Analysing Marketing Mix Strategy on the Influence of **Consumers Purchasing Decision for the African Loincloth Patterns Integration: Case Of African** Students in Kyrenia, Northern Cyprus

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ANALYSING MARKETING MIX STRATEGY ON THE INFLUENCE OF CONSUMERS PURCHASING DECISION FOR THE AFRICAN LOINCLOTH PATTERNS INTEGRATION: CASE OF AFRICAN STUDENTS IN KYRENIA, NORTHERN CYPRUS

by

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A thesis submitted to the Institute of Graduate Studies in partial fulfillment of the requirements for the Degree of Master in Business Administration

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APPROVAL

Title: Analysing Marketing Mix Strategy on the influence of consumers Purchasing

Decision for the African Loincloth Patterns integration: Case of African students in

Kyrenia, Northern Cyprus

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To my mother and all members of my family for the love and support.

ETHICAL DECLARATION

I, Anaïs Jessica Beaulot Bouanga, hereby, declare that I am the sole author of this thesis, and it is my original work. I declare that I have followed ethical standards in collecting and analyzing the data and accurately reported the findings in this thesis. I have also properly credited and cited all the sources included in this work.

Anaïs Jessica Beaulot Bouanga

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ABSTRACT

This study aims to analyse the marketing mix strategy on the influence of consumers purchasing decision for the integration of the African loincloth patterns in Northern Cyprus, by understanding the influences of the 7P marketing mix variables product, price, promotion, place, people, physical evidence, and process on future purchasing decision of customers by determining an appropriate marketing strategy to target potential African loincloth markets. The study used probability sampling methods through simple random sampling from a population of 36.964 international students studying in TRNC. After calculation it is determined a sample size of 381 with a 95% confidence level at 5% margin error. A Likert scale model containing 5 points from strongly disagree to strongly agree for the questionnaire survey was distributed to 500 African students from different universities in Kyrenia to collect the data, for analysing potential customer's perceptions of the African loincloth patterns, then to define as well the relationship between the marketing mix elements and purchasing decision. Descriptive statistics was used to analyse data including means, frequency, and percentages to investigate the demographic information and others then inferential statistics like Multiple linear regression analysis was used to define the relationship between the independent variables and dependent variables. The findings show that product, price, people, and process have positive and significant relationships with purchasing decisions individually, but place, promotion, and physical evidence have no positive and significant relationship with purchasing decision individually. Overall, all the variables have a positive relationship with purchasing decision. The study concluded that this analysis could fit any country and can also analyse the integration of African loincloth patterns into international markets. For additional purposes, the researcher can use a single country to have more information and different results on a specific sample population.

Keywords: Marketing mix, Purchasing decision, African loincloth patterns.

Bu çalışma, Kuzey Kıbrıs'ta Afrika peştamal modellerinin entegrasyonu için müşterilerin satın alma kararına ilişkin pazarlama karması stratejisini, 7P pazarlama karması değişkenleri ürün, fiyat, promosyon, yer, insanlar, fiziksel kanıtların etkilerini anlayarak analiz etmeyi amaçlamaktadır. Potansiyel Afrika peştamal pazarlarını hedef alacak uygun pazarlama stratejisinin belirlenerek müşterilerin gelecekteki satın alma kararlarına ilişkin süreç ve süreç. Çalışmada örneklemin KKTC'de öğrenim gören 36.964 uluslararası öğrenciden oluşan evrenden seçilmesi için olasılıklı örnekleme yöntemleri kullanılmıştır. Hesaplamanın ardından %5 marj hatasıyla %95 güven düzeyinde 381 örneklem büyüklüğü belirlendi. Verileri toplamak, potansiyel müşterilerin Afrika peştamal kalıplarına ilişkin algılarını analiz etmek ve ayrıca Afrika peştamal modellerini tanımlamak amacıyla anket çalışması için kesinlikle katılmıyorum ile kesinlikle katılıyorum arasında 5 puan içeren Likert ölçekli bir model, Girne'deki farklı üniversitelerden 500 Afrikalı öğrenciye dağıtıldı. Pazarlama karması elemanları ile satın alma kararı arasındaki ilişki. Demografik bilgileri araştırmak için ortalama, frekans ve yüzdeleri içeren verileri analiz etmek için tanımlayıcı istatistikler kullanıldı ve daha sonra bağımsız değişkenler ile bağımlı değişkenler arasındaki ilişkiyi tanımlamak için çoklu doğrusal regresyon analizi gibi çıkarımsal istatistikler kullanıldı. Bulgular, ürünün, fiyatın, kişilerin ve sürecin bireysel olarak satın alma kararlarıyla pozitif ve anlamlı ilişkilere sahip olduğunu ancak yer, promosyon ve fiziksel kanıtların bireysel olarak satın alma kararıyla pozitif ve anlamlı bir ilişkisi olmadığını göstermektedir. Genel olarak tüm değişkenlerin satın alma kararıyla pozitif bir ilişkisi vardır. Çalışma, bu analizin her ülkeye uyabileceği ve aynı zamanda Afrika pestamal modellerinin uluslararası pazarlara

entegrasyonunu da analiz edebileceği sonucuna vardı. Ek amaçlar için araştırmacı, belirli bir örnek popülasyon hakkında daha fazla bilgi ve farklı sonuçlara sahip olmak için tek bir ülkeyi kullanabilir.

Anahtar Kelimeler: Pazarlama karması, Satın alma kararı, Afrika peştamal modelleri.

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LIST OF ABBREVIATIONS

AL	African Loincloth
ALP	African Loincloth Patterns
CSU	Cyprus Science University
GAU	Girne American University
Н	Hypothesis
КМО	Kaiser-Meyer Olkin
Max	Maximum
Min	Minimum
PD	Purchasing Decision
PE	Physical Evidence
Peo	People
Pla	Place
Pro	Product
Proc	Process
Prom	Promotion
SPSS	Statistical Package for social Science
TRNC	Turkish Republic of Northern Cyprus
YOKAS	High Education Registration System

CHAPTER 1 INTRODUCTION

The African loincloth is a high-quality printed cotton fabric that African people use to make their clothes. Its interest resides in the expressive message that conveys the wax loincloth, which is a real social mirror, messages that manifest itself between the cultural identity of the person who wears the loincloth and the affirmation of the "neo-African," between his social position and his environment. By taking note of its daily presence, the loincloth can be seen as a real influential object that serves as a means of information on "past events and daily news in Africa". In Africa, the loincloth is present everywhere with its bright and joyful colors. The panache of the patterns, the brilliance of the colors, and the printing and dyeing techniques have made the loincloth a real textile art rich in explanation and emotions. Our concern is with the cultural messages conveyed by the patterns of the loincloths. The fruit of the imagination of the sellers or their customers is often revealed in the names attributed to each loincloth, which is always different from others. From the making part to the wearing of the garment, it demonstrates a social consideration because it becomes, for anyone who wears it, a means of recognition and self-affirmation.

This tradition, which has become an ancestral custom, is also transmitted from generation to generation, from mother to daughter, frequently worn by all genders during great festive ceremonies as well as nuptials, making the patriot proud. Finding this cultural identity abroad would be an asset for Africa in the sense that the diaspora will retain its cultural heritage with them, and it will also allow all the foreign counterparts to discover Africa and travel through time. To start and grow a potential business, the need to understand and know about marketing management is important. Today, studies on the elements of the marketing mix are becoming increasingly complex. Originally, it focused only on four points, i.e., product, price, place, and promotion, the marketing mix elements are now completed by people, physical evidence, and the process (Asyari, 2010).

1.1 Problem Statement

The world is becoming more and more influenced by breathtaking new horizons and discoveries. In Africa, the trend is around traditional fabrics, in particular, the African loincloth. It has evolved and won over the entire planet, and as a result, it has become one of the most coveted fabrics on the African continent due to its joyful colors and its quality texture. With the evolution of marketing, new concepts are emerging over time, and the study of the marketing mix has also evolved today. This research focuses on the study of the seven elements of the marketing mix strategy to understand how to integrate African loincloth patterns in foreign markets, specifically the Northern Cyprus market. This analysis will also allow us to understand how the independent variables of the marketing mix influence the dependent variable, which is the purchasing decision-making that consumers have on the African loincloth. The expectation from this study is to determine the relationship between all seven independent variables of the mix marketing strategy, which are product, price, place, promotion, people, physical evidence, process, and the dependent variable, which is purchasing decision-making. It is expected verification of the hypothesis, then analysis of the consumers' expectations by examining their true needs and wants through the data analysis to establish a functional marketing strategy for the integration of the African loincloth pattern in north Cyprus for a sample of international students from African countries studying in TRNC Universities. The study is focused on this group of people because they know more about the ALP, and their actual lifestyle is linked to the new African fashion trend.

1.2 Purpose of the Study

The purpose of Marketing in 21st century is to identify, meeting human and social needs. One of the shortest and most popular definition of marketing is to meet needs profitably, according to Philip Kotler and Kevin Lane Keller in the 14th edition of Marketing Management. This subject is important because it will allow us to understand the influence of marketing mix on consumers purchasing decision for the integration of African loincloth patterns by the study of marketing management, which is the art of creating, planning, and implementing strategies to achieve business objectives. This process helps organizations to understand their customers and their organization as well.

To reach the implementation of the strategy, the use of marketing mix as a tool will help future businesses that want to target the African loincloth market. It is found that other studies on the marketing mix generally talk about the 4Ps, namely product, price, place, and promotion, which today are extended to more than seven factors by adding people, physical evidence, and the process. This model of research can be used by other researchers in addition to the establishment of potential businesses that offer traditional value to the international market.

1.3 Significance of the Study

This current study is particularly interesting when it talks about the marketing mix and its elements, but also about consumer decision-making concerning offers on the markets. It encourages us to understand how to develop a business through the in-depth study of marketing. Because the study is based on a specific and extremely rare research subject, this study allows the researcher to position it not only on a national but also on an international scale through its creativity and innovation. Through the study of the general independent and dependent variables, this study is placed on theory and practice because it allows us to have a great theoretical overview of marketing, which can be applied practically in the development of projects or business but also in the improvement of flourishing business on national and international markets.

Creating alternatives and developing innovative strategies in many sectors in which African loincloth patterns can be used is one of the principal objectives of this study on a practical level; understanding consumer behaviour in decision-making concerning buying products or using services is possible. Creating value and building a strong relationship with the public remains the most important in terms of marketing strategy.

1.4 Research Questions and Hypotheses

To understand the real problem of the subject, answer the general research questions, ask the important research questions, and focus more on it, is essential to understand the relationship between the factors determining the marketing mix and consumer purchasing decision-making, also what effect each factor has on purchasing decision-making?

1. Does the product variable positively influence the purchasing decision-making on the African loincloth patterns?

2. Does the price variable positively influence the purchasing decision-making on the African loincloth patterns?

3. Does the place variable positively influence the purchasing decision-making on the African loincloth patterns?

4. Does the promotion variable positively influence the purchasing decision-making on the African loincloth patterns?

5. Does the people variable positively influence the purchasing decision-making on the African loincloth patterns?

6. Does the physical evidence variable positively influence the purchasing decisionmaking on the African loincloth patterns?

7. Does the process variable positively influence the purchasing decision-making on the African loincloth patterns?

8. Does the 7P marketing mix elements positively influence the purchasing decisionmaking toward the African loincloth patterns?

Information for each variable studied count to answer the problem plan and count to test the hypothesis presented (Sugiyono, 2015).

As part of the research that will be carried out, we have formulated hypotheses according to which:

H1: The product variable has a positive influence on purchase decision-making.

H2: The price variable has a positive influence on purchase decision-making.

H3: The place variable has a positive influence on purchase decision-making.

H4: The promotion variable has a positive influence on purchase decision-making.

H5: The people variable has a positive influence on purchase decision-making.

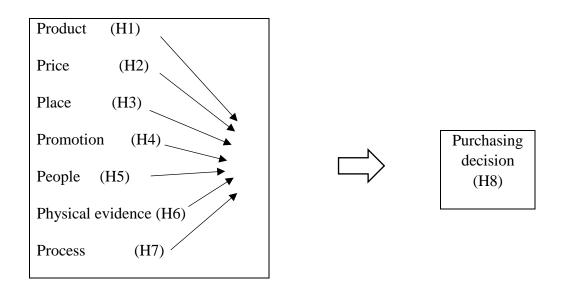
H6: The physical evidence variable has a positive influence on purchase decision-making.

H7: The process variable has a positive influence on purchase decision-making.

H8: All the 7P variables of the marketing mix have a positive influence on purchase decision-making.

Figure 1

Conceptual framework



1.5 Assumptions

This study cannot be decisive without the study of the assumptions; indeed, on the basis of it, we can confirm whether our study will be decisive and relevant. On the other hand, they provide us with a research problem to be defended in the rest of our work.

H1: Product variable has a positive influence on purchasing decision-making.

The first component of the mix marketing strategy is product. According to Kotler (2007), a product is an association of specific goods and services offered by a company to the

market targeted. It is something that can be bought, used, or consumed and meets the needs or desires of consumers. In addition to the physical, colorful form of the African Loincloth (AL), it also includes services, such as those provided by wedding planners. They use the AL for wedding decorations or other celebrations, and it is becoming a popular and brilliant kind of service, increasing the ALP power. There are several attractive assets to make customers purchase the AL, including its patrimonies, tradition, cultural value, and ease of attracting consumers. The key elements in terms of competition for businesses are product design, quality, and diversity. The relationship between product and the purchasing decision of customers regarding African loincloth patterns is essential.

Product attributes and service attributes influence consumer perception of products and organizations (Pujiyono et al., 2016). Perception is the process of how consumers may process existing information, beginning by discovering the information, paying attention to information, and finally understanding the information (Mowen & Minor, 1998). From the product's design perspective, the AL product and service must be distinguished and differentiated from some similar products in terms of completeness of different type of products for each category.

H2: The Price variable has a positive influence on purchasing decision-making.

Price is an amount of money that a company sets for consumers in exchange for benefits when using a product or service. It is a crucial factor that determines a buyer's decision. Among the components of the marketing mix strategy, price is the only one that generates income, while others allow financing costs (Kotler, 2007). The prices of AL products on the African market are in accordance with the quality of each ALP offered. The low prices can be a valuable source of benefits and satisfaction for price-sensitive customers, as they get great value for their money. However, organizations should be careful when pricing their products to avoid negative effects on their brand image, which ultimately affects purchasing decisions. If the price is affordable, it becomes competitive, and discount prices can also influence a customer's decision to purchase. Pricing is crucial to add value to products and consumers.

H3: The place variable has a positive influence on purchasing decision-making.

According to Kotler (2007), a good location is essential for a business to supply goods and services to customers at the good time and location. If a business is easily accessible to customers, it will provide convenience to them. The location of a business greatly influences the desire of customers to come and shop (Sumarwan, 2004). In Africa, public marketplaces are the most popular places for selling products made from ALP, as they offer a diverse range of shops and a good atmosphere, attracting a large number of consumers. However, private shops located outside the markets offer high-quality products at prices that are often too expensive for most consumers and are usually reserved for high society.

H4: The promotion variable has a positive influence on purchasing decision-making.

Promotion is a type of communication that informs customers about a product's availability, price, and place. According to Sumarwan et al. (2015), marketing promotion can be divided into two types: mass promotion, which contains advertisements, sales promotion events, public exchanges, and personal promotion, which includes direct marketing and personal selling.

H5: The People variable has a positive influence on purchasing decision-making.

Key components for any business are the employees, partners, and customers. It is important to remember that every action, attitude, or appearance of an employee can have an impact on a customer's decision to purchase from the business. Therefore, it is essential to meet consumer expectations when it comes to reception services, pre-sales and aftersales services, in order to encourage more purchases.

H6: The physical evidence variable has a positive influence on purchasing decisionmaking.

Physical evidence refers to tangible objects that can affect consumers' decisions when purchasing or using products or services. Physical facilities encompass the physical environment, such as buildings and equipment, as well as visual elements like logos and colors.

