

**Marketing mix and purchase decision of consumers for a  
new product: a case study of Samsung mobile phones**



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## **STATEMENT OF SUBMISSION**

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***DEDICATION***

***I Dedicate, This Humble Effort to Allah Almighty and Holy Prophet Hazrat Muhammad  
(Peace Be Upon Him).***

***And I also Dedicate the Fruits of My Thoughts and Study specially to my Parents.***

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## **ABSTRACT**

Marketing mix provide help to establish a framework through which the companies develop plan for the successful achievement of their marketing activities. These four are the components of marketing mix (product, price, place, promotion). Research is conducted to examine the influence of marketing mix strategy of company on the purchasing decision of the customers for a new product. Researcher used population of Faisalabad in which sample of 100 respondents were selected. Convenient sampling technique being used by the researcher. A questionnaire is designed and after the successful trial, it distributed among the 100 respondents. Personal interview method used by the researcher. For analysis, answers of the respondents has putted into SPSS. Results shown that three factors (price, product and promotional activities) of marketing mix effected the purchase behavior of the customer. There is no significant impact of place on the purchase behavior of respondent found. Now companies are designing their marketing mix strategy which resulted increase in the level of loyal customers, because loyal customers are the asset of the company and they can provide a long run benefit to the company.

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## **INTRODUCTION**

Today's successful organizations at all levels of their functions have one thing in common. They mainly focus on their customer and strongly believe to the marketing. They gave priority to customers' needs. They know their target audience very well. The reason behind the success of these organizations is that they determine the need of their target audience. And after determining the needs of the target audience they make efforts to develop a product which will satisfy the needs of their target audience is right at the heart of marketing. Marketing is still an art, the marketing manager is the head controller, must creatively combine all his marketing efforts which takes the short and long term interests of the firm to the next level. And if we talk about the mobile phone companies, Marketing having a great importance due to the greater competition prevailing in the market. When a product is at the maturity stage and achieved the maximum profit level, at this time companies involved in promotional activities to keep the product at the maturity level and at the same time also involved in producing new product with some additional features.