



# The effect of marketing mix on the purchase decision of wall's cornetto ice cream

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**Abstract** - Competition in the food industry is getting tougher. The growth of the food industry in the third quarter of 2022 reached 3.57%. Therefore, companies need marketing strategies to maintain good relations between corporations and consumers. The marketing strategy that can be used is the marketing mix, which consists of product, price, location, and promotion variables. This study aims to determine the effect of the marketing mix on purchasing decisions for cornetto ice cream. The sample used was 100 people using an online questionnaire. The method used in this research is descriptive-quantitative. The data testing in this study used SPSS 25 software. Testing the data begins with the validity and reliability tests to obtain valid and reliable results. Then, the data were analyzed using simultaneous and partial tests. In the simultaneous test, the results showed that the marketing mix variables simultaneously positively affected the purchasing decision for cornetto ice cream. In the partial test, the results show that all the marketing mix variable partially has a positive effect on the purchasing decision of Cornetto ice cream. The coefficient of determination obtained in this study is 0.661, meaning that the dependent variable, namely the purchase decision, is influenced by the independent variable by 66%. In comparison, 44% is influenced by other variables. Based on the results of this study, PT. Unilever Indonesia Tbk must continue to improve the quality of cornetto ice cream products, adjust prices appropriately, choose strategic locations, and display attractive promotions.

**Keywords:** consumers, ice cream cornetto, marketing mix, purchasing decisions

## 1 Introduction

The food and beverage industry in Indonesia is growing. It is because food and drink are basic human needs. A wide variety of food and beverages is sold in Indonesia, with different shapes and flavors of series. Today's society is increasingly competitive in busting businesses, especially in the food and beverage industry. The ice cream industry has a chance to boost its growth as per capita ice cream consumption in Indonesia continues to increase as public awareness of healthy food and beverages grows.

Ice cream is food made in a frozen way. The main ingredient in ice cream is milk, which is rich in nutrition. Demand for ice cream products continues to rise as ice cream can be used as snacks and desserts. Various ice cream brands in Indonesia become consumer favorites, including Wall's,

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Campina, Diamond, Aice, Indoeskrim, Glico, and Haagen Dazs. The most famous ice cream brand in Indonesia is Wall's. Ice cream walls have a variety of ice cream variants. Cornetto is ice cream combined with a wafer in the form of a knot. Many teenagers love the cornetto type of ice cream because it has many variations of different flavors, such as cornetto boba cheese ice cream, cornetto mini oreo, cornetto black & white, cornetto disc chocolate, cornetto mini chocolate & vanilla, cornetto mini chocolate & tiramisu ice cream, cornetto rainbow pop, cornetto oreo, cornetto silverqueen.