H7: Process variable has a positive influence on purchasing decision-making.

Processes refer to all current procedures, previous and actual mechanisms, also activities that are used to deliver products or services. Process is an important element of the service for the mix marketing, and customers may perceive that service delivery system is an integral part of the service according to Pramesty et al. (2022).

H8: All 7P variables of the marketing mix have a positive influence on purchasing decision-making.

Previous studies suggest that here there is a huge opportunity to conduct future further research on how marketing mix variables impact purchasing decision-making. Marketing mix variables are increasingly important in the purchase of consumer products and services. These outcomes support the previous important studies that was conducted by Amelia et al. (2015), which showed that product, price, promotion, place, people, physical evidence, and process variables truly have a positive effect on purchasing decision-making. In summary, marketing mix elements are influenced by purchasing decisions once consumers are aware of what is the product, price, place, promotion, people, physical evidence, and process, which is when the decisions to purchase are made before the actual purchase.

The buying process can be prolonged before making the actual purchase, which can have a last impact. Therefore, the customer's expectations and the decision-making process lead to an increase in some purchasing decisions (Kotler, 2002). Before taking any decision to buy or consume a product, three factors affect consumers: the deep environmental influences, the deep individual influences, and the deep psychological processes (Engel et al., 1994).

1.6 Limitations

Limitations are a form of restriction that researchers encounter; they often prevent researchers from obtaining total satisfaction with their research work. Regarding this research, many limitations have been identified. A limitation in terms of obtaining theoretical information on the African loincloth is observed, this subject has not obtained much attention in the last ten years, but today, it makes the first page of magazine media, hence the interest to bring to Requirement.

The discovery of cultures from here and elsewhere and the expansion of the Internet have also allowed many subjects relating to origins and traditions to emerge. Given the selected sample of international students from African countries, it is believed that the researcher will encounter difficulties in collecting data because all students from African countries studying in the TRNC have not been in direct contact with the African loincloth but have knowledge of it. With regard to the questionnaire, which will allow the researcher to collect the data, it is also possible that participants answer questions asked incorrectly, and this may affect the research.

1.7 Definition of Key Terminology

Marketing Mix: According to Kotler and Keller (2012), the marketing mix is a crucial combination of unique product strategy, distribution, promotion, and pricing - along with people, physical evidence, and process strategies - designed to achieve mutual satisfaction exchange with the targeted market.

Purchasing Decision: According to Nugroho J. Setiadi (2008), purchasing decisionmaking for consumers is about integrating knowledge in order to process to the evaluation of two or more alternative behaviours and choosing one of them.

Product: Products are any physical or non-physical representations that can be sold or offered to customers in marketplaces in order to meet their needs (Sumarwan et al., 2015).

Price: Price is the amount of money charged to customers for goods or services. It is the sum of the values consumers may exchange for the benefit of having or using the product attributes and services (Kotler & Bowen, Makens-2013).

Place: Place is the process of deciding where organizations can allocate their stores and how many stores, they can open to best serve their customers (Kanoga, 2016).

Promotion: Promotion is a communication tool between businesses and consumers to influence consumer consumption according to their desires and needs. It is one of the most vital components of the marketing mix strategy, and the sales promotion actions may include publicities, public relations, demonstrations, etc. (Culliton, 1948).

People: People are all the actors who play an essential role in the introduction of products or services, and they may influence the buyer's perception. The people in an organization are part of and are also responsible for everything that is display inside and outside the organization (Sullivan, 2002).

Physical Evidence: Physical evidence refers to the tangible indices that may support and lead the service (Sullivan, 2002). When customers enter in a store, they have their first contact with the place's atmosphere, which stimulates and influences their sensory reflex, such as the merchandise display, the interior design, the scent, light, and the music (Yoon, 2013).

Process: Process get referred to the way the service is delivered to the client. For an effective process businesses used innovation. In terms of process innovation is the most important aspect for businesses by which an organization can increase their efficiencies by reducing the costs and ultimately well increase customer the satisfaction and also the performance of the organization (Abrahamson, 1991; Ittner & Larcker, 1998; McKeown, 2008).

CHAPTER 2 LITERATURE REVIEW

2.1 Marketing Mix Strategy

The marketing mix strategy is a powerful and essential concept for Marketing, which is an ensemble of marketing tools used by companies to obtain a desirable and valuable responses on their offers present in the target market. It makes marketing seem easy to manage and allows it to separate from other activities. Marketing mix refers to the four P's, traditionally called the essential ingredients of a marketing strategy, i.e., product, price, place, and promotion used to change an organization's competitiveness (Gronroos, 1994). Provide customers value by achieving companies' marketing objectives effectively in the modern marketing system. Three more P's have been incorporated into the four P's, namely: people, physical evidence, and process (Lovelock, 2011).

The mix marketing helps marketers define and understand the marketing elements to have a successful position in the market. They have found that marketing mix allows for creating or increasing customer satisfaction through the deep study of those elements Mc Carthy, (1964). According to Agic et al., (2016), marketing strategy is related to the creation of a marketing mix which enables a business to achieve its objectives in the targeted market. The 4P marketing mix has proven itself in an era when companies were likely convinced to offer products more than services. The 4 Ps were the first aspect of the product marketing campaign, and the importance of the customer service in brand development was not widely known, Ryńca R, Ziaeian Y (2021).

Over time, Booms and Bitner, (1982) added three extended P service mixes: participants or people, material evidence, and process. Later, participants were renamed People, and the marketing mix covered marketers, customer service, recruiting, company culture, training, and compensation. Today, it is highly recommended to consider the complete seven (7) elements of the marketing mix when considering strategies against the competition. The 7P help organizations to examine and define the main problems that may

affect badly the marketing of their products and services Tanjung, I. (2021). This marketing model has become very popular over the past few decades. With the evolution of time and the arrival of new technologies, the marketing mix strategy can also be used in digital marketing today.

Figure 2

7P Marketing mix elements



2.1.1 Product Variable

The Product refers to goods and services that a business brings in the market. It can be any item that a business provides to customers to meet their needs or wants, such as physical or intangible objects, services, people, places, or ideas. A product is a marketing effort related to everything offered to meet consumer needs (Kotler & Keller, 2009). Product mix consists of product type, quality, design, completeness, brand name, packaging, size, product service, warranty and replacement (Kukanja et al., 2016). Marketers must create a new and actual product and then improve it to make it more attractive to customers. The core product aims to solve customer problems, and it is what the company produces to meet their needs. As customer needs change and competitors move forward, the company must add more value to the benefits packaging to improve its offer.

When improving a product, businesses must think over the product itself. They may add value and create differentiation to make the customers engaged, through online support, or digital content user (Jain, R. & Jain, S., 2022). These elements can help customers know more about the product and feel more confident when buying it.

The product is a critical element of market positioning as it attracts customers, faces competition, and generates revenue. That's why its characteristics must be studied closely to meet needs and the expectations of target future consumers. Therefore, the real interest of product marketing is to work on the product's characteristics and specifications. A product feature is a specific element that has benefits corresponding to customer expectations.

2.1.1.1 Design. Product design per definition is the process which describes imagining, creating, and iterating objects or services that will solve user problems or meet their specific needs in each market by generating and developing effective and efficient ideas on paper or software. It is, therefore, a significant aspect of the development of new products. Designers focus not only on how the product looks but also on how it works, how it is made, interpret the value, and experience it will provide to the users. For the design of African loincloth, the design of the patterns is the crucial object of success and the success of the sale, if they please the eyes of the customers, they will necessarily buy, hence the importance of the design of the loincloth patterns. Its motifs are the subject of controversy and affirmation in Africa, they reflect a culture, an ethnicity, a community, a belonging, a tribe, a nation, and more.

2.1.1.2 Quality. The product quality is the extent to which a product encounters customer needs, in terms of its purpose and industry standards. When evaluating product quality, companies consider several huge and important factors, including the manner it solves a problem, if it works efficiently, and if it is suitable for customer needs. For the making of African loincloth, quality is one of the critical criteria for purchasing, knowing how to choose quality means perpetuating your heritage because good quality loincloth can be worn and kept from generation to generation. Quality is preserved over time.

2.1.1.3 Quantity. According to the Cambridge Dictionary, quantity refers to the amount or number of something, especially which can be measured. The volume of the fabric determines the quantity, in most cases, a piece contains three loincloths, which is more than enough to make any clothing model. The fabric is folded into a rectangular shape, making it easy to transport and display.

2.1.1.4 Benefits. Benefits are the value that users get from using the product or the service. Product benefits are all positive influences a good or service has on a consumer. Consumers may feel immediately the benefits or long-term benefits, which they may experience as they use a product or service. Each benefit offered to customers also provides another reason to purchase or repurchase the product or service and compete.

2.1.1.5 Packaging. Product packaging refers to a designed package created for a product. This includes some materials and uses techniques, printing, and assembly. The packaging is an integral part of the product because it protects it, facilitates handling, provides simple placement on shelves, communicates a marketing message, and is used for promotional services to get the opportunity to make a final impression.

2.1.1.6 Brand. A brand name allows the identification of an organization and its specific products or services to provide differentiation from similar brands in its category. There are international brands that specialize in the manufacture of African loincloths, such as Vlisco, Uniwax, Woodin, and others.

Some companies have opened subsidiaries in Africa to increase production output. Some artisanal manufacturers make and promote handmade products using artisanal techniques.

2.1.2 Price Variable

Price is the only important outcome-generating unit of the marketing mix, and all other marketing activities represent a cost. Therefore, it is essential to set the right price not only to cover the costs also generate a maximum profit. Before setting the product prices, the business needs to do research for information on what customers are willing to pay. The price is also a strong indicator that helps businesses to position themselves in the marketplace to crush competitors, prices need to be set including competitors' prices.

According to Riaz and Tanveer Goi (2011), and Muala and Qurneh (2012), excerpts from numerous studies indicate that price is the amount of money which is

charged for product or service it is a total value that consumers give in exchange of the benefits of having and using the product or service. By offering low prices to its clients, it is not necessarily a true guarantee of success, it plays a considerable role in the purchasing decision. This criterion is becoming an essential element to guarantee customer satisfaction. It has also become a criterion mainly used by buyers to judge the offer offered to them. Consumers are always looking for the great deal at the best prices. In developed countries, for example, customers are using websites on mobile devices to compare the prices of particular products even when they are physically placed in stores. In Africa, to compare African loincloth patterns products, customers have to visit stores and then ask for prices, if the price is still high, negotiations may be considered as a second chance. Behaviors have changed, and consumers are gaining power day by day. However, some customers are looking for more and more information before buying products on marketplaces.

Virvilaite et al. (2009) expressed that price has always been the most significant factor for determining customer satisfaction. Customers are estimating the value of obtained products and services by the price. According to Nakhleh (2012) price is what is giving up obtaining a product or a service and how much consumers are intended to pay due to their different needs.

Therefore, the price perception for products or services may differ among individuals. In order to set up a future business abroad, the organization have to consider the target customers for setting prices, they are therefore obliged to provide a product with flexible prices that may be fixed by taking into account the instability and changes in exchange rates in the country. However, in the strategy, they must also consider the cost of production and other costs in total combination with the initial price.

The pricing model takes into account many factors. We have the choice between different strategies:

- Set prices above those of competitors to give the impression of offering superior products.

- Match the product's prices with the competitions, then highlight the advantages and benefits of the products or services offered.
- Setting prices below those of the competition to penetrate a saturated market or attract price-conscious consumers.
- Plan to increase or decrease prices once the brand is established to emphasize the value offered.
- Set a high base price to make offers or promotions more attractive.

2.1.3 Place Variable

A business has the option to use different channels to distribute its products to their customers. These channels can be defined as direct or indirect, and the choice of the channel can have a significant and great impact on sales. According to Goi (2011) and Muala and Qurneh (2012), the placement of a company's products in different marketing channels, such as the wholesalers or retailers, must be practical. A distribution system is an essential external resource, and an organization must pay attention to placement decisions due to their impact on production and consumption. Placing products with end-users may involve intermediaries like retailers.

The distribution channel is crucial for physical distribution processing as it is the arena where marketing leads to consumer satisfaction. A distribution channel is the pathway traveled by a product or service from the producer to consumers.

Short distribution channels or short circuits occur when customers buy a product or pay for a service directly from the manufacturer organization, while long distribution channels or long circuits involve a distributor, a supplier, or a retailer. Companies create distribution channels to answer this particular question: How do companies offer products to their consumers?

Here there is the seven most essential distribution channels to know:

2.1.3.1 Direct Selling. A direct-selling business model, also known as a direct channel for business, doesn't use intermediaries for the distribution process. It means also that there are no retailers called third-party or outlets between producers and consumers.

Many African luxury loincloth brands are an excellent example of a direct sales approach. In most cases, customers must go through the business stores to purchase loincloth. Vlisco, for example, has its own physical stores and sells directly to the consumers. Although the brand products are present in third-party retail stores, they try mostly to direct some potential and loyal clients to the branded stores. The ultimate example type of direct selling is a company that produce their products and sells them in the same place where they are manufactured, such as a baker.

Direct selling has many advantages. Since companies handle the distribution without intermediaries, they do not need to share the revenue with other third parties. By eliminating intermediaries from this distribution channel equation, brands which have this financial flexibility to create low prices and attract potential clients to obtain a competitive advantage. Businesses that may control their distribution costs adequately may reach their target audience and can optimize their profitability. Selling directly to end-users allows brands to simply control the customer experiences and create some physical and some digital stores that directly align the company's core values and messages.

Managing a distribution internally and offering by using direct way bring the brand closer to the customer. It optimizes the customer relationship if there is no intermediary to separate them from the brand.

2.1.3.2 Retail. Retail is the most used channel to distribute brands product to customers. Businesses also use the third-party or outlets to bring African loincloth products to marketplaces. Superstores, also known as mass distribution, and department stores act as intermediaries and direct points of contact for the clients. However, it is not all retailers which have the same distribution approach. It depends on the brands, products, and audiences, some companies may choose the broadest possible market penetration, even if others are getting focused on establishing some exclusivities by limiting the product availability.

2.1.3.3 Intensive Diffusion. Customers are mostly familiar with a type of retail distribution where the products are sold as many outlets as possible. This type of distribution is suitable for goods that require a high brand loyalty, such as African

loincloth products. If a customer's preferred brand which has product non available on the market, they can easily purchase another product at a very similar or different tax. Intensive distribution provides brands with the greatest possible reach, allowing them to engage with potential clients in the market. However, only a few businesses can achieve this level of high distribution due to the complicated nature of inventory management, the logistics, and marketing requirements. This approach might be more suitable for niche markets with limited benefits that require an effective targeted strategy. Luxury products might also suffer cause of the heavy distribution if lower quality products offer can easily attract fewer discerning clients.

2.1.3.4 Selective Distribution. Luxury brands are often highly selective about the retail outlets that sell their products. For instance, Vlisco or Uni-wax loincloths are not usually found in supermarkets. These brands prioritize the in-store experience and carefully regulate retail displays, as well as the way their products are described and demonstrated by sellers. They target the audience by an extremely discerning and seeks outlets where their preferred luxury brands are available.

2.1.3.5 Exclusive Distribution. Selecting a distribution strategy involves using several intermediaries and outlets to sell the products, but businesses sometimes opt for exclusive distribution as a better option. Under this organized model, a company collaborates with a single wholesaler or retailer for a particular great market. The goal is to restrict the availability to maintain brand integrity and create a more selective and exclusive brand image. Vlisco is a well-known example of an exclusive distribution process. The company works with wholesalers in each market globally to ensure precise then control where its products are sold and how they are truly represented, even if a third party such as a representative is the ultimate point of contact with end customers. However, when it comes to African loincloth products, the brand cannot dictate the instore shopping experience of customers, even when it wants to create strict brand guidelines that agents must follow.

