

Abstract

Marketing mix, traditionally, consists of four P's: product, price, place and promotion. The researcher attempted to discover correlation of marketing stimulus and purchasing decision of body liquid soap which would optimize time and financial resources when formulating marketing strategy.

The research focuses and aims to investigate the "impact of marketing mix on purchasing decision of body liquid soap product". Factors, such as product, price, place and promotion, that should be taken into consideration to effectively formulate marketing strategy are fully analyzed and discussed according to the objectives.

Further, the statements of the problem and hypotheses testing are involved with the independent variables including product, price, place and promotion to identify the degree of association with dependent variable; purchasing decision of body liquid soap product.

Statistical Package for Social Science (SPSS) is used to scientifically interpret the collected 384 sets of questionnaire. All relevant data analysis is accomplished and used to support the recommendations of the researcher to formulate marketing strategy effectively for body liquid soap product.

From the research findings, it can be concluded that packaging, shelf's location, premium and advertisement have strong positive impact on purchasing decision of body liquid soap. Hence, the researcher recommends that any interested body liquid soap marketer should specially consider these four factors as contributors to successfully formulate marketing strategy.