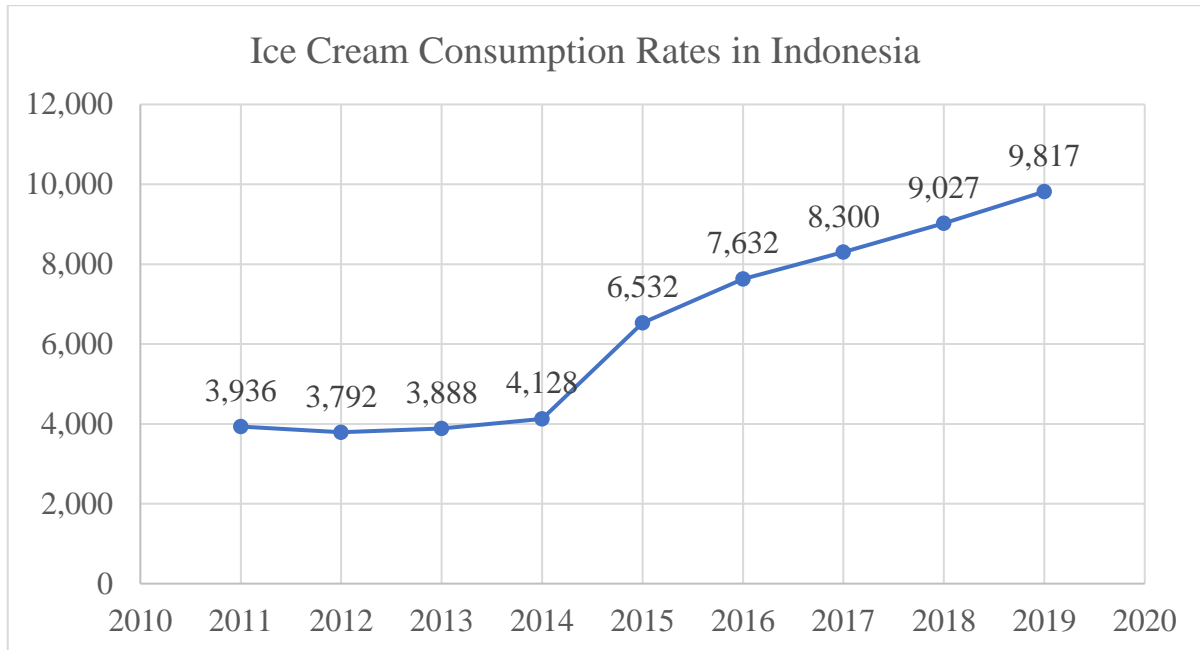


Fig. 1. Ice cream consumption rates in Indonesia (in small bowl units) [1]

The number of new food industry companies has led to increasing competition. It requires entrepreneurs to improve marketing strategies that can maintain good relationships between companies and consumers. As information technology develops, it is easier for consumers to exchange information with other consumers when choosing products to consume. The various marketing efforts are integrated with various well-planned strategies for achieving the company's goal, namely consumer satisfaction.

Consumers today are becoming more critical and selective in choosing the products to be consumed. The resulting main focus of the company is more on efforts to enhance marketing aimed at satisfying consumers. Marketing is an essential activity in a company because it is a business function that is directly related to consumers and helps find, retain, and increase the sales volume of the enterprise. The success of a company is primarily determined by its marketing performance. Marketing is the process of learning the needs and wishes of consumers and providing them with competitive products and prices, accompanied by appropriate location and promotion.

Marketing a product or service requires an easy and flexible marketing strategy. The marketing mix combines various core variables from the marketing system: products, prices, locations, and promotions. A product results from an undertaking (in the form of goods or services) offered to the consumer. The product offered must have a higher value that consumers can use to meet their needs. Generally, the purchase and selection of a product are done by comparing price, quality, fit, and style with other products [2].

Price is a means of exchange (money) that consumers use to acquire a product. Price is one of the considerations of nature when buying a product, for which a company must consider the correct

price for the product offered. Price is also the variable that most support the sustainability of a company. In pricing, the company must adjust it to the economic conditions of the target market [3].

Location is where consumers acquire the products offered by the company and where the products will be distributed. Choosing a place to market a product is a matter of consideration. The choice of a place can be determined based on the product's target consumer. Distributing a product requires attention to three fundamental aspects: the transportation system of the company, the storage system, and the selection of distribution channels. (a significant trader, retailer, agent, or broker). In the marketing process, the manufacturer first planned the distribution patterns to be carried out. The choice of product intermediary with the consumer is essential because it is the intermediary that will be in direct contact with the customer [4].

Promotion is an activity to inform and introduce a product to the consumer. The promotion contains a variety of information about a product that is persuasive or is an invitation to the potential consumer to try or buy the product being sold. The primary purpose of the promotion is to inform consumers that the product exists and persuade them to buy it. Promotion can also be achieved by building good relationships with various public companies to obtain publicity to build the company's image [5].

A purchase decision is selecting an option consisting of two or more alternatives and choosing one. A purchase decision can also be interpreted as the conclusion of many other decisions. The purchase decision can be seen in the consumer behavior that uses the product [6]. A company must be able to know what the determining factor is for consumers to decide to buy a product offered. A consumer decides to buy a product after considering its conformity to his wishes. Everyone makes different buying decisions. Factors influencing differences in purchasing decisions are characteristics, income, lifestyle, and age [7].

This research has the following problem formula: (1) How does consumer perception consisting of products, prices, locations, and promotions influence the purchasing decision on a cornetto ice cream partial? And (2) How do consumers' perceptions of products, price, location, and promotion affect the purchase decision on the cornetto ice cream simultaneously? This study aims to how consumer perception consisting of products, prices, locations, and promotions influence the purchasing decision on a cornetto ice cream partial. Also, This study aims to how consumers' perceptions of products, price, location, and promotion affect the purchase decision on the Cornette ice cream simultaneously.

## **2 Materials and methods**

### **2.1 The place and time of the study**

The study was conducted during August and September 2023 in Bogor City, West Java. The large population of the area causes high food consumption. Nowadays, people are more concerned about their health and will be looking for products that are quality and good for their health. People also have high purchasing power.