2.1.3.6 Dual Distribution. Many businesses use common distribution channels to offer their products. They work with wholesalers and retailers at the same time in order to

maintain the extension of their revenues instead of selling directly to customers. This approach is called dual distribution. Uni-wax, which we mentioned earlier, is an example of dual distribution approach, although its bents more towards the direct distribution channel. African loincloth manufacturers generally use this approach by selling their products through retailers, telecommunications partners, and their own physical or online stores.

2.1.3.7 Sale via a Wholesaler. Like retailers, the wholesalers also act as intermediaries. They purchase the products from manufacturers then sell them to the clients at a higher price. The most significant differences between these business models are to remain the scale and the audience. With this particular channel, customers spend less money for a unit while buying large quantities of loincloths. Choosing the appropriate distribution channel or channels is essential. Whichever channel you choose will have an effect on how the items are handled, how quickly they are shipped, and the overall capacity of delivering the products to the clients.

This method of distribution can bring significant value to the end consumer. Is it important to provide customers with a personalized service? Is it necessary to take care of all the aspects of the product, or is it better to have a collaboration with many intermediaries? Does the target audience prefer to buy the product online, or do they want to test it first? These questions must have answers before deciding which distribution channel and which platform the organization may use to make the marketing of the products, depending on the merchandises, the capacity of production, the storage, the delivery process, target audience, and all aspects of our marketing mix. However, what absolutely must be considered today is the importance of digital sales tools and digital marketing. Then, to effectively connect the business to the customers, it is essential to have benefits from a high-performance and optimized website.

2.1.4 Promotion Variable

Promotion is a crucial part of the mix strategy. It is an effort to convey information or to communicate between traders and consumers with the aim of disseminating information, influencing, persuading, and reminding target markets in order to create demand for products or services offered by organizations (Marques et al., 2014). There are various tools available for communication, each with all different advantages. Advertising is excellent for building company awareness and reaching new audiences, even if personal selling with a sales team is ideal for building customer relationships and closing sales. Choosing the right tools and selecting the most effective media to reach the target audience based on their preferences is crucial. If the customers are regular on social media, this is where marketers should focus on promoting the product or service.

According to Muala and Qurneh (2012), promotion is a crucial part of businesses and an integral component in the whole marketing process. It is a technique of selling that should involve communication (promotion) to succeed in any marketing program. Promotion includes many sales promotion activities. Its purpose is to make potential clients aware of the availability of many choices for products and services. A product or service can be successful if the benefits of the service can be communicated by using clear and effective messages to the target market.

A communication activity is essential for the strategies because it plays three vital and important roles: providing useful information and advice, to persuade targeted customers about the benefits of the product or service and encouraging them to take action at specific times. Activities related to promotion are advertising, sales promotions, personal selling, and publicity, and they may all influence consumers' way of thinking, showing their emotions, and sharing their purchasing experiences.

Marketers should use communication tools to offer consistent messages about their products and services on media that consumers are likely to use. Promotion is essential as it provides information and advice and persuades customers. To guide and teach them how to act at a specific time and how to use the product to get beneficial results. Individual salespeople, TV, radio, internet, magazines, press, and all media can deliver the product advertisement. An organization's success truly depends on its ability to promote itself effectively. By utilizing a combination of sales promotion, advertising, sales force, public relations, and direct marketing, a company can show a strong presence in the market and attract more customers. Organizations should not miss out on the opportunity to grow their business and invest in a comprehensive promotional strategy. This is not applied only to clients; communicating with other stakeholders, such as shareholders and the public, to build the company's reputation is equally important.

Promotion includes all company activity undertaken to communicate the product or service to the target market. Its means include all the promotional activities conducted by companies to inform and promote the product or service to the market share (Kotler, 2007). Promotion means an activity that transmits the product's benefits and persuades consumers to purchase it. Sales promotion refers to all activities undertaken by a company to convince consumers to buy their products. The primary goal is to maintain, encouraging consumers to buy the product, maintain their interest in shopping, introduce new products and services, compete with competitors, and take an advantage on the actual trends in consumer shopping behavior. This form of direct persuasion is achieved through various incentives that can be organized to stimulate the purchase of products immediately and increase the number of items purchased by customers.

2.1.4.1 Strategies for promotion

2.1.4.1.1 Advertising. Advertising refers to promoting goods or services through nonpersonal means. It involves communicating information about a product or service to potential customers by using various media channels like TV ads. Advertising is a powerful tool to establish a strong association with brands.

2.1.4.1.2 Personal Selling. Personal Selling one type of promotion in which a company representative meets customers personally to sell a product. It is helpful to understand the client profoundly needs more customized them and detailed.

2.1.4.1.3 Sales Promotion. Sales promotions, which are also known as trade promotions, involve offering incentives such as products discount or giving testers or samples, to enhance sales. There are several reasons to conduct sales promotions. These promotions aim to increase the sales in the short term and help to build a long-term relationship with end-customers. On the other hand, trade promotions are targeted towards service distributors and also retailers to encourage them to buy a large volume of products and increase advertising for the product.

Public Relations is a kind of promotion where a company or product is promoted positively without spending on it. This often happens when the business makes their customers engaged to them using any public interactions and is viewed as news, which gives it high credibility over traditional advertising. Standardizing advertisements helps to create consistency in the representation of a brand, making it more recognizable to the audience.

2.1.5 People Variable

A company's employees are the primary point of contact when customers interact with the organization. They handle customers inquiries, their orders, and complaints by using various means like face to face, online chat, social media, or call center.

These employees represent the company to the customer and play an important role in shaping their perception of the business. It is crucial that employees possess adequate acquaintances of the company's offers, to have access to relevant information, and display a positive outcome towards customers. Although employees can be inconsistent, proper training, empowerment, and motivation can help differentiate a company's offering and build valuable customer relationships.

Muala and Qurneh (2012) state that employees who produce and deliver the service are an essential factor in delivering quality service. Physical and verbal interactions between customers and employees strongly influence the customer's perception of the quality of the service. Personnel play a crucial role in delivering services to customers and are often associated with the company they are working for. Personnel are also critical in establishing a customer-centered organization and differentiating variables such as products, services, channels, and images. Cooperation from personnel is necessary to achieve customer orientation. The actions of all personnel significantly influence the success of the business. With proper communication knowledge, training and support from the company, they can make the optimal value of the product and the company display.

2.1.6 Physical Evidence Variable

Physical evidence is a crucial aspect of service delivery, it is related to the physical environment in which products and services are provided and aid in the performance and communication of the business. The quality of the service is often evaluated by customers based on the physical evidence aspects they observe. The physical environment where the services are produced and delivered can have an important impact to make the customers satisfied. The appearance of the staff, the layout, and decor of the service facility, and other visible surroundings can influence the customer's perception of the quality of the service.

Physical Evidence focuses on the physical conditions in the place of business including the surrounding area. (Khan, 2014). This physical environment has a crucial role in customers' perception of the service level and quality, particularly in services like hotels, restaurants, retailing, etc. The natural environment is also a part of the service experience itself.

Physical evidence is an important indicator of a company's quality of experience. It can help new customers feel reassured and is especially useful in situations where payment is required before the product or service has been delivered. For instance, in some restaurants, physical evidence can be in the form of staff uniform, menus, and online reviews which can give an idea of the kind of experience one can expect. Similarly, in some agencies, the website has valuable physical evidence in the form of testimonials, case studies, and also in the form of contracts which companies are given to customers in form of representation for the services they will give to the client.

2.1.7 Process Variable

Muala and Qurneh (2012) defined process as the execution of actions and functions that may increase the value of the products, by providing low cost and high benefits to customers. For service-based businesses, good process management is more crucial than for the companies that deal with goods. The speed and expertise of service providers are evident to the client, and it is a significant factor that determines their satisfaction toward the purchase. A well-managed process gives validity and consistency

for the business. However, when it comes to simultaneous consumption and production, balancing service a supplied demand is quite challenging according to Do, Q., & Vu, T. (2020). The design and implementation of all elements of a product play a huge role in creating and offering products. Every company wants to create regular, efficient, and friendly customer journeys, which is not feasible without placing a good process. Understanding the steps of the customer's journey, from inquiry to purchase, helps to identify the necessary processes to create a positive customer experience.

When a client makes an inquiry, how long are they going to wait to get a response? How much time will elapse between asking their questions to the sales team and receiving the answer? What happens after making a purchase? By which manner clients can ensure that reviews are going to be given after a purchase? How will businesses use technology to make their processes efficient? All these questions are necessary to build a positive customer experience.

2.2 Purchasing Decision-Making

The purchasing decision is a process of deciding whether to buy products or receive services among several alternatives. During this decision-making process, consumers evaluate different options and choose one or more based on certain considerations, such as product features, price, place, promotion, people, physical evidence, and process. The purchasing decision involves several factors, including economic, technological, social, and cultural considerations. After considering all the factors, consumers respond with their buying attitudes, preferences, and purchase behavior, deciding what to buy, when, where, and how much, and how they will interact with the company.

Personal traits and evaluation processes, along with external stimuli, mainly determine a customer's purchasing decision, as per Kotler. Hence, it is essential to study these factors for effective marketing strategies. Understanding consumer behavior is crucial for marketing, as it helps companies to get better strategies and become successful. To influence consumer behavior, marketers need to understand how consumers may think, express their feelings, and make a choice among existing alternatives, including brands, products, and services. They also need to understand how the consumer deals with his environment, such as culture values, family values, influences, and their interaction with them. Knowing how consumers are motivated and how they make their decision based on different strategies between several options is also crucial.

The purchasing decision-making process is critical because every person plays the role of a client and makes many purchasing decisions every day. Very essential to understand what influences personal buying decisions to provide value and satisfy customers, by creating a huge competitive advantage and display the value of the company.

Today, researchers study specific factors and ask more complex questions involving other sciences such as neurosciences. New scientific fields are emerging, such as neuromarketing, which combines neuroscience, psychology, and marketing to understand consumer behaviors and decision-making using scientific methods. Consumer behavior changes over the years due to trends and new lifestyles adopted by different groups, and hence marketers must keep up with these changes to make their marketing strategies more effective. Today, people expect more than just interaction, they want a range of new points of contact that offer new experiences.

2.2.1 Purchasing Decision-Making Process

This process is used to understand how and why consumers make purchase decisions, and to comprehend the steps that they follow when they make a purchasing decision. This understanding helps marketers to create efficient marketing strategies. Consumers recognize a need or want that can be physical, such as thirst and hunger, social, such as social belongingness, or psychological, such as the desire for love and protection.

Philip Kotler has presented a model of six stages to illustrate the process of consumer buying decision (Kotler, 2009):

Figure 3



Six-stages model involving consumer buying decision process.

2.2.1.1 Problem Identification / Recognition. The consumer's purchasing decision process starts with the identification of needs. These needs can be launched or caused internally as well as external stimuli. For example, a couple may have the desire to dress in fashionable traditional clothing from internal stimuli or by receiving suggestions from relatives, which act as a form of external source. The marketers try to stimulate people's needs and help people identify those needs through extensive use of the mix marketing.

2.2.1.2 Information Search. When a consumer feels a need, he or she will search for completed information's on how to fulfill it. Consumers typically seek information from five sources:

2.2.1.2.1 Internal Sources. By recalling from memory after a need emerges, the consumer begins internal research, if they have satisfied a similar need in the past.

2.2.1.2.2 External Sources. As a consumer, when you have enough knowledge about a product, you may search for external information to help you make a purchase decision. There are different sources of information that you can use, such as consulting with family and friends, marketing sources like advertisements and salespeople, public

sources like media publicity, and experiential sources through experiencing a product firsthand, such as tasting it in a store.

The amount of time a consumer spends on external search is conducted by three important factors. First is the ability to search, which is determined by a person's level of education and knowledge about the product and brand in a specific context. Second is the level of motivation, which is influenced by the level of involvement a client has with a product or service. For example, men may have high involvement with cars, while women may have low involvement. The need for cognition is another factor that motivates consumers who enjoy mental activities and want to think carefully about their options. Finally, the level of enthusiasm or enjoyment that a customer has for shopping also plays a role in the amount of time spent on external search.

2.2.1.3 Listing Alternative Brands

During the evaluation of alternatives stage, a consumer takes time to analyse the information that are available to choose the good product or brand.

They may list out a few alternative brands available in the market, collecting necessary information from various sources such as product features, price, and after-sale services.

2.2.1.4 Evaluation of Alternative

When a consumer wants to fulfil a need, they start by gathering information and assessing their options. They might find a product or brand that seems like a good fit, and then consider factors like its features, price, the reputation of the company, and more. During the evaluation stage, they take the time to carefully analyse all the available information, comparing and contrasting different options. They may even make a list of several brands and collect information from various sources to make the best decision.

Three models belong to the evaluation process:

Evoked set: which consists of brand that an individual has used in the past and may consider a new purchasing decision and is often generated internally during the information search or evaluation stage. For our information two others sets attract interest to marketers:

Inept set: includes the brands that are part of the person's memory, those brands are not considered in the purchasing decision, because of a negative experience.

Inert set: Includes the brand that consumer does not know or has a little information about it.

2.2.1.5 Purchasing Decision

After the consumer has reduced all the possible alternatives to small one, he can take the final decision to buy. The consumer will decide whether to buy, what to buy, where and when to buy. Consumers can also stop or give up their purchasing decision if none of the one pre-selected alternatives filled their needs.

2.2.1.6 Post Purchasing Decision

As a marketer, it is necessary to consider the post-purchase behaviour of the clients. The satisfaction level of a customer is determined by whether the product meets, exceeds, or falls short of their expectations.

Satisfied clients are more likely to repeat purchases and give positive feedback about the organization, and dissatisfied customers can give negative feedback of on products or the organization. Studying post-purchase behaviour can help marketers understand how the products are used and help them to better design an excellent mix marketing.

Consumer buying behavior is influenced by various trends. These trends are caused by changes in people, culture, environment, and economy. A complex of age refers to children who are growing up faster and being implicated in purchasing products that were previously reserved for teenagers and adults. It also refers to older consumers who do not want to be viewed as old and prefer products designed for younger generations.

Gender complexity refers to consumers who want to be treated as individuals and prefer products made especially for them. Active and busy lifestyle consumers prefer goods and services that reflect their lifestyle. Some people prefer to stay at home and build relationships with family or friends, which is known as cocooning, others prefer to follow traditions. Experience pursuits refer to occasional indulgences or pleasure binges, such as expensive trips, which people use to handle the stress of a busy lifestyle. Health emphasizes people's interest in maintaining a youthful appearance and being healthy.

2.3 African Loincloth Patterns

In Africa, the loincloth is a significant garment that represents the sum of clothing fashion. It is not only a habit, but a tradition and even an obligation for certain categories of people. However, due to globalization, this habit seems to be disappearing in contemporary societies. Nowadays, young women are finding it challenging to tie a loincloth, which is a cause of concern. While every generation lives according to the realities of its time and the conveniences that come with it, it is essential to question why we are turning our backs on our roots. The loincloth is a light garment that is worn in many African countries. It is often mixed with other textile materials such as jeans, silk, satin, leather, and animal skins to create unique designs that belong to a particular tribe, ethnic group, or clan in different countries. It carries an identity and even a message depending on how it is woven.

The loincloth has significant sociological significance. The African and especially the black woman identifies with the loincloth. Indeed, in African societies, there are several ways to wear loincloths. It can be tied on the hips, worn as a scarf, designed like any other garment, and even used as decorative items for the home, shoes, bags, clothing accessories, and even culinary designer with African loincloths, showcasing its originality.

