Routledge: Taylor & Francis Group	2020
22	Redefining advertising in research and practice	Gayle Kerr & Jef Richards	International Journal of Advertising	Routledge: Taylor & Francis Group	2020

Table 1 summarises the article name, author (s), journal, publisher, and year collected from various sources focusing on consumer behaviour, marketing mix and demography analysis.

**Table 2.** Articles Category Based on the Subject

No	Article Name	Objectives	Findings	Recommendations
1	Effect of Consumer Beliefs on Online Purchase Behavior: The Influence of Demographic Characteristics and Consumption Values	To investigate how consumer beliefs about the potential benefits of online shopping (e.g., saving time, saving money, finding a product that matches needs) influence online purchase behaviour and consumer characteristics.	The findings indicate that higher-income online shoppers' belief structures relate to the time-savings features of Web-based shopping environment to a greater extent than lower-income consumers.	Further studies can investigate the hypothesised interactions relating to the two consumer beliefs about online shopping were found to be significant, namely, saves time and helps find the best product fit
2	International students' decision-making process	To propose a theoretical model integrating the different factors that	The limitations of this study stem from the nature of the study itself. As a theoretical	Further studies can consider consumer behaviour and determining factors in the decision-making process for

		influence the purchase decision process of international students	model, it aims to integrate the factors identified in the existing literature. Thus, future research must try to examine the existing relationships among the factors mentioned above. In particular, it must analyse each factor's weight on the purchase intention and the relative importance of each element for the factor it belongs. Therefore, determining the relative importance of each element and factor would constitute an important source of information for future work in international marketing	international student. It would allow educational institutions and national, regional, and local governments interested in attracting international students, strengthen their image, try to eliminate weaknesses, and thus increase their possibilities of being chosen as a destination for the consumption of higher education services.
3	The role of job involvement and career commitment between person-job fit and organisational commitment: a study of the higher education sector	To explore the impact of person-job (P-J) fit on organisational commitment through job involvement and career commitment with an application of a serial multiple mediation model	The results revealed that job involvement and career commitment mediate the relationship between P-J fit and organisational commitment individually as well as together	Future studies can use other industrial sectors for generalizability. Repeated observations of the same variable over a long period have conducted. More outcomes can be taken into account, for instance, job satisfaction, career satisfaction
4	Smart home: highly educated students acceptance	To address the acceptability of the SHC to the digital native population with a high level of education by providing some of the first empirical evidence on Smart Home dimensions' role in digital natives' behaviour.	Business strategists should not ignore this type of disruptive innovation.	Future studies can integrate different profiles for the digital native population as well as digital immigrants
5	Higher Education Evaluation and Development	To examine a parental role in education to bring together the above strands of the increasing rapid emergence of new occupations and strong parental direction of their children's education	In terms of employment, the rankings of HEIs by parents and students were generally consistent. Study in foreign HEIs abroad has the highest likelihood of employment. Branch campuses were ranked next highest. Despite this, of interest is the difference in mean	

			<p>scores between first and second-ranked HEIs. Students rate branch campuses as not much inferior to foreign university campuses. Parents see a major gulf between them – they rate foreign campuses more highly than branch campuses more poorly. This difference is likely caused by parents' traditional preference for foreign study over local, coupled with a lack of TNE knowledge</p>	
6	<p>Understanding the entrepreneurial intentions of youth: a PLS multi-group and FIMIX analysis using the model of goal-directed behavior</p>	<p>To predict entrepreneurial intentions of high school students and expand the toolbox of theoretical models that are useful for interpreting entrepreneurial intentions by including the MGB.</p>	<p>The paper provides empirical insights about the antecedents of entrepreneurial intentions and confirms the role that desires and FPB have in their development. MGA results suggest that PBC relevance depends on gender, and emotions vary with socio-economic level (SEL).</p>	<p>Future studies can use a social cognitive theory</p>
7	<p>The role of procrastination in students' consumer behavior</p>	<p>To identify the role of procrastination in the consumer behaviour of individuals</p>	<p>As a result of the qualitative stage, procrastination in consumer behaviour as budget planning and inclination to making unplanned purchases was emphasised. The role of the student's inner circle in his procrastination and consumer behaviour was highlighted. As a result of the quantitative stage, a significant connection between the level of academic procrastination and the above aspects of students' consumer behaviour, as well as a significant contribution of social expectations in the change of procrastination level and impulsivity of</p>	<p>Thus, the presented study is the initial stage, which gives a basic idea of the relationship between procrastination and consumer behaviour, which provides the basis for further, more in-depth research</p>