### **2.2 Populations and samples**

The population in this study was a community that used to consume cornetto ice cream. A sample is a portion of a population with similar characteristics and properties that can represent a population. The number of samples used in this study is 100 people.

### 2.3 Data collection method

The data used in this study was obtained through the dissemination of online questionnaires. A questionnaire is a data collection technique that is done by giving a set of questions or written statements to respondents to be answered.

The researchers will display respondent responses and classify them in several categories with the Likert scale as follows:

- SS (Strongly agree) = 5
- S (agree) = 4
- N (neutral) = 3
- TS (disagree) = 2
- STS (Strongly disagree) = 1

### 2.4 Data types and sources

#### 2.4.1 Variable Identification

- a. Independent variables consist of product (X1), price (X2), location (X3), and promotion (X4).
- b. The dependent variable is the purchase decision (Y).

#### 2.4.2 Multiple linear regression analysis

We employed double linear regression since the following independent variables in this study include more than one: product (X1), price (X2), place (X3), and promotion (X4). The purpose of the double linear regression test is to determine the degree to which independent factors affect dependent variables.

## 3 Results and discussion

### 3.1 Characteristics of Respondents

#### 3.1.1 Respondents by gender

The total number of respondents in this study was 100, of whom 38 (38%) were male and 62 (62%) were female. It shows that the majority of respondents in this study are women.

Table 1. Respondents by Sex

Sex of Respondents	Frequency	Percentage
Male	38	38
female	62	62
Total	100	100

#### 3.1.2 Respondents by age

The majority of respondents in this study were aged between 19 and 23 years, which is 66 people (66%). Respondents under 19 years old (13%), respondents 24-27 years old (4%) and respondents > 27 years of age (17%).

**Table 2.** Respondents by Age

Age of Respondents	Frequency	Percentage
<19 years	13	13
19-23 years	66	66
24-27 years	4	4
>27 years	17	17
Total	100	100

### 3.1.3 Respondents by Profession

The majority of respondents in this study were students (67% of the total respondents). Thirty-three respondents (33%) were already employed. From this data, it can be concluded that online shopping can be used by all sectors.

**Table 3.** Respondents by Profession

Profession of Respondents	Frequency	Percentage
Students	67	67
Worker	33	33
Total	100	100

### 3.1.4 Respondents by Income

The respondents who participated in this study were mostly students, so the pocket money was less than Rp1.500.000 which is 73 people. Then the respondents who earned Rp. 1.500.000–Rp3.000.000 as many as 14 people, and respondents that earned over R. 3.000.000 as many as 13 people.

**Table 4.** Respondents by Income

Income of Respondents	Frequency	Percentage
IDR<1.500.000	73	73
IDR1.500.000-3.000.000	14	14
IDR>3.000.000	13	13
Total	100	100

The linear regression equation obtained is

$$Y = 3,177 + 0,315 X_1 + 0,344 X_2 + 0,2256 X_3 + 0,699 X_4 \quad (1)$$

The explanation of the equation is:

1. The constant value of 3,177 means that if the four independent (free) variables consisting of the product, location, promotion, and price are considered 0 (zero) or not executed, then the purchase deduction of ice cream walls is 3,177.
2. The value of the product coefficient is 0.315, meaning that if each product increased by one, then the purchase result of ice cream walls would increase by 0.315.
3. The value of the price coefficient is 0.344, which means that if each unit of price increases by one unit, the purchase of ice cream will increase by 0.344.
4. The value of the location coefficient is 0.256, meaning that if each location increased by one unit, the purchase of ice cream walls would increase by 0.256.

5. The value of the promotion coefficient is 0.699, which means that if each promotion activity increased one time more than before, then the purchase of ice cream walls would increase by 0,699.

### 3.1.5 Simultaneous Testing

The test carried out to determine the influence of all free variables (independent variables) simultaneously on the bound variable (dependent variable) is a concurrent test (F test). The Sig F level value obtained is  $0,000 < 0,05$ , meaning that the price variables, promotions, products, and locations concurrently influence the purchasing decision variable, which means that the marketing mix influences the purchase decision.

**Table 5.** Anova Output Results in Multiple Linear Regression Analysis

Variable	Significance Level	Conclusion
Marketing mix (product, price, place, promotion)	0,000<0,05	H <sub>15</sub> is accepted, marketing mix affects purchase decisions.

### 3.1.6 Partial Test

A partial test determines the relationship of each free variable to a bound variable. A declared free variable affects a bounced variable if the significance value is less than 0.05 using a 5% significance rate. (0,05).