In Africa, loincloths are not just a piece of clothing. They are a means of communication. Each loincloth has its own colours, patterns, and way of being tied, which sends a message on the spot. For instance, if someone knowingly tramples on a woman's loincloth in full view of others, it is an act of disrespect and a declaration of war. Similarly, if an elderly woman threatens to undo her loincloth in public during an argument, it is believed to bring a curse on the audience. Wearing a torn loincloth in Africa is a symbol of physical, material, or psychological decline. If a woman throws her loincloth on the

ground in the middle of the day, it is a sign of overwork or madness. Conversely, if a man tears off a girl's loincloth or scarf, it is a sign of love for the girl. In the past, if a woman tied two loincloths on top of each other on the lower part of her body, it meant that she was married. On the other hand, if a girl wore a single loincloth, it meant that she was single. These examples illustrate the importance of loincloths in black culture. For men, the loincloth they tie around their hips with a big knot is a symbol of their status as the head of the household. The loincloth reflects the culture of the wearer. In customary marriage ceremonies, loincloths represent half of the dowry.

The woven loincloth was once reserved for traditional chiefdoms, but nowadays it belongs to those who come from the royal family. However, there are woven loincloths that have become accessible to everyone because of disclosure. The royal loincloth is often adorned with designs and mystical illustrations that symbolize the order and power of kings.

The royal loincloth cannot be bought at the market. Instead, it is often made by the king's own weavers (who are exclusively men) and passed down through generations. Even newborns are welcomed into the world wearing a loincloth and carried on the back with one. In ancient times, a woman's wealth was determined by the number and quality of her loincloths and jewellery. Today, globalization is causing many of our traditions to disappear. The loincloth is being replaced by pants, skirts, and dresses made with other fabrics, all in the name of modernization. However, this is inconceivable for representing the African woman, as culturally, it is less common to see girls or women wearing loincloths in the streets of Congo, Ivory Coast, Cameroon, or Gabon. This has resulted in a loss of the cultural identity and values, with people no longer knowing who is married or not. French colonization, new clothing trends, the imposition of service dress, and the impact of Christianity and Islam have all contributed to this change.

Africa is facing a new form of colonization that involves a shift towards dressing in European and American-style clothing. Even in remote areas of the continent, traditional clothing like loincloths is becoming less valued by younger generations. This poses a threat to the preservation of African culture, as future generations may not understand the importance of these traditional garments. Efforts will need to be made to promote the wearing of these cultural items to prevent them from dying out. Culture is an essential part of a nation's social representation, encompassing everything from its arts and laws to its customs and habits. Culture has a profound impact on modern society as it distinguishes people from one another through their values, symbols, interpretations, and perspectives. People of the same culture generally interpret the meaning of symbols and behaviors similarly, making cultural understanding and preservation crucial.

In Adjamé, one of the main markets in Abidjan, Côte d'Ivoire, women can choose between a "capable husband" or an "ungrateful husband" while watching "L'oeil de ma rivale" to preserve "the bed of my husband" and son "Garden of Eden". Once a husband is chosen, if the wife shows jealousy, she may say to him "No threesome" and "If you go out, I go out", with the final threat being "If you divorce, I will not eat Marten". These names are nicknames given to thousands of coloured fabrics loincloths with various patterns, these strips of fabric printed about 6 meters long with African patterns. The best-selling and best-known of these loincloths inherit names that become generalized according to a mysterious process specific to rumours or jokes. Starting from the saleswomen to the customers, everyone gives names to these loincloths and sometimes it stays.

When there is a Novela which is successful or a political event, the loincloth which arrives at the same time can receive its name", explains sellers of loincloth. Some loincloths bear the first names of heroines from television series, but there is also "Renato's Car", directly inspired by the name of a handsome man from a Latin American soap opera. The "Balai de Guei" got its name after General Robert Guei's 1999 coup in Côte d'Ivoire. The best-selling patterns become classics, but the others disappear. In general, these loincloths are used to make clothes, traditional or modern. "Shirts, pants, dresses... clothes but also bags, shoes, curtains, sheets, tablecloths, you can do anything with them.

Table 1

Names of different African Loincloth Patterns

French translation	English translation
Ya Mado	Ya Mado
Je cour plus vite que ma rivale	I run faster than my rival
Mari capable	Capable husband
La ceinture de Mobutu	Mobutu belt
Les bougies	The candles
Femmes riches	Rich women
Clôture de Maison	House fence
Petites Etoiles	Little stars
L'arbre tombé	The fallen tree
Boule d'ambiance	Mood ball
Fleurs de Paris	Flowers of Paris
Boro ou plaqué plaqué	Boro or plated plated
Jalousie	Jealousy
Huit-huit	Eight-eight
Mari incapable	Husband is unable
Biscuit	Biscuit
Ventilateur	Fan
Dollars	Dollars
Ton pied mon pied	Your foot my foot
Millionnaire	Millionaire
Miroir	Mirror

Names of	f different A	African	Loincloth Patterns

Cœur brisé	Broken heart
L'œil	Eye
La natte	The braid
Les bijoux de famille	The family jewel
La couronne de la miss	The crown of the miss
Kennedy	Kennedy
L'hirondelle	The swallow
Gingembre	Ginger
L'arachide	Peanut

2.4 African Students in Kyrenia

Kyrenia, also known as Girne is a city located in the north coast of the Cyprus Island, which is a Mediterranean island in the Eastern Mediterranean Sea. It is important to keep in mind that Kyrenia is under the control of the Turkish Republic of Northern Cyprus TRNC, the political situation on the Island is complex, with Cyprus being a divided country since 1974. It is one of the major tourist destinations of the island and is known for its rich history, historic sites, stunning coastline, and beautiful, picturesque harbor. The town of Kyrenia presents a rich and diverse history, dating from thousands of years. It has been inhabited since the Neolithic period and has seen the influence of various civilizations, including the Romans, Byzantines, Lusignans, Venetians, Ottomans, and British.

The cultural story of Kyrenia is long, dating back to ancient times, the city culture is deeply intertwined with its Geek and Turkish historical influence. Kyrenia has a mixed population of Greek Cypriots and Turkish Cypriots, and both cultures have influenced the culture city's cultural landscape. We can find a blend of Greek and Turkish traditions, cuisines, and languages. The city of Kyrenia is a popular tourist destination, attracting visitors from around the world. Its historic sites, natural beauty, and safe and relaxed atmosphere make it a charming place to explore. The educational part of North Cyprus is renowned for the study opportunities offered to foreign students, especially those from African and Southwest Asia countries.

It is home to many educational institutions including universities and colleges. Those institutions offer a wide range of undergraduate and postgraduate programs in different fields of study. They also offer accommodation for students on campus, additionally, there are private apartments and shared housing available in the town for students who prefer to live off-campus. As a popular tourist destination and a hub for international students, Kyrenia offers a multicultural environment. Students from different countries come to study in Kyrenia, creating a diverse community that can enrich the cultural experience for students.

African students who choose to study in Kyrenia may face unique challenges related to cultural adaptation, language barriers, and adjusting to different educational system. However, universities often provide support services for international students to help them to integrate into campus life, but it is still not enough to fill the cultural hole that they feel.

Due to the fact that the TRNC is a country where borders are closed to the import and export of goods, Africans residing on the Island do not have permanent access to food supplies to be able to cook meals from their countries. This critical situation is a big problem for their integration, even to receive some articles that allow them to feel connected to their origins is complicated. Face with this lack of diversity, going back home has become the greatest solution to this situation for all Africans living on the island. Because of the lack of African embassies and even international representatives from different countries registered on the island, the African communities and others feel abandoned to themselves.

2.5 Relationship between Marketing Mix Strategy and Purchasing Decision Making

The relationship between marketing strategy and purchasing decision-making cannot be overlooked when we talk about the marketing mix. A marketing strategy is a set of goals or objectives with rules that provide information about the direction of a company at any level (Harahap, 2018). Marketing strategy is a factor that needs to be considered in attracting people to make purchases. Because an incorrect application of marketing strategies can have a negative impact on business life. With a marketing strategy that is mixed in such a way, business owners try to keep their business alive and survive in an area of competition that no longer focuses on getting more profits, but on the process of maintaining sales attracting consumers, and retaining existing customers (Harahap, 2018).

The marketing strategy explains how the business will fulfill the needs and wants of its future customers and how to introduce activities maintaining relationships with customers, by planning how the business will use its strengths and its capabilities to match with the needs and requirements of the market. Over time, the marketing strategy has becoming important and challenging, because this concept is about targeting people inside and outside of the organization by looking at how to deliver exceptional value to customers designed from the following psychological, economic, and sociological components to understand their purchasing behavior.

According to (Sumarwan, 2003) we can define the consumer decision as an act of ownership of two or more options. The level of consumer involvement in purchase is influenced by stimuli, which means that the customer must feel involved regarding the product or service features. There are customers who feel highly involved in the purchase of products or services and others who are not, any decision includes several components, (Swastha, 2008).

Those components are:

- Selecting sellers

- Selecting the time of the purchase
- Choose the amount of the purchase.

It can be concluded following the definitions, that the marketing strategy can have positive and negative impact on the consumers purchasing decision, if the organization does not understand its objectives and how to deliver products or services wanted, customers will not be attracted and make the purchase. They have to learn more about the customers acquire them, develop long-term relationships, and mutual satisfaction as a long value stay.

2.6 Relationship between Purchasing Decision-Making and African

Loincloth Patterns

According to Abdullah et al, (2017), the study of consumer behaviour became a very recent field of research in the mid to late 1960s. The concept of purchasing decision establishes links in other scientific fields, such as psychology, which has been widely borrowed by marketer theorists to study the individual behaviours, sociology which study groups, it is a social science that study how people interact in groups and anthropology which study people by the influence of the society on individuals. The discipline of marketing has been built based on the economic sciences. Many new models of market behaviour were based on those economic theories, with the idea that people behave rationally to increase their satisfactions. When it comes to purchasing products and services, consumers are just the most likely to buy impulsively and be affected by their mood, the circumstances, advertisements, and role models. These two considerations come together to give a holistic model of customer behaviour that takes into account all logical and emotional facets of the consumer in decision-making (Anwar & Balcioglu, 2016).

The African loincloth is becoming a sure value for the continent's economy, given its inter-planetary influence and its notoriety gaining over the years thanks to the development of industrial sectors such as textiles, fashion, and crafts. The purchasing power of consumers of the African loincloth is expanding while going beyond borders, it can be found today on the catwalks of major haute couture fashion shows of famous designers such as Juanjo Oliva, Burberry, Lena Hoschek, Stella Jean and Guen Stefani. Also, on American stars like Beyoncé, Chris Brown, Nicky Minaj and still others parading the red carpet of any type of event. It has actually become very easy for loincloth manufacturers to draw attention to their creation and allow customers to keep the flame of the purchase, thanks to new patterns created day by day, customers not only have the choice but also the embarrassment of the choice concerning the plurality of the articles available on the market.

2.7 Relationship between Marketing Mix Strategy and African Loincloth

Patterns

The marketing mix strategy is a mix of tactics or marketing activities that are used to satisfy consumer needs and wants towards the offers in their mind. It consists of the 7Ps: Product, Price, Place, Promotion (McCarthy, 1960) and three additional elements that help us to find the challenges of the marketing services: People, Process, and Physical Evidence (Booms & Bitner, 1982).

To enter a chosen market segment, a good plan must be made after determining the target market through marketing research. The marketing mix that is applied must have product strength, price advantage, distribution channels, and promotional strategies (people, physical evidence, and process) in order to succeed in the market (Kartajaya, 2007). Previous research has shown that factors of the marketing mix such as product, price, place, and promotion significantly impact purchasing decisions (Andotra & Pooja, 2007; Lembang, 2010).

It is crucial to study marketing mix factors in order to develop an effective marketing strategy, according to Kotler. Marketing mix is the most fundamental concept in marketing management, and understanding it is essential for creating an effective marketing strategy. The customer's assessment of marketing mix factors is crucial in the assessment of the process, as it influences their purchasing decision (Kotler, 1995). The African loincloth offers quality and diverse products at affordable and attractive prices,

with various promotions, good service, and strategic locations. These factors allow them to compete effectively in attracting potential customers, including both individuals, men or women, students or workers, who are interested in making a purchase.

Product is what is actually exchanged, and through it the customer can make the decision to buy. It is a set of complex benefits, which meet the needs of customers. While there, what makes the difference in this debate is that customers pay for what appeals to them such as the packaging, the components of the product, and the services they receive, ultimately the degrees of satisfaction they have depends on the quality of the product and the service received. For this reason, the service must be properly developed and tailored to meet the needs and desires of the customers for whom they are making purchases.

The price element of the marketing mix is dominated by what is charged for the fees that are charged. Required to be part of the purchase decision, this pricing element not only affects the revenues from the effectiveness of the marketing strategy, but it is also important to study marketing mix factors, according to Kotler. Marketing mix is the most important concept in marketing management that must be completely understood.

The customer's evaluation of marketing mix factors plays an important role in influencing their purchasing decision. The African loincloth offers quality and diversified products at affordable, attractive, and wide prices, promotions, good service, and strategic locations. This helps them to compete and attract potential customers, including individuals, men or women, students, or workers.

The product is the main exchange between the customer and the business, and it is through the product that the customer makes their decision to buy. It is a set of complex benefits that meet the customer's needs. The difference in this debate lies in what appeals to the customer, such as the packaging, the components of the product, and the services they receive. Ultimately, the degree of customer satisfaction depends on the quality of the product and the service received. Therefore, the service must be properly developed and tailored to meet the needs and desires of the customers, company but also those of consumers. Pricing is an important factor that can affect customers' decision to purchase a product or service. A high price may lead to abandonment of the purchase, while a price that is too low may compromise the quality of the product or service, resulting for negative perception of its quality. Therefore, pricing is a crucial element for businesses to consider in their day-to-day operations.

The distribution channel techniques a company uses to deliver its products and services to the market can have a significant impact on a customer's decision-making process. A company's ability to meet or exceed customer expectations can facilitate the purchase decision, while the opposite can put the decision-making process at risk. Promotion encompasses all the tools that a company can use to inform potential customers about their products or services, including advertising, direct marketing, publicity, public relations, personal selling, sales promotion, and interactive channels. The use of integrated marketing communication tools is the best way to effectively communicate with a broad range of customers, attract consumers and non-consumers, and positively influence their perception of the products or services offered.

People are the individuals who interact with potential and existing customers, including both staff and support personnel.

Administrative support plays a significant role in the delivery of services, both on the front line and behind the scenes, which can influence customers' perception of the quality of the product or service. As such, people are a crucial component of the marketing mix that businesses should consider.

Physical evidence refers to the tangible elements of a product or service offer that make it possible to turn intangible products into something that can be experienced. Companies value different tangible characteristics that appeal to their target markets, ranging from raw materials to the use of materials and facilities that enhance customer experience. The process involves determining the type of service, whether it is standardized or customized, and the number of steps involved in the service process, as well as the actions taken by the organization to increase the value of the product and make purchasing decisions easier for the customer.

CHAPTER 3 METHODS

Research is about collecting, analysing, and interpreting data to understand phenomena (Leedy & Ormrod, 2001). Researchers are sometimes mistaken in gathering information, having a documentation on the facts, and search for information (Leedy & Ormrod, 2001). According to Kouassi (2010), the research describes, understands, explains behaviours, and predicts facts. The research is a systematic process for defining the objectives, managing the data, and also communicating the findings occur within established frameworks and by existing guidelines. The frameworks and guidelines indicate what to include in the research process, how to perform the research, and what types of inferences are the most probable based on the data collected. This part helps explain the research design, sampling design, data collection, and the analysis we have used for our research in the following step.

3.1 Research Design

Leedy and Ormrod (2001) explain that research methodology is a general approach that researchers use for carrying out the research project. Research defined as quantitative involves collecting data to quantify the information and subjected to statistical treatment in order to support or refute alternate knowledge (Creswell, 2003).

This research thesis was conducted using a quantitative approach to collect the primary data. According to (Saunders, 2019), the quantitative approach aims to find and explain the relationship between the variables. The researcher will determine the relationship between variables: product, price, place, promotion, people, physical evidence, and process with purchasing decision of the African loincloth patterns products. In order to determine the influence of 7P marketing mix variables on purchasing decision for the integration of the African loincloth patterns, scale questions adapted from previous studies and demographic questions were used to formulate the questionnaire. The questionnaire was printed and physically distributed.