			consumption, was revealed.	
8	Universities And Smart Specialisation Strategy: From Third Mission To Sustainable Development Co-Creation	To investigate the potential contributions that SSH universities can offer in developing and enhancing capacities, supporting the changing conception of innovation coherently through a Smart Specialisation Strategy (S3) Approach	Within third- and fourth-mission activities, SSH universities can play different and broader roles (generative, absorptive, collaborative, and leadership), which could support regions in designing and implementing S3	Further study can consider case study-based evidence is needed to understand how to SSH institutions may fulfil different roles in regional systems
9	Judgments of acquisition value and transaction value	To examine the influence of consumers' decision-making styles, that is, perfectionistic high-quality conscious, brand conscious-price equals quality, novelty-fashion conscious, recreational-hedonistic, price conscious-value for money, impulsive-careless, habitual-brand loyal and confused by over choice on their judgments of acquisition value and transaction value	This study shows that consumers make judgments of these JIBR 12,3 390 two values and these judgments vary with their decision-making styles	Future studies can study the impact of different styles and their correlates on these consumer outcomes.
10	Role of demographic factors, attitudes toward technology, and cultural values in the prediction of technology-based consumer behaviors: A study in developing and emerging countries	To propose the leading role of demographic variables in predicting the use of technological products/services	These results are also encouraging from the social perspective and suggest that companies do not need to change cultural values, not in developing and emerging countries.	
11	The Impact Of Price And Brand Awareness Toward Brand Loyalty Of Tri Provider In North Sulawesi Case Study: University Students Unklab, De La	To analyse the impact of price and brand awareness on brand loyalty partially and simultaneously.	Price and brand awareness have a significant impact on brand loyalty partially and simultaneously.	Further studies can intensively to increase Brand Loyalty. Because Brand Awareness has a strong influence on the memory of consumers to make buyers' decisions. And Tri products should also increase brand awareness as much as possible by adding several factors that were not

	Salle, Unima, And Unsrat			previously available, such as brand ambassadors
12	Demographic variation in active consumer behavior: Online search for retail broadband services	This paper investigates differences in consumer search activity for telecommunications services across small geographic areas	This paper found that there are significant differences in consumer search activity for telecommunications services across small geographic areas	Future studies can identify the mechanisms that drive consumer search for telecoms services and consider what potential informational or behavioral interventions may have to increase disadvantaged groups' engagement in consumer search activities.
13	The processing of price during purchase decision making: Are there neural differences among prosocial and non-prosocial consumers	To study the company, governmental, and non-governmental organisations information can serve them to formulate strategies that promote, or at least not halt, sustainable consumption.	This study found that to attain a fuller understanding of price processing among prosocial and non-prosocial consumers by adding contextual variables that include characteristics of the product, price, purchase, company, and consumer.	
14	Identifying the critical factors of customer behavior: An integration perspective of marketing strategy and components of attitudes	To operationalise the relationship of green marketing's influence on consumer attitudes via the mediating role of marketing mix towards green products to validate the proposed research model in the Taiwanese context of explaining consumers' willingness to be environmentally friendly	Findings that green marketing's influence on consumer attitudes via the mediating role of marketing mix towards green products to validate the proposed research model in the Taiwanese context of explaining consumers'	Further studies can add sustainable attitude model.
15	An innovative stakeholder framework for the Student-Choice Decision-making process	To explore, identify, define and refine the conventional tertiary-education student decision-making process, and its contextual and personal innovative multi-layered factors of stakeholder influence	Findings that tertiary education's (public and private) irreversible turn towards mainstream entrepreneurial business practices, perhaps against the hopes of many, has imposed a de facto perception of potential students as customers. For at the heart of customer management, throughout the business world, lies a fundamental principle: the understanding and fulfilment of student-	Future studies may also focus on online degrees and online education.