3.2 Population and Sampling

This study is targeting African students between 18 and 30 years old of both genders staying and studying in Kyrenia city of the TRNC because they are the first people who have been in contact with the African loincloth patterns and who care about ancestral and cultural patrimony wherever they go. According to the observations, it can be said that they are most interested in the African loincloth, especially in TRNC, where students are not allowed to receive articles from their own countries, facing importation and budget (financial) difficulties, which include high prices and post office taxes. In order to integrate the African loincloth in TRNC, they are the first line persons from whom it is possible to understand the behaviours for the purchasing decision concerning the African loincloth patterns.

According to the higher education registration system (YOKAS) data, the number of international students in TRNC between the 2022-2023 academic years is 36.964. For this study, the sample of African students from French and English-speaking studying in TRNC were chosen randomly through simple random sampling (probability sampling). In order to calculate the sample size for this study, the number of international students studying in TRNC was used because the specific number of African students studying in TRNC is not specified. The minimum sample size of this thesis was determined based on the number of international students studying in TRNC; we got a 95% confidence level, and a 5% margin error was calculated as a result of 381 for the sample size. To achieve representativeness, the printed questionnaire was distributed to 500 students from several Universities in Kyrenia.

3.3 Instruments and Procedures of Data Collection

Data collection is a systematic process used for acquiring and measuring information on variables to answer research questions, test the hypotheses, and evaluate the outcomes (Jovancic, 2019). For this research, the researcher proceeded to collect primary and secondary data. In order to collect secondary data, previous studies were used to gather information on the research background, and the theoretical framework was used to develop the testing model.

The primary data was collected by using printed questionnaires distributed by hand to each participant. The questionnaire comprises 50 questions, the first of which asks participants if they agree to proceed with the questionnaire.

From question 2 to question 44, the researcher describes the variable questions, including five 5-point Likert type scale, which go from 1 strongly disagree to 5 strongly agree, then from question 45 to 50, our demographic questions.

Table 2

Measurement instruments		
Questions	Hypothesis	Source
The design of African loincloth patterns products influences your purchasing decision.		
The quality of African loincloth patterns products influences your purchasing decision		
The quality of African loincloth patterns products that you bought was as you expected.	Product variable has	Mary, W.Gikonyo
African loincloth patterns products have good guaranty.	a positive influence on purchase decision making.	(2020) Izzudin, A.A.B
The value you receive from African loincloth patterns products influences your purchasing decision.		(2011)
The longevity of African loincloth patterns products influences your purchasing decision.	1	
The brand name of African loincloth patterns products influences your purchasing decision.		
The brand name determines the quality of African loincloth patterns products.		

Measurement instruments

Questions	Hypothesis	Source
The price of African loincloth patterns products reflects their quality		
Prices of African loincloth patterns products are affordable.		
The price is the first factor, which influences your purchasing decision.	Price variable has a positive influence on purchase	Mary, W.Gikonyo (2020)
Discount prices influence your purchasing decision	decision making.	Izzudin, A.A.B (2011)
An increase in the price of products made with African loincloth patterns may influence your purchasing decision		

Questions	Hypothesis	Source
The permanent availability of the African loincloth patterns products influences your purchasing decision.		
Buying African loincloth patterns products in store influence my purchasing decision.	Place variable has a	Mary, W.Gikonyo
Buying African loincloth patterns products on internet is more safety.	positive influence on purchase decision making.	(2020) Izzudin, A.A.B
The wide distribution of African loincloth patterns products over the country influences your purchasing decision.		(2011)
Accessibility of stores for African loincloth patterns products influences your purchasing decision.		

Measurement instruments

Questions	Hypothesis	Source
Memorable advertisements on African loincloth patterns products influence your purchasing decision.		
Social media promotion activities on African loincloth patterns products influence your purchasing decision.	Promotion variable has a positive	Mary, W.Gikonyo (2020)
Advertisements about African loincloth patterns products on T.V, radio, billboards influence your purchasing decision.	influence on purchase decision making.	Izzudin, A.A.B (2011)
African loincloth patterns products sold on flash sales influence your purchasing decision.		
I buy African loincloth patterns products from brands that are more involved in sponsorship events.		

Questions	Hypothesis	Source
Sale person with good skills are more reliable.		
The helpfulness of sales person influences your purchasing decision.	People variable has	Mumbi, M.K (2019)
The motivation of sales person influences your purchasing decision.	a positive influence on purchase decision making.	Simon. G.K (2016)
The responsiveness of sales person influences your purchasing decision.		
The confidence of sales person influences your purchasing decision.		

Measurement instruments

Questions	Hypothesis	Source	
The colors of the African loincloth patterns are visible and well display in stores or market places.			
Store layout and its positioning influence your purchasing decision.	Physical evidence	Mumbi, M.K (2019) Simon. G.K (2016)	
The ambiance in stores or marketplaces increases your purchasing decision.	variable has a positive influence on purchase		
The store interior design influences your purchasing decision.	decision making.		
Purchasing the African loincloth patterns products in store influences your purchasing decision.			

Questions	Hypothesis	Source
Availability of various payment options influences your purchasing decision.		
The speed of the service delivery affects your purchasing decision.		
The manufacturing process of African loincloth patterns products is efficient and leads to increase your intention to purchase.	H7: Process variable has a positive influence on purchase	Mumbi, M.K (2019) Simon. G.K (2016)
The manufacturing process of African loincloth patterns products is transparent and leads to increase your purchasing decision.	decision making.	
The manufacturing important information's received from the manufacturer leads to increase your purchasing decision		

Measurement instruments

Questions	Hypothesis	Source
According to your culture the African loincloth patterns products influence your purchasing decision		
From social factors the African loincloth patterns products are the most used in Africa.	H8: All 7P variables of marketing mix have a positive	Eckoubou-Pie, J.B., Parilti, N., Sokmen, A. & (2021)
For celebrations such as weddings, anniversaries, and others you may choose the African loincloth patterns products	influence on purchase decision making.	
In presence of new climatic seasons in another country, will you still use African loincloth patterns products		
Personal income is a factor affecting your intention to purchase African loincloth patterns products		

3.4 Data Analysis Procedures

Analysing data includes several distinctive analyses to interpret better the data collected to understand the topic through small parts. First of all, the researcher prepared the data by checking and cleaning them; the researcher had to assemble all the collected questionnaires and then separate the completely filled copies from the ones that were not completely filled. According to Zikmund (2003), a great questionnaire, as a research instrument, must be more valid and reliable to be sure of the consistency and accuracy of the instruments.

By using IBM SPSS statistics version 21, the researcher transformed all the variables and items as code to enter the data in SPSS; in order to analyse them, the researcher classified first the demographic variables, then second responses of the participants on the questionnaires, which were analysed using descriptive statistics measures which are the elementary measures that describe a sample based on the data collected, and can include the simplest counting, percentage overviews, different

dimensions of the central tendency. For this study, mean, frequency, and percentage arithmetic were used to analyse the demographic characteristics and participants' responses.

Secondly, for this study the linear regression analysis was conducted to determine or establish the relationship connecting the independent and dependent variables of the study to test the model and hypothesis.

CHAPTER 4

DATA ANALYSIS RESULTS

4.1 Preliminary Analysis

For the smooth running of this study, it is extremely important to check the margin of error of the data collected; it is very difficult to take into account the results obtained after analysis for research. To determine if the study is valid and meticulous, it is necessary to vary the analyses throughout the process. It can happen that the data is missing, and the respondents can also make errors when answering the questions; all of this is one of the categories of problems that a researcher can encounter. A preliminary analysis to avoid any risks in this problem is recommended while examining the missing data, as well as the accuracy of the data, correlations, normality, and linearity.

4.1.1 Accuracy and Missing Data

When researchers are conducting a survey, they face big challenges that relate to the accuracy and missing data through an only or manual process. However, for this study, data was collected using a printed questionnaire distributed to African students currently studying in Kyrenia (Final University, Kyrenia University, GAU, and CSU) for one week. After completing the questionnaires, they were collected directly from students and kept in a box. Before entering data into IBM SPSS statistics, the data was screened, and no missing cases were deducted from it; the process was followed carefully in order to avoid missing cases. The responses of our participants were typed into the software. With the minimum sample size required of 381 at a 95% of confidence level and 5% margin error, 400 participants for the sample are accepted for the representation of our targeted population.

4.1.2 Assessment of Normality for Marketing Mix Instruments and Purchasing Decision

The distribution of variables with numerical data must be found before using statistical tests. The use of descriptive statistics to assess the normal distribution of the data and

analyse the evaluation of the Marketing mix instruments and the purchasing decisions was an asset to this study. About the normality, we use the Kurtosis measurement (between - 10 and 10) and then the Skewness measurement (between -3 and 3) to ensure that the indicators meet the assumption. Table 3 shows the normal distribution through Skewness and Kurtosis values.

Table 3

Descriptive statistics

	N Rang e		N	0	Min	Max	Mean		Std dev	Vari	Skewne	SS	Kurtos	is
	Stat	Stat	Stat	Stat	Stat	Std Error	Stat	Stat	Stat	Std Error	Stat	Std Error		
Product	381	3.13	1.88	5.00	3.6375	.03037	.59280	.351	188	.125	147	.249		
Price	381	3.60	1.40	5.00	3.4766	.03275	.63925	.409	332	.125	.156	.249		
Place	381	6.00	1.00	7.00	3.1412	.03413	.66626	.444	.276	.125	2.825	.249		
Promotion	381	3.80	1.00	4.80	3.3344	.03504	.68395	.468	616	.125	.629	.249		
People	381	5.80	1.60	7.40	3.6100	.03735	.72895	.531	.034	.125	1.356	.249		
PE	381	3.20	1.80	5.00	3.4635	.03236	.63167	.399	.071	.125	209	.249		
Process	381	3.60	1.40	5.00	3.4772	.03183	.62123	.386	203	.125	135	.249		
PD	381	3.60	1.40	5.00	3.6446	.03273	.63892	.408	466	.125	.372	.249		
Valid N	381													

Legend: N – total number, Min – minimum, Max – maximum, Std – standard, dev – deviation Vari – variance, PE – physical evidence, PD – purchasing decision, Stat – statistic.

According to table 3 the mean values of the observed variables started by the highest one which is purchasing decision (M=3.6446) followed by product (M=3.6375), people (M=3.6100), process (M=3.4772), price (M=3.4766), physical evidence (M=3.4635), promotion (M=3.3344), and the lowest one which is place (M=3.1412).

About the assumption of normality by checking the highest Skewness value (0.034) and the lowest Skewness value (-0.0616) the highest Kurtosis value (2.825) and the lowest Kurtosis value (-0.135) it is concluded that the distribution of the variables is normal.

4.1.3 Sample Demographic

The printed questionnaire was distributed physically after receiving the approval from the ethical committee of Final International University. African students from French and English-speaking countries studying in TRNC were invited to participate to the study, through a sample of 381 between 18 and 30 years old from several Universities. 500 participants received the questionnaire, over them 400 participants gave their permission for usage of the answer and completed the survey.

Table 4

	Frequency	Percent	Valid Percent	Cumulative
				Percent
Algerian	1	0.3	0.3	0.3
Angolese	1	0.3	0.3	0.5
Beninese	1	0.3	0.3	0.8
Burundian	5	1.3	1.3	2.1
Cameroonian	19	5.0	5.0	2.1
Comorian	1	0.3	0.3	7.4
Congolese	184	48.3	48.3	55.6
Egyptian	1	0.3	0.3	55.8
Ethiopian	4	1.1	1.1	56.8
Gabonese	6	1.6	1.6	58.4
Gambian	1	0.3	0.3	58.7
Ivorian	45	11.8	11.8	70.5
Kenyan	3	0.8	0.8	71.3
Libyan	2	0.5	0.5	71.8
Malawian	1	0.3	0.3	72.1
Malian	36	9.5	9.5	81.6
Moroccan	6	1.6	1.6	83.2
Mozambian	1	0.3	0.3	83.4

Nationality of respondents

Table 4 (Continued)

Nationality of respondents

Nigerian	45	11.8	11.8	95.3
Nigerian	45	11.0	11.0	95.5
Rwandese	3	0.8	0.8	96.1
Senegalese	2	0.5	0.5	96.6
Sierra Leonean	1	0.3	0.3	96.8
Somalian	1	0.3	0.3	97.1
South African	1	0.3	0.3	97.4
Sudanese	3	0.8	0.8	98.2
Tanzanian	6	1.6	1.6	99.7
Togolese	1	0.3	0.3	100.0
Total	381	100.0	100.0	

Table 4 shows the list of nationalities and the number of participants who answered the questionnaire, the result shows that the highest number of participants are from Congo with 184 (48.3%), Ivory coast with 45 (11.8%), Nigeria with 45 (11.8%), and Mali with 36 (9.5%). The result shows that twenty seven African counties appear in the list of nationalities, hence the diversity of the result.

Table 5Gender of respondents

	Frequency	Percent	Valid percent	Cumulative Percent
Male	181	47.6	47.6	47.6
Female	200	52.5	52.5	100.0
Total	381	100.0	100.0	

Table 5 shows the gender distinction of the participants in the questionnaire, from the result only two genders have been recorded in the data set from the questionnaire. The result tells us that 181 participants were males with a percentage of 47.6 % and 200 participants were females with a percentage of 52.5%.

Age of respondents

Age of respondents	Frequency	Percent	Valid Percent	Cumulative Percent
18	23	6.0	6.0	6.0
19	25	6.6	6.6	12.4
20	60	15.8	15.8	28.2
21	60	15.8	15.8	43.9
22	59	15.5	15.5	59.5
23	58	15.3	15.3	74.7
24	38	10.0	10.0	84.7
25	29	7.6	7.6	92.4
26	15	3.9	3.9	96.3
27	7	1.8	1.8	98.2
28	3	0.8	0.8	98.9
29	2	0.5	0.5	99.5
30	2	0.5	0.5	100.0
Total	381	100.0	100.0	

Table 6 shows the distinctive ages of the participants in the questionnaire, from 18 years old to 30 years old. The result reveals that sixty participants aged of 20 with a percentage of 15.8%, sixty participants aged of 21 with a percentage of 15.8%, fifty-nine participants aged of 22 with a percentage of 15.5%, fifty eight participants aged of 23 with a percentage of 15.3, and thirty eight participants aged of 24 with a percentage of 10%. Those are the highest result recorded from the questionnaire.

Table 7Marital status

	Frequency Perc		Valid Percent	t Cumulative Percent		
Single	346	90.8	95.6	95.6		
Married	8	2.1	2.2	97.8		
In a relationship	8	2.1	2.2	100.0		
Total	362	95.0	100.0			
Missing	19	5.0				
Total	381	100.0				

Table 7 shows the marital status of respondents who answered the questionnaire, over 381 respondents 346 participants with the status of single as a percentage of 90.8% were recorded, eight participants with the status of married as a percentage of 2.1%, then eight participants in relationship with a percentage of 2.1% were also recorded. The result shows that nineteen participants did not give any answer on the question hence the missing percentage of 5%.

Table 8

Education level of the respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Undergraduate	353	92.7	92.7	92.7
Master	25	6.6	6.6	99.2
PhD	3	0.8	0.8	100.0
Total	381	100.0	100.0	

Table 8 shows the education level of the respondents, over 381 participants 353 students are doing undergraduate program with a percentage of 92.7%, twenty five students are

doing Master program with a percentage of 6.6%, then three students are doing PhD program with a percentage of 0.8%.

Table 9

	Frequency	Percent	Valid Percent	Cumulative Percent
None	39	10.2	10.2	10.2
Student	333	87.6	87.6	97.6
Worker	9	2.4	2.4	100.0
Total	381	100.0	100.0	

Occupation of the respondents

Table 9 shows the occupation of the respondents who filled the questionnaire, it is observed that 333 respondents are students with a percentage of 87.6%, some respondents don't have occupation precisely thirty eight with a percentage of 10%, then nine respondents are working with a percentage of 2,4%.

4.1.4 Analysis of Respondent Responses

In this section, the reactions of respondents to marketing mix variables and purchasing decision making were investigated. The Likert scale measurement was represented in the form of numbers starting from one to five. Number one represents strongly disagree, number two represents disagree, number three represents neutral, number four represents agree and number five represents strongly agree. The tables show the number of respondents (frequency) for each question, the percentage, mean and standard deviation. In this section to establish an approximate percentage average of the questions the researcher proceeds to an addition of all the percentage of each answer and has divided it by the total number of the question, which is seen in the last column of each table.

Respondent responses for the product variable

Questions	1	2	3	4	5	N	Total Mean	T.Std deviation
The design of African loinclothpatternsinfluencespurchasing decision.	17 (4.5)	39 (10.2)	104 (27.3)	139 (36.5)	82 (21.5)	381	3.60	1.070
The quality of African loincloth patterns products influences your purchasing decision.	9 (2.4)	27 (7.1)	77 (20.2)	149 (39.1)	119 (31.2)	381	3.90	1.001
The quality of the African loincloth patterns products that you bought was as you expected.	11 (2.9)	40 (10.5)	116 (30.4)	151 (39.6)	63 (16.5)	381	3.56	.981
African loincloth patterns products have good guaranty.	14 (3.7)	34 (8.9)	115 (30.2)	138 (36.2)	80 (21.0)	381	3.62	1.028
The value you receive from African loincloth patterns products.	7 (1.8)	50 (13.1)	88 (23.1)	164 (43.0)	72 (18.9)	381	3.64	.992
influences your purchasing decision								
The longevity of African loincloth patterns products influences your purchasing decision.	12 (3.1)	27 (7.1)	84 (22.0)	157 (41.2)	101 (26.5)	381	3.81	1.009
The brand name of African loincloth patterns products influences your purchasing decision.	20 (5.2)	62 (16.3)	89 (23.4)	134 (35.2)	76 (19.9)	381	3.48	1.137
The brand name determines the quality for African loincloth patterns products.	25 (6.6)	55 (14.4)	96 (25.2)	121 (31.8)	84 (22.0)	381	3.48	1.173
Total percentage	4%	11%	25%	38%	22%	100%	_	

Table 10 shows the 381 responses of respondents regarding product variable. Based on the results it also shows how many students gives answer to each question, from strongly disagree to strongly agree. The highest percentage is 38% related to the answer four which is agree presenting also the highest number of respondents over the eight questions. The lowest percentage is 4% related to the answer one strongly disagree. By adding up all

means of the questions and dividing by eight we got a total of 3.63 mean for Product variable.

Table 11

Respondent responses for the price variable

Questions	1	2	3	4	5	N	Total Mean	T.Std Devia tion
The price of African loincloth patterns products reflects its quality.	22 (5.8)	52 (13.6)	80 (21.0)	138 (36.2)	89 (23.4)	381	3.58	1.155
The prices of African loincloth patterns are affordable.	10 (2.6)	43 (11.3)	133 (34.9)	144 (37.8)	51 (13.4)	381	3.48	0.950
The price is the first factor, which influences your purchasing decision.	28 (7.3)	75 (19.7)	92 (24.1)	111 (29.1)	75 (19.7)	381	3.34	1.207
Discount prices influence your purchasing decision.	15 (3.9)	49 (12.9)	108 (28.3)	131 (34.4)	78 (20.5)	381	3.55	1.074
An increase in the price of products with African loincloth patterns may influence your purchasing decision.	16 (4.2)	56 (14.7)	104 (27.3)	155 (40.7)	50 (13.1)	381	3.44	1.028
Total percentage	5%	14%	27%	36%	18%	100%	_	

Table 11 shows the 381 responses of respondents regarding price variable. Based on the results it also shows how many students gives answer to each question, from strongly disagree to strongly agree. The highest percentage is 36% related to the answer four which is agree presenting also the highest number of respondents over the five questions.

The lowest percentage is 5% related to the answer one strongly disagree. By adding up all means of our questions and dividing by five we got a total of 3.47 mean for Price variable.

Questions	1	2	3	4	5	N	Total Mean	T.Std Deviat ion
The permanent availability of the African loincloth patterns products influences your purchasing decision.	16 (4.2)	66 (17.3)	135 (35.4)	118 (31.0)	46 (12.1)	381	3.29	1.025
Buying African loincloth patterns products in store influence my purchasing decision.	27 (7.1)	66 (17.3)	123 (32.3)	116 (30.4)	49 (12.9)	381	3.25	1.104
Buying African loincloth patterns products on internet is more safety.	92 (24.1)	114 (29.9)	120 (31.5)	33 (8.7)	22 (5.8)	381	2.42	1.118
The wide distribution of African loincloth patterns products over the country influences your purchasing decision.	28 (7.3)	59 (15.5)	140 (36.7)	118 (31.0)	36 (9.4)	381	3.20	1.049
Accessibility of stores for African loincloth patterns products influences your purchasing decision.	10 (2.6)	44 (11.5)	118 (31.0)	165 (43.3)	44 (11.5)	381	3.50	0.934
Total percentage	9%	18%	34%	29%	10%	100%		

Respondent responses for the place variable

Table 12 shows the 381 responses of respondents regarding place variable. Based on the results it also shows how many students gives answer to each question, from strongly disagree to strongly agree. The highest percentage is 34% related to the answer three which is neutral presenting also the highest number of respondents over the five questions. The lowest percentage is 9% related to the answer one strongly disagree. By adding up all means of our questions and dividing by five we got a total of 3.13 mean for Place variable.

Questions	1	2	3	4	5	Ν	Total Mean	T.Std Deviation
Memorable advertisements on African loincloth patterns products influence your purchasing decision.	23 (6.0)	55 (14.4)	116 (30.4)	141 (37.0)	46 (12.1)	381	3.35	1.059
Social media promotion activities on African loincloth patterns products influence your purchasing decision.	19 (5.0)	42 (11.0)	100 (26.2)	155 (40.7)	65 (17.1)	381	3.54	1.055
Advertisements about African loincloth patterns products on TV, radio, billboards influence your purchasing decision.	18 (4.7)	53 (13.9)	114 (29.9)	146 (38.3)	50 (13.1)	381	3.41	1.034
African loincloth patterns products sold on flash sales influence your purchasing decision.	21 (5.5)	73 (19.2)	135 (35.4)	109 (28.6)	43 (11.3)	381	3.21	1.053
I buy African loincloth patterns products from brands that are more involved in sponsorship events.	27 (7.1)	70 (18.4)	135 (35.4)	111 (29.1)	38 (10.0)	381	3.17	1.064
Total percentage	6%	15%	31%	35%	13%	100 %	_	

Respondent responses for the promotion variable

Table 13 shows the 381 responses of respondents regarding promotion variable. Based on the results it also shows how many students gives answer to each question, from strongly disagree to strongly agree. The highest percentage is 35% related to the answer four which is agree presenting also the highest number of respondents over the five questions. The lowest percentage is 6% related to the answer one strongly disagree. By adding up all means of our questions and dividing by five we got a total of 3.33 mean for Promotion variable.

Questions	1	2	3	4	5	N	Total Mean	T.Std Deviation
Sales person with good skills are more reliable.	21 (5.5)	31 (8.1)	95 (24.9)	164 (43.0)	70 (18.4)	381	3.61	1.050
The helpfulness of sales person influences your purchasing decision.	11 (2.9)	37 (9.7)	108 (28.3)	153 (40.2)	72 (18.9)	381	3.62	.991
The motivation of sales person influences your purchasing decision.	10 (2.6)	42 (11.0)	103 (27.0)	149 (39.1)	77 (20.2)	381	3.63	1.009
The responsiveness of sales person influences your purchasing decision.	14 (3.7)	44 (11.5)	108 (28.3)	148 (38.8)	67 (17.6)	381	3.55	1.026
He confidence of sales person influences your purchasing decision.	9 (2.4)	53 (13.9)	104 (27.3)	146 (38.3)	69 (18.1)	381	3.56	1.016
Total percentage	3%	11%	27%	40%	19%	100%		

Respondent responses for the people variable

Table 14 shows the 381 responses of respondents regarding people variable. Based on the results it also shows how many students gives answer to each question, from strongly disagree to strongly agree. The highest percentage is 40% related to the answer four which is agree presenting also the highest number of respondents over the five questions. The lowest percentage is 3% related to the answer one strongly disagree. By adding up all means of our questions and dividing by five we got a total of 3.59 mean for Promotion variable.

Questions	1	2	3	4	5	Ν	Total Mean	T.Std Deviation
The colors of the African loincloth patterns are visible and well display in stores or marketplaces.	9 (2.4)	44 (11.5)	102 (26.8)	139 (36.5)	87 (22.8)	381	3.66	1.028
Store layout and its positioning influence your purchasing decision.	8 (2.1)	50 (13.1)	146 (38.3)	126 (33.1)	51 (13.4)	381	3.43	.950
The ambiance in stores or market places increases your purchasing decision.	17 (4.5)	59 (15.5)	112 (29.4)	124 (32.5)	69 (18.1)	381	3.44	1.091
The store interior design influences your purchasing decision.	14 (3.7)	66 (17.3)	113 (29.7)	128 (33.6)	60 (15.7)	381	3.40	1.061
Purchasing the African loincloth patterns products in store influence your purchasing decision.	14 (3.7)	51 (13.4)	135 (35.4)	138 (36.2)	43 (11.3)	381	3.38	.976
Total percentage	3%	14%	32%	35%	16%	100%		

Respondent responses for the physical evidence variable

Table 15 shows the 381 responses of respondents regarding physical evidence variable. Based on the results it also shows how many students gives answer to each question, from strongly disagree to strongly agree. The highest percentage is 35% related to the answer four which is agree presenting also the highest number of respondents over the five questions. The lowest percentage is 3% related to the answer one strongly disagree. By adding up all means of our questions and dividing by five we got a total of 3.46 mean for Physical evidence variable.

Questions	1	2	3	4	5	Ν	Total Mean	T.Std Deviation
Availability of various payment options influences your purchasing decision.	12 (3.1)	53 (13.9)	117 (30.7)	139 (36.5)	60 (15.7)	381	3.48	1.017
The speed of the service delivery affects your purchasing decision.	6 (1.6)	44 (11.5)	89 (23.4)	149 (39.1)	93 (24.4)	381	3.73	1.006
The manufacturing process of African loincloth patterns products is efficient and lead to increase your intention to purchase.	9 (2.4)	47 (12.3)	129 (33.9)	154 (40.4)	42 (11.0)	381	3.45	.927
The manufacturing process of African loincloth patterns products is transparent and lead to increase your purchasing decision.	20 (5.2)	41 (10.8)	142 (37.3)	132 (34.6)	46 (12.1)	381	3.38	1.004
The manufacturing important information received from the manufacturer lead to increase your purchasing decision.	20 (5.2)	47 (12.3)	143 (37.5)	123 (32.3)	48 (12.6)	381	3.35	1.021
Total percentage	4%	12%	33%	36%	15%	100%		

Respondent responses for the process variable

Table 16 shows the 381 responses of respondents regarding process variable. Based on the results it also shows how many students answered each question, from strongly disagree to strongly agree. The highest percentage is 36% related to answer four which is agree presenting also the highest number of respondents over the five questions. The lowest percentage is 4% related to the answer one strongly disagree. By adding up all means of our questions and dividing by five we got a total of 2.78 mean for Process variable.

Questions	1	2	3	4	5	N	Total Mean	T.Std Deviation
According to your culture the African loincloth patterns products influences your purchasing decision.	9 (2.4)	40 (10.5)	79 (20.7)	160 (42.0)	93 (24.4)	381	3.76	1.013
From social factors the African loincloth patterns products are the most used in African.	14 (3.7)	32 (8.4)	74 (19.4)	135 (35.4)	126 (33.1)	381	3.86	1.084
For celebrations such as weddings, anniversaries, and others you may choose the African loincloth patterns products.	11 (2.9)	30 (7.9)	80 (21.0)	111 (29.1)	149 (39.1)	381	3.94	1.084
In presence of new climatic seasons in another country, will you still use African loincloth patterns products.	32 (8.4)	62 (16.3)	121 (31.8)	114 (29.9)	52 (13.6)	381	3.24	1.135
Personal income is a factor affecting your intention to purchase African loincloth patterns products.	21 (5.5)	46 (12.1)	129 (33.9)	118 (31.0)	67 (17.6)	381	3.43	1.083
Total percentage	5%	11%	25%	33%	%26	100%		

Respondent responses for the purchasing decision variable

Table 17 shows the 381 responses of respondents regarding the purchasing decision variable. Based on the results it also shows how many students gives answer to each question, from strongly disagree to strongly agree. The highest percentage is 33% related to answers four which is agree presenting also the highest number of respondents over the five questions. The lowest percentage is 5% related to the answer one strongly disagree. By adding up all means of our questions and dividing by five we got a total of 3.64 mean for the purchasing decision variable.

4.2 Reliability

Reliability concerns the consistency, stability, or repeatability in the measurement of the same phenomenon. It is also defined as the extent in which measurement shows or gives the same response for a similar circumstances Cramer (2000). By using reliability tests such as Test-Retest reliability, Parallel or equivalent form reliability, Inter-Rater reliability, and internal consistency, researchers can determine the stability and equivalence of Cronbach's Alpha values, understand the reliability for each factor according to Cronbach, L. (1947). To test the reliability, in this case the use of internal consistency analysis was the best to measure the reliability of the study.

Scale label	Number of items	Cronbach's Alpha	
Product	4	0.764	
Price	3	0.743	
Place	3	0.720	
Promotion	4	0.735	
People	4	0.791	
PE	3	0.714	
Process	3	0.752	
PD	3	0.739	

Table 18 Internal consistency analysis

The relative Cronbach' Alpha level of measurement must to be 0.7 to be acceptable (Cronbach, 1951). Cronbach's Alpha ranges of the result presented in table 18, starting from 0.791 to 0.714 which are acceptable, all measures proved to be reliable. The Cronbach's alpha values presented in Table 18, shows that the scales are acceptable and reliable.

4.3 Validity

When it comes to measurement validity is defined as an instrument used to measure what should be measured. Validity refers to the extent to which the research accurately measures or reflects the concept or phenomenon it is intended to investigate. It is a critical concept in research methodology and indicates the degree to which the study provides meaningful and relevant results. A valid measure must be truthful according to (Burns and Bush, 2010). In this case, by taking into account the instrument the most recommended validities are content and convergent validity.

4.3.1 Content Validity

Content validity involves ensuring that the study's measurement tool like a questionnaire or test adequately covers the entire range of the construct being measured. It ensures that the instrument includes all relevant aspects of the concept. It is the most used to develop new scales according to Beckstead (2009). I used to adapt for this study existing scales, first product, price, place, and promotion were developed by Mari W Gikonyo (2020) and Izzudin (2011); people, physical evidence, and process were developed by Mumbi (2019) and Simon (2016); purchasing decision making by Eckoubou-Pie et al. (2021). The elements listed were tested and analysed to be taken into account and judged useful for the study, with 400 participants for the variable's product, price, place, and process and 70 participants for the purchasing decision variable.

4.3.2 Convergent Validity

After obtaining confirmation that the tested scales were valid, the researcher adapted them to the study, so it is possible to encounter changes. For this case, the Pearson coefficient of the correlation analysis was checked through his values which should be between -1 and 1 for the convergent validity. The factor analysis was used as well to test the convergent validity. According to Pallant (2010), a correlation is perfectly positive when it shows a value of +1 which means perfectly positive, and -1 perfectly negative, and 0 when there is no relationship between variables.

The coefficient values in Table 19 lie between 0.1 and 0.4 which means that there is a positive relationship between variables. An increase in one variable leads to a decrease in another variable this indicates that the correlation is negative, an increase in one variable leads to an increase in another variable which indicates that the correlation is positive.