			customer needs and, by extension, society's	
16	The right metrics for marketing-mix decisions	To examine the relationship between the use of a metric for a specific marketing-mix decision and that decision's perceived performance outcome	Finding's that use of a metric for a specific marketing-mix decision has a significant relationship with the decision's perceived performance outcome	Further studies can examine how the chain-links between different individual metrics can improve performance of marketing-mix decisions based on execution levers (e.g., everyday low pricing) to strategic decisions (e.g., pricing) to value (e.g., customer satisfaction).
17	The Influence of The Integrated Marketing Communication on The Consumer Buying Behaviour	To investigate the influence of integrated marketing communication on consumer buying behaviour	Finding's that integrated marketing communication has significant influence the consumer buying behaviour	
18	I want it my way: Using consumerism and neutralisation theory to understand students' cyberslacking behavior	To understand the impact of consumerism and neutralisation on the student's intention to use the Internet and technology in class for non-class activities	This study found a positive and significant impact of consumerism on all the five neutralisation techniques	
19	Seller creative selling in social commerce	To explore drivers of seller creative selling and empirically tests the effect of seller creative selling on seller business performance in social commerce settings	Finding's that drivers of seller creative selling effect on seller business performance in social commerce settings	Further studies may explore other social commerce websites with various product or service contexts.
20	Slow Versus Fast: how speed-induced construal affects perceptions of advertising messages	To investigate consumer perceptions and construal arising from the pace of commercials, which then affects consumer decision making	Finding's that consumer perceptions and construal arising from the pace of commercials affect the consumer decision making	Future research might investigate whether the moving direction of an object affects speed perceptions and, consequently, construal levels
21	The cause-effect: the impact of corporate social responsibility advertising on cause consumer engagement behavior after brand affiliation ceases	To identify the influence that those individuals' campaign-specific consumer engagement behavior in the brand's cause campaign, as well as their engagement with the broader anti-bullying cause, had on the persistence of their cause-related activity following the end of Secret's active	This study has identified that the individuals' campaign-specific in influencing the consumer engagement behavior in the brand's cause campaign, as well as their engagement with the broader anti-bullying cause, had on the persistence of their cause-related activity following the end of Secret's active advertising of the cause	Further studies can examine this topic using the data that is available and recognising its limited scope, building upon a salient need for additional research on the relationship between cultural differences and CSR advertising influence

		advertising of the cause		
22	Redefining advertising in research and practice	To provide the construct of advertising with a distinctive identity and precise meaning that can be interpreted in law, in practice, in education, as well as in research and theory building	The research uncovered some potential differences in academic attitude across the world. Given the transformative changes in both advertising and education, it would be interesting to research the academic mindset globally.	Further studies can explore any difference in interpretation between agencies and advertisers.

Table 2 above displays the summary of article names, objectives, findings, and recommendations collected from various sources related to consumer behaviour marketing mix and demography analysis.

### 3. Results and Discussion

This study found that various opinions about the influence of marketing mix and demography on consumer behaviour impact decision-making, positively influencing. To determine the right marketing mix strategy, what needs to be understood first is consumer behaviour (Cubillo et al., 2006). Thus, we can identify the buyer's characteristics and how they make their decisions related to purchasing the products or services (Parfenova and Romashova, 2020). Consumers in strengthening their purchasing decisions for a product will first consider the various information they receive, including the marketing mix elements. The product marketing mix that is responded to or responded to well (positively) by consumers will have an excellent opportunity to purchase the product. The assessment for consumer response to the marketing mix would influence consumer purchasing decisions. Therefore, companies need to know consumer responses to the marketing mix it does. Companies that fully understand how consumers respond to their product marketing mix elements will have advantages over their competitors.

On the other hand, consumer behaviour in purchasing a product is influenced by cultural, social, personal, and psychological factors. Of the four factors, psychological factors are the marketers' target to influence consumers to summarise the experts' opinions. The marketing mix is the marketing element that consumers respond to the first time. Therefore, the producer's accuracy in formulating the marketing mix determines consumers' behaviour in deciding a product. The first factor in the marketing mix that affects consumer behaviour is the product. Product classification includes planning and developing good products and services to be marketed by the company. In addition, there needs to be a guideline to change existing products, add new products, or take other actions that can affect product determination policy. Also, decisions are made regarding branding, packaging, colour, and various product shapes. However, besides the product, price is the second element of the marketing mix influencing consumer behaviour. In the price policy, management must determine the product's base price, then determine the policy regarding price discounts, payment of postage, and other matters related to the price. Meanwhile, the third factor of the marketing mix that affects consumer behaviour is promotion. This promotion is a component used to inform and influence the market for the company's products.

The activities included in this activity are advertising, personal selling, sales promotion, publicity, public relations. Then the fourth facilitator of the marketing mix is distribution or location. Part of the distribution task is selecting the intermediaries to be used in the distribution channel and developing a distribution system that physically handles and transports the product through the channel. It can reach the target market on time (Mintz et al., 2020; Mihaela, 2015; Chen et al., 2020; Kerr & Richards, 2020). The demographic factor is one factor that can be used as a reference in classifying a market. (Punj, 2011) states that: In demographic segmentation, the market is divided into groups based on variables such as age, family life cycle, gender, income, occupations, education, religion, race generation, nationally, social class ". This group factor is the most popular basis in segmenting customer groups. One reason for using this factor is that demographic factors are easier to measure than most other factors/variables. Demographic characteristics have an indirect impact on purchasing decisions.

### 4. Conclusion

In conclusion, the author found that marketing mix elements primarily determine customer behaviour (decision-making). The marketing mix can change consumer perception of some of the products, and its identified as an excellent

technique to increase products or services. Also, the marketing mix and demographic factors significantly affect consumer buying behaviour.

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## Biographies

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