Correlation Analysis

		Product	Price	Place	Promotion	People	PE	Process	PD
Product	Pearson Correlation	1	.294**	.212**	.261**	.353**	.397**	.334**	.429*
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	Ν	381	381	381	381	381	381	381	381
Price	Pearson Correlation	.294**	1	.167**	.383**	.324**	.284**	.284**	.328*
	Sig. (2-tailed)	.000		.001	.000	.000	.000	.000	.000
	Ν	381	381	381	381	381	381	381	381
Place	Pearson Correlation	.212**	.167**	1	.380**	.157**	.273**	.284**	.193*
	Sig. (2-tailed)	.000	.001		.000	.002	.000	.000	.000
	Ν	381	381	381	381	381	381	381	381
Promotion	Pearson Correlation	.261**	.383**	.380**	1	.272**	.308**	.266**	.273**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	Ν	381	381	381	381	381	381	381	381
People	Pearson Correlation	.353**	.324**	.157**	.272**	1	.299**	.269**	.321**
	Sig. (2-tailed)	.000	.000	.002	.000		.000	.000	.000
	Ν	381	381	381	381	381	381	381	381
PE	Pearson Correlation	.397**	.284**	.273**	.308**	.299**	1	.404**	.348*
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	Ν	381	381	381	381	381	381	381	381
Process	Pearson Correlation	.334**	.284**	.284**	.266**	.269**	.404**	1	.390**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	Ν	381	381	381	381	381	381	381	381
PD	Pearson Correlation	.429**	.328**	.193**	.273**	.321**	.348**	.390**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	Ν	381	381	381	381	381	381	381	381

**. Correlation is significant at the 0.01 level (2-tailed).

The correlation table shows the Pearson correlation coefficients between different variables, and the significance levels are also provided. Here's an interpretation of the relationships between Product, Price, Place, Promotion, People, Physical evidence (PE), Process, and PD (Purchasing decision).

Product and purchasing decision: There is a strong positive correlation between Product and PD (r = 0.429, p < 0.01). This indicates that as the Product variable increases, there is a tendency for PD to also increase.

Price and Purchasing decision: There is a moderately positive correlation between Price and PD (r = 0.328, p < 0.01). This suggests that as the Price variable increases, there is a tendency for PD to increase.

Place and Purchasing decision: There is a weak positive correlation between Place and PD (r = 0.193, p < 0.01). The relationship is positive, but it is not as strong as the relationships observed with Product and Price.

Promotion and Purchasing decision: There is a moderate positive correlation between Promotion and PD (r = 0.273, p < 0.01). This indicates that as the Promotion variable increases, there is a tendency for PD to increase.

People and Purchasing decision: There is a strong positive correlation between People and PD (r = 0.321, p < 0.01). This suggests that as the People variable increases, there is a tendency for PD to increase.

Physical evidence and Purchasing decision: There is a very strong positive correlation between PE and PD (r = 0.404, p < 0.01). This indicates a robust positive relationship between PE and PD.

Process and Purchasing decision: There is a very strong positive correlation between Process and PD (r = 0.390, p < 0.01). This suggests that as the Process variable increases, there is a tendency for PD to increase.

In summary, the variables Product, Price, Promotion, People, PE, and Process all show positive correlations with PD, indicating that as these variables increase, there is a tendency for PD to increase as well. The strength of the relationships varies, with some being stronger (e.g., PE and Process) than others (e.g., Place). Additionally, all correlations are statistically significant at the 0.01 level.

Table 20*KMO and Bartlett's Test of Sphericity*

Kaiser-Meyer-Olkin Measure of	0,813	
Bartlett's Test of Sphericity	Approx. Chi-Square	3713,731
	Df	351
	Sig.	,000

In order to test the scale's validity, factor analysis by exploratory analysis were used, it suggested to verify if the data are suitable to do the factor analysis according to Pallant (2010). When the Kaiser-Meyer Olkin value (KMO) measuring the sample is 0.6 or up, Bartlett's test of sphericity value is significant. The results show that the KMO value is 0.813 and Bartlett's test of sphericity is significant by 0.000 which means that the factors analysis data are correct.

When conducting a factor analysis for convergent validity, the process typically involves extracting factors and examining how well different observed variables (items) load onto these factors. The Kaiser's criterion tells us that only factors presenting an eigenvalue value greater than one (1 and more) can be extracted or retained. The previously result shows that 4 items from product measures produced a distinct dimension.

They were removed from the measurement items, two items from price measures produced a distinct dimension, and, two items from place measures produced a distinct dimension, one item from promotion measures produced a distinct dimension, one item from people measures produced a distinct dimension, two items from physical evidence measures produced a distinct dimension, two item from purchasing decision measures produced a distinct dimension, and two items from process measures produced a distinct dimension The final results show that all items were loaded on their underlying dimensions.

Table 21 shows the factors loaning of each variable of the study and all the items were loaded beneath their underlying variables ranged from 0.795 to 0.421. According to the data four items were loaded under product, three under price, three under place, four under promotion, four under people, three under physical evidence, three under purchasing decision, and three under process. There was evidence of convergence validity because all Eigenvalues were greater than 1.0.

Table 21Factor loadings

Items	People	Product	Promotion	Process	Place	Price	PD	PE
PeoQ4	0.740							
PeoQ2	0.684							
PeoQ5	0.672							
PeoQ3	0.671							
ProQ2		0.795						
ProQ1		0.731						
ProQ6		0.677						
ProQ5		0.558						
PromQ3			0.775					
PromQ2			0.670					
PromQ1			0.630					
PromQ4			0.474					
ProcQ3				0.771				
ProcQ4				0.700				
ProcQ5				0.643				
PlaQ4					0.728			
PlaQ5					0.634			
PlaQ1					0.592			
PriQ5						0.732		
PriQ3						0.663		
PriQ4						0.570		
PDQ2							0.750	
PDQ3							0.622	
PDQ1							0.583	
PEQ3								0.751
PEQ2								0.628
PEQ5								0.421

Exploratory	Factor A	Analysis
2	1 00000 1	

Initial Ei	igenvalue	S		Extract Loadin		of Squared
Factors	Total	% of	Cumulative %	Total	% of	cumulative %
		variance			variance	
1	5.233	19.380	19.380	5.233	19.380	19.380
2	2.023	7.494	26.874	2.023	7.494	26.874
3	1.750	6.483	33.357	1.750	6.483	33.357
4	1.455	5.388	38.744	1.455	5.388	38.744
5	1.392	5.154	43.899	1.392	5.154	43.899
6	1.145	4.242	48.141	1.145	4.242	48.141
7	1.117	4.138	52.279	1.117	4.138	52.279
8	1.041	3.855	56.134	1.041	3.855	56.134
9	.963	3.568	59.702			
10	.868	3.216	62.917			
11	.851	3.154	66.071			
12	.808	2.991	69.062			
13	.770	2.854	71.916			
14	.721	2.672	74.588			
15	.711	2.632	77.220			
16	.667	2.470	79.691			
17	.657	2.434	82.125			
18	.618	2.291	84.415			
19	.566	2.097	86.512			
20	.551	2.040	88.552			
21	.526	1.947	90.499			
22	.495	1.834	92.333			
23	.469	1.738	94.072			
24	.461	1.708	95.779			
25	.426	1.578	97.358			
26	.377	1.397	98.754			
27	.336	1.246	100.00			

4.4 Multiple Linear Regression Analysis

Regression analysis is a statistical technique used to find and explain the relationship between the independent variable and the dependent variable. According to Erik Mooi (2014), to analyse two or more independent variables and or single dependent variable, we use multiple linear regression. It is an extension of simple linear regression, which deals with the relationship between two variables. The evaluation of the study model, this part is focused on testing the hypotheses by evaluating the effect of each independent variable (product, price, place, promotion, people, physical evidence, process) on the dependent variable (purchasing decision).

Table 23Model summary

Model	R	R Square	Adjusted R Square	Std Error of the Estimate
1	0.547 ^a	0.299	0.286	0.53989

- a. Predictors: (Constant) Process, Promotion, People, Place, Product, Price, PE
- b. Dependent variable: PD

Table 23 shows the coefficient of determination R² is 0.299 and R is 0.547. This means that the variable purchasing decision can be predicted up to 54% by the marketing mix with a standard error of 0.540. It is indicated that 29.9% of the variation in purchasing decision is explained by the variation in marketing mix adopted by the establishment process, promotion, people, place, price, and physical evidence. This implies that the rest 70.1% of change in purchasing decision is determined by other factors.

Table 24ANOVA

Model		Sum of	df	Mean	F	Sig
		squares		Square		
1	Regression	46.398	7	6.628	22.740	.000 ^b
	Residual	108.723	374	0.291		
	Total	155.121	381			

- a. Dependent Variable: PD
- b. Predictors: (constant), Process, Promotion, People, Place, Product, Price, PE

To test the significance of the coefficient of determination we refer to the ANOVA table above, at α = 5% the value of F is 22.74. The P-value of 0.000<0.05 which means that it is significant. The marketing mix is significant in predicting purchasing decision.

Table 25

Hypotheses Testing Summary

Hypotheses	Standardized	P-value (sig)	Result
	coefficient (B)		
H1	0.241	0.000; P<0.05	Accepted
H2	0.121	0.015; P<0.05	Accepted
Н3	0.005	0.924; P>0.05	Rejected
H4	0.055	0.282; P>0.05	Rejected
H5	0.102	0.037; P<0.05	Accepted
Н6	0.090	0.080; P>0.05	Rejected
H7	0.195	0.000; P<0.05	Accepted
H8 (Constant)		0.002; P<0.05	Accepted

The p-values that are ≤ 0.05 are considered to be significant, whereas p-values that are > 0.05 are not significant (Fay and Gerow, 2019). If the p-value is greater than 0.05, then

the result is not statistically significant. A p-value less than .05 (typically ≤ 0.05) is statistically significant.

To determine if the independent variables contribute to the dependent variable, standardized coefficient values were used.

Table 25 shows that 0.241 is the largest standardized coefficient, which is for the product variable, which means that the product variable has a strong contribution to a purchasing decision. It is also found that 0.005 is the lowest standardized coefficient which is the place it means that the place variable is making a low contribution in the purchasing decision, because there is also no significance.

H1: The product variable has a positive influence on the purchasing decision of African students, for the integration of the African Loincloth patterns in North Cyprus. The table shows that the product variable has a positive standardized coefficient which is 0.241 and a P-value of 0.000 significance less than 0.05. This means that the product variable has a positive influence on purchasing decision, and the result truly satisfy the hypothesis (H1).

H2: The price variable has a positive influence on the purchasing decision of African students, for the integration of the African Loincloth patterns in North Cyprus. The table shows that the price variable has a positive standardized coefficient which is 0.121 and a P-value of 0.015 significance less than 0.05. This means that the product variable has a positive influence on purchasing decision, and the result truly satisfy the hypothesis (H2).

H3: The place variable has a negative influence on the purchasing decision of African students, for the integration of the African Loincloth patterns in North Cyprus. The table shows that the price variable has a negative standardized coefficient which is 0.005 and a P-value of 0.924 significance greater than 0.05. This means that the place variable has a negative influence on purchasing decision, the result does not satisfy the hypothesis (H3).

H4: The promotion variable has a negative influence on the purchasing decision of African students, for the integration of the African Loincloth patterns in North Cyprus. The table shows that the promotion variable has a negative standardized coefficient which is 0.055 and a P-value of 0.282 significance greater than 0.05. This means that the

promotion variable has a negative influence on purchasing decision, the result does not satisfy our hypothesis (H4).

H5: The people variable has a positive influence on the purchasing decision of African students, for the integration of the African Loincloth patterns in North Cyprus.

The table shows that the people variable has a positive standardized coefficient which is 0.102 and a P-value of 0.037 significance less than 0.05. This means that the people variable has a positive influence on purchasing decision, and the result truly satisfy our hypothesis (H5).

H6: The physical evidence variable has a negative influence on the purchasing decision of African students, for the integration of the African Loincloth patterns in North Cyprus. The table shows that the promotion variable has a negative standardized coefficient which is 0.090 and a P-value of 0.080 significance greater than 0.05. This means that the physical evidence variable has a negative influence on purchasing decision, and the result does not satisfy our hypothesis (H6).

H7: Process variable has a positive influence on the purchasing decision of African students, for the integration of the African Loincloth patterns in North Cyprus. The table shows that the process variable has a positive standardized coefficient which is 0.195 and a P-value of 0.000 significance less than 0.05. This means that the process variable has a positive influence on purchasing decision, and the result truly satisfy our hypothesis (H7).

H8: All 7P variables of the marketing mix have a positive influence on the purchasing decision for the integration of the African Loincloth patterns in North Cyprus. The result obtained in Table 22 the result shows that all variables of the marketing mix have not a positive influence on purchasing decision individually, only four variables product, price, people, and process have a positive influence, but overall, the significance is 0.002 which is <0.05 the result as overall positively satisfy our hypothesis (H8).

CHAPTER 5

CONCLUSIONS AND IMPLICATIONS

5.1 Conclusions and Discussions

The objective of this study was to understand the influence of the 7P marketing mix on purchasing decision for the integration of the African loincloth patterns in North Cyprus. The study was guided by the following research objectives: to determine if product variable has a positive influence on purchasing decision, to determine if price variable has a positive influence on purchasing decision, to determine if place variable has a positive influence on purchasing decision, to determine if promotion variable has positive influence on purchasing decision, to determine if promotion variable has positive influence on purchasing decision, to determine if people variable has positive influence on purchasing decision, to determine if people variable has positive influence on purchasing decision, to determine if physical evidence has positive influence on purchasing decision, to determine if physical evidence has positive influence on purchasing decision, to determine if process has positive influence on purchasing decision, to determine if all the 7P marketing mix elements have positive influence on purchasing decision.

Elements of the marketing mix were used as independent variable, and purchasing decision as dependent variable. Using a points Likert scale on a printed questionnaire distributed to the sample population which is 381 African students studying in Kyrenia. Divided into two parts first the variable questions and secondly demographic questions. To analyse data the use of descriptive and inferential statistics was an asset, the results were presented in the form of tables.

5.1.1 Relationship Between Product and Purchasing Decision

The result of the analysis explains that the majority of respondents agreed that the design of African loincloth patterns which is the most important element that makes people attracted to African loincloth patterns products influences their purchasing decision, when it comes to the quality which is one major factor that contributes to the development of firm competitiveness the respondents were agree that the quality of

African loincloth patterns products influences their purchasing decision. The result also revealed that the African loincloth patterns products have good guaranty and because of the fact that guarantee leads to longevity they are totally to say that both influence their purchasing decision. About the brand name, the researcher asked the question to know if the brand name determines the quality of African loincloth patterns products, the respondents agreed on it and on the fact that the brand name influence their purchasing decision.

The study concludes that there is a great significant relationship between product and purchasing decision, by the fact that the product design, quality, guaranty, value, longevity, and the brand name have influenced the purchasing decision of customers for the integration of the African loincloth patterns in North Cyprus.

5.1.2 Relationship Between Price and Purchasing Decision

The result of the analysis explain that the majority of respondents were agree that the price of the African loincloth patterns products reflects its quality, because from a background point of view it is confirmed that the biggest firm's producer of African loincloth product like Vlisco and Uniwax sell their products at an expensive price which reflect the quality, and makes the customers use and keep the product for a very long time. The price, which is the most factor that makes customers undecided, other firms specially from China understand that by reducing the price of the product in order to attract customers by giving a low quality, what leads us to the next question where respondents were agree that the prices of the African loincloth patterns products are affordable. The result also shows us that respondents were agree with the fact that the price is the first factor which influence their purchasing decision, they are also agree that discount prices influence their purchasing decision. When it comes to an increase in the price of African loincloth patterns products, majority of the respondents were agreed that it may influence their purchasing decision, which mean that a price should match with consumer minds, or the organization must target the right population. The result concludes that there is a significant relationship between price and purchasing decision for the integration of the African loincloth patterns in North Cyprus.

5.1.3 Relationship Between Place and Purchasing Decision

The result of the analysis revealed that about the permanent availability of the African loincloth patterns products they were neutral concerning their purchasing decision. They are also neutral on the question buying the African loincloth patterns products in store influence your purchasing decision. The respondents keep been neutral when it comes to the widely distribution of the African loincloth patterns products over the country. The result revealed that majority of the respondents were agree that the accessibility of stores for African loincloth patterns products influence their purchasing decision. From the result analysis it is conclude that there is no significant relationship between place and purchasing decision for the integration of the African loincloth pattern in North Cyprus.

5.1.4 Relationship Between Promotion and Purchasing Decision

The result of the analysis revealed that memorable advertisements on African loincloth patterns products influence the purchasing decision, because the majority of respondents were agreed with the question. Social media promotion activities on African loincloth patterns products influence the purchasing decision, on this question majority of the respondents were agree on it, which mean that promotion on social media is a good approach to promote the African loincloth patterns products. Advertisements about the African loincloth patterns products on TV, radio, billboards influence the purchasing decision, respondents were agreeing on the question which mean that advertisements on those media can be an asset for organizations which want to increase their visibility, target different segment of the population, promote their brand. African loincloth patterns sold on flash sales influence the purchasing decision, the majority of respondents were neutral on the question. When it comes to the question buy African loincloth patterns products from brand that are more involved in sponsorship events, majority of respondents were neutral. It is concluded from the study analysis that there is no significant relationship between promotion and purchasing decision for the integration of the African loincloth patterns in North Cyprus.

5.1.5 Relationship Between People and Purchasing Decision

The result of the analysis revealed that sale person with good skills is more reliable, their helpfulness, their motivation, responsiveness and confidence influence the purchasing decision. When it comes to sale person concerning the African loincloth patterns products, they are the only canal between customers and the product, from a background point of vu they put customers in the first position that is make them feel in good hands, and in security. By the fact that the majority of respondents were agree to all the questions. It is concluded from the result analysis that there is a significant relationship between people and purchasing decision for the integration of the African loincloth patterns in North Cyprus.

5.1.6 Relationship Between Physical Evidence and Purchasing Decision

The result of the study shows that the African loincloth patterns colors are visible and well display in stores or marketplaces from the responses of the respondents who were agree with the question. When it comes to the store layout, and it is positioning the respondents were neutral on the question which mean that it is not possible to determine if there is an influence on the purchasing decision. The ambiance in stores or marketplaces influence the purchasing decision the major respondents were agree to the question.

The store interior design influences the purchasing decision most of the respondents were agree on the question. Purchasing the African loincloth patterns products in store influence the purchasing decision, most of the respondents were agreed to the question. From the analysis result it is concluded that there is no significant relationship between physical evidence and purchasing decision for the integration of the African loincloth patterns in North Cyprus.

5.1.7 Relationship Between Process and Purchasing Decision

The result of the study shows that the availability of various payment options influences the purchasing decision, the majority of respondents were agreed to the question. When it comes to evaluate the speed of the service delivery the respondents were agree that it affects the purchasing decision.

From the respondent responses the manufacturing process of African loincloth patterns products is efficient and leads to increase the intention to purchase because the majority of the respondents were agreed to the question. The manufacturing process of African loincloth patterns product is transparent and leads to increase the purchasing decision, the majority of the respondent were neutral on the question. The manufacturing important information received from the manufacturer leads to increase the purchasing decision, the majority of the respondent were neutral on the question. It is concluded from the result analysis that there is a significant relationship between process and purchasing decision for the integration of the African loincloth patterns in North Cyprus.

5.1.8 Relationship Between All The Marketing Mix Elements and Purchasing Decision

The variables were tested separately to see how each of them influences the purchasing decision, the result of the study support that product, price, people and process have positive relationship with purchasing decision, but place, promotion and physical evidence have no significant relationship with purchasing decision. It is concluded from the result that all the marketing mix elements have no relationship with purchasing decision for the integration of the African loincloth patterns in North Cyprus.

5.2 Implications and Recommendations

This study theoretically adds a new insight into the field of marketing as it combines seven elements of the marketing mix namely product, price, place, promotion, physical evidence and process. It highlights the importance of the relationship between the seven elements of the marketing mix and the purchasing decision.

From the finding the study recommends that for existing or future businesses which want to offer African loincloth patterns products in North Cyprus should have more interest on enhancing their product attributes, by creating powerful designs, giving good quality, offering good guarantee which leads to the longevity. Giving customers a great value from the culture, tradition and others in order to attract and make them purchase more.

By creating a powerful and attracted brand name in which customers can identify themselves to it, may also attract customers and increase the perception value of the customers on the products. The finding recommends also that it is important to set the right price according to the quality of the product, the businesses must to enter in the market with accessible prices, affordable also even the business want to focus and offer luxury product it important to have a good price strategy to enter the market. Concerning the place, the strategy can depend on the product placement from the results of the study a store is more trustful, and the store accessibility increase the purchasing decision of customers, it is recommended to make the products available and accessible in store also. Create memorable advertisements increase the purchasing decision of customers by arousing childhood memories, will help them to remember the brand name as well which increase the brand power and make customers loyal. Use social media, TV, billboards, radio to promote the brand and products is an asset for the products made using the ALP. Selling in store required vendors with the capacity to motivate, help, to be responsive, to have confidence with the customers that will increase the purchasing decision of customers. Make the product visible, well display, create a good position of the layout, bring good ambiance with a beautiful interior design will attract customers. A service delivery may be important, but it will be specific to different range of product because it's better to see the ALP product before to buy. Provide information on the manufacturing process to the customers can be an asset also because some customers want to feel reassured before to buy a product.

Purchasing behavior is also influenced by certain factors which are often not mentioned, but a study on the key factors on the choice of loincloth fabric led by Eckoubou-Pie et al. 2021) revealed that its social, cultural, psychological, and personal factors influence customer purchasing decisions.

They are definitely uncontrollable and cannot be ignored by marketers. This study aimed to complement the main factors influencing consumers' purchasing decisions to those below in order to have a general vision on the research questions. The social cultural factors were analysed by the following questions namely "according to your culture the African Loincloth Patterns products influence your purchasing decision? The majority of respondents agreed on the question at 42% which means that the culture is in fact the factor which influences the behaviour of individuals, and which affects the consumption of stem products such as products made from African loincloth patterns. The second question states that from social factors the African Loincloth patterns products are the most used in Africa? Respondents agreed at 35.4% on the question, which means that social classes that share values and interests in society use products made from African loincloth patterns the most. The third question states that for celebrations such as wedding, anniversary, and others you may choose the African loincloth patterns products? Respondents strongly agreed at 39.1% on the question, which means that for these events or cultural meetings, traditional clothing will always be requested. The fourth question stated that in presence of new climatic season in another country, will you still use the African loincloth patterns products? Majority of respondents were neutral on the question with a percentage of 31.8% which means that it is not determined if people will still be using it in the presence of a new climate.

Due to the fact that the subject of this subject is not known by everyone and does not constitute the work of scientific investigation, due to its originality and creativity it also allows us to have a theoretical vision on the study of marketing. This study allowed us to understand the influence of each of its elements of the marketing mix on the purchasing decision individually, but also generally in order to allow companies that wish to enter into the African loincloth market to be able to develop commercial strategies face to this opportunity. This study can fit to any country and can analyse the integration of African loincloth patterns into the international market. This study demonstrated that the marketing mix elements (product, price, place, promotion, physical evidence and process) together impact the purchasing decision only by 29.9 percent. Then there are other factors which can be combined with the ones above to create more significance and impact on the purchasing decision. For additional purpose researchers may consider the fact that African students from different African countries were used as sample in general, they may target a single country to have more information and result on a specific study sample.

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APPENDICES

APPENDIX A QUESTIONNAIRE

Analysing marketing mix strategy on the influence of customers purchasing decision for the African loincloth patterns integration case of African students in Kyrenia, Northern Cyprus.

Participation consent form

Dear participant,

This research project is being conducted by Anais Jessica BEAULOT BOUANGA, a student at Final International University, under the supervision of Assoc. Prof. Dr. Sualp Davut. This research thesis aims to analyse the marketing mix strategy on the influence of consumers purchasing decision for the African loincloth patterns integration: case of African students in Kyrenia, Northerm Cyprus. This survey is intended for African students between 18 and 30 years old of both genders studying in TRNC.

The survey will be distributed and be available between 17.10.2023 and 17.11.2023 and is going to be anonymous, the data collected from the participants will be kept safely in a locked drawer and will be used only for academic purposes. The participants are expected to participate in this survey study only once.

We invite your voluntary participation in this study, which will be beneficial for Marketing students and those who are interested in scientific research. Participation is voluntary, none of the steps in the survey should cause personal discomfort. However, if you feel uncomfortable for any reason, you are free to leave the survey at any time, without explaining the reason. There will be no negative consequences in case you choose not to complete the survey. Your responses will only be used with your approval.

Thank you in advance for participating in this study. If you need any further information about the study or if you have any questions you would like to ask you can contact me, the researcher at email: anais.bouanga@gmail.com, or by phone: +905338706938.

Thank you,

By proceeding to the survey, you consent to the evaluation of your responses.

1- Do you want to proceed to the survey?

Yes / No

"Analysing Marketing Mix Strategy on the influence of consumers purchasing decision for the African loincloth patterns integration: case of African students in Kyrenia, Northern Cyprus."

VARIABLES STUDY

Guiding scale in each statement -Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), Strongly Agree (5).

Please choose only one answer for each question asked below:

- 2- The design of African loincloth patterns products influences your purchasing decision.
- 1 2 3 4 5
- 3- The quality of African loincloth patterns products influences your purchasing decision.
- 1 2 3 4 5
- 4- The quality of the African loincloth patterns products that you bought was as you expected.
- 1 2 3 4 5
- 5- African loincloth patterns products have good guaranty.
- 1 2 3 4 5
- 6- The value you receive from African loincloth patterns products influences your purchasing decision.
- 1 2 3 4 5

7- The longevi	ty of African lo	incloth patterns	products influence	es your purchasing		
decision.						
1	2	3	4	5		
8- The brand n	ame of African	loincloth patter	rns products influe	ences your		
purchasing	decision.					
1	2	3	4	5		
9- The brand n	ame determines	s the quality of	African loincloth	patterns products.		
1	2	3	4	5		
10-The price of	African loincle	oth patterns pro	ducts reflects their	quality.		
1	2	3	4	5		
11-Prices of Af	rican loincloth	patterns produc	ts are affordable.			
1	2	3	4	5		
12-The price is the first factor, which influences your purchasing decision.						
1	2	3	4	5		
13-Discount prices influence your purchasing decision.						
1	2	3	4	5		
14- An increase in the price of products with African loincloth patterns may						
influence your purchasing decision.						
1	2	3	4	5		
15-The permanent availability of the African loincloth patterns products influences your purchasing decision.						
• •	2	2	4	5		
1	2	3	4	5		
16-Buying Afri	can loincloth pa	atterns products	in store influence	my purchasing		
decision.						
1	2	3	4	5		

17-Buying African loincloth patterns products on internet is more safety.						
1	2	3	4	5		
18-The wide distribution of African loincloth patterns products over the country influences your purchasing decision.						
1	2	3	4	5		
	lity of stores for g decision.	or African loin	cloth patterns pr	oducts influences you	ır	
1	2	3	4	5		
	e advertiseme g decision.	ents on African	loincloth patter	ns products influence	your	
1	2	3	4	5		
	dia promotion your purchasi 2		African loincloth	patterns products		
22-Advertisements about African loincloth patterns products on TV, radio, billboards influence your purchasing decision.						
1	2	3	4	5		
23- African loincloth patterns products sold on flash sales influence your purchasing decision.						
1	2	3	4	5		
24-I buy African loincloth patterns products from brand that are more involved in sponsorship events.						
1	2	3	4	5		

25-Sales person	with good skill	s are more relia	able.		
1	2	3	4	5	
26-The helpfulne	ess of sales per	son influences	your purchasing de	ecision.	
1	2	3	4	5	
27-The motivation	on of sales pers	on influences y	our purchasing de	cision.	
1	2	3	4	5	
28-The responsiv	veness of sales	person influence	ces your purchasin	g decision.	
1	2	3	4	5	
29-The confiden	ce of sales pers	on influences y	your purchasing de	ecision.	
1	2	3	4	5	
30- The colors of market places		oth patterns are	visible and well d	lisplay in stores or	
1	2	3	4	5	
31-Store layout a	and its position	ing influence y	our purchasing dee	cision.	
1	2	3	4	5	
32-The ambiance	The ambiance in stores or market places increases your purchasing decision.				
1	2	3	4	5	
33-The store inte	3-The store interior design influences your purchasing decision.				
1	2	3	4	5	
34-Purchasing th	ne African loinc	cloth patterns p	roducts in store int	fluence your	
purchase dec	ision.				
1	2	3	4	5	
35-Availability of	of various paym	ents options in	fluences your pure	chasing decision.	
1	2	3	4	5	

36-The speed of the service delivery affects your purchasing decision.						
1	2	3	4	5		
37-The manufacturing process of African loincloth patterns products is efficient and						
	-	tion to purchase				
1	2	3	4	5		
38-The manufac	turing process	of African loin	cloth patterns proc	lucts is transparent		
and leads to	increase your p	urchasing decis	sion.			
1	2	3	4	5		
	turing importan our purchasing		s received from the	e manufacturer lead		
1	2	3	4	5		
40- According to your culture the African loincloth patterns products influence your purchasing decision.						
1	2	3	4	5		
41-From social factors the African loincloth patterns products are the most used in Africa.						
1	2	3	4	5		
42-For celebrations such as weddings, anniversaries, and others you may choose the African loincloth patterns products.						
1	2	3	4	5		
43- In presence of new climatic seasons in another country, will you still use African loincloth patterns products?						
1	2	3	4	5		
44-Personal income is a factor affecting your intention to purchase African loincloth patterns products.						
1	2	3	4	5		

45-Nationality
46-Gender
47-Age
48-Marital status
49-Education level
50-Occupation

Thank you!

APPENDIX B

ETHICS COMMITTEE APPROVAL

ULUSIARARASI HNAL UNIVERSITESI	İÇ YAZIŞMA / INTER OFFICE ME	MORANDUM
Gönderilen/To:	Anais Jessica Beaulot Bouanga	Tarih/Date: 16/10/2023
Gönderen/From:	Prof. Dr. Hüseyin YARATAN Rector	Ref/Sayı:1 00/050/REK.00
Konu/Subject:	About ethical approval	
	cision taken at the Ethics Committee n your study was ethically and scientifica	
Distribution: Chai	r of the Ethics Commitee	
Ethics Committe	e Decision:	
purchasing decision-r students in Kyrenia, N guidance of Sualo Da	23/10/02: t Bouanga's application titled "Analysis of mar naking of consumers for the integration of Afri Jorth Cyprus" submitted to the Ethics Committ wut, was discussed. The proposed research is justification, purpose, approach and methods	can loincloth patterns case of African tee, to be carried out under the s ethically and scientifically
SK/HY		

APPENDIX C

TURNITIN REPORT

ORIGIN	IALITY REPORT			
2 SIMIL	0 % ARITY INDEX	17% INTERNET SOURCES	7% publications	13% STUDENT PAPERS
PRIMA	RY SOURCES			
1		ed to The Scien h Council of Tui '		– 0
2	ijibm.eli Internet Sour	tehall.com		1 9
3	erepo.u	siu.ac.ke		1,9
4	WWW.re	searchgate.net		1 9
5	journal. Internet Sour	umy.ac.id		1 9
6	fkip.unr Internet Sour			<1,
7	www.sli	deshare.net		<1 9
8	Submitt Student Pape	ed to Global Ba ^r	nking Training	s < 1 و
9	Submitt Student Pape	ed to University	of Reading	<1