**Table 5.** Coefficient Output Results in Multiple Linear Regression Analysis

Variable	Significance Level	Conclusion
Product	0,031	H <sub>11</sub> is accepted, the product influences purchase decisions
Price	0,010	H <sub>12</sub> is accepted, the price affects purchase decisions
Place	0,049	H <sub>13</sub> is accepted, location affect purchase decisions
Promotion	0,000	H <sub>14</sub> is accepted, promotion affects purchase decisions

### 3.1.7 Products

Based on the data in the table above, the product variable has a p-value of 0.031 ( $< 0.05$ ). This value proves that the product ice cream variable, Cornetto Wall, partially affects the purchasing decision variable. This study's results align with a study conducted by Tiurma and Rubiyanti (2021)[1], which found that the product influences the decision to buy ice cream in Bandung. In an ice cream product, consumers want a variety of flavor variants to enjoy: a tasty and consistent flavor (unchanged), a tasteful aroma, ice cream whose product composition is described in detail, an attractive-looking ice cream, and a size of ice cream that matches the price.

### 3.1.8 Price

The partial test value of the price variable against the purchase decision is 0.10 ( $< 0.05$ ); this value indicates that the variable price partially affects the ice cream cornetto wall purchase. Price is the only element of the marketing mix that gives a company an input or source of revenue. According to research by Ismanto et al. [11], a consumer's price is a measure of the purchase of a product. Consumer-acceptable ice cream is ice cream with an affordable price, ice cream with a low price but using good-quality ingredients, ice cream that has a price that matches the taste of the ice cream, and ice cream that has a lower price than other brands of ice

### 3.1.9 Location

The value resulting from a partial location test of 0.049 ( $< 0.05$ ) means that the location variable influences the purchase decision. According to a study by Widiyanto & Sugandha [12], location strongly influences fast food shopping decisions. The ease with which the consumer obtains the product greatly influences purchasing decisions. The easier it is for consumers to get the desired product, the more often they consume it. A consumer needs ice cream that is easy to find in stores and small kiosks, a significant and strategic ice cream distribution location, a complete supply of flavor variants at every point of sale, and delivery of ice cream products to a good-quality distribution point.

The sales location of a product, such as ice cream cornetto walls, must have several distribution channels to distribute ice cream from the factory to the end consumer. The distribution channel system used is to channel the product to the store or other sales location. This sales method can attract buyers in the same way as buying an ice cream cornetto. The other distribution canals used are cycles that travel directly to the final consumer; the consumer can buy ice cream directly without traveling.

### 3.1.10 Promotion

The value of the significance level obtained from the partial test results between the promotion and the purchase decision is 0,000 ( $< 0.05$ ), which means that the promotion variable has a positive relationship with a partial purchase decision. Promotion is a form of communication between the company and the consumer. Such communication can be informational advertising that persuades and offers products and services to consumers. Consumers need widespread advertising to know the latest information about ice cream, promotions that can attract people to buy ice cream, and discounts when buying ice cream.

### 3.1.11 Determination coefficient test

A determination coefficient test determines how much an independent variable influences a dependent variable. In this study, from the data obtained, independent variables influenced purchasing decisions by 66%, while 44% were affected by other variables.

**Table 12.** Coefficient Output Results In Multiple Linear Regression Analysis

Determination Variable	Coefficient	Conclusion
Marketing mix (product, price, place, promotion)	0,129	Purchasing decisions are influenced by the independent variables product, price, place, and promotion by 66%, while other variables are influenced by 44%.

## 3.2 Managerial Implication Analysis

This research aims to determine how purchasing decisions are influenced by the marketing mix, which includes the location, product, price, and promotion of cornetto ice cream. Besides, this research aims to inform companies about how good the marketing mix they have been using is. The results of this study yield a constant value of 3,177, which means that if a company does not use a marketing mix strategy in its marketing, buyers will consider buying a 3177% cornetto wall ice cream.

- 1 The results of the test proved that the product variable influences the variable of the purchase decision. Where the coefficient value of 0.315 is obtained, that is, if the production of the product is plus 1 unit, then increase the purchase result by 0,315%.

- 2 The test results have been performed, proving that the price has a positive relationship to the purchase decision, where the coefficient value of 0.344 is obtained, meaning that if the price is raised by 1 rupee, then the purchase result is increased by 0,344%.
- 3 This study's results indicate a positive relationship between the location variable and the purchase decision variable. We get a coefficient of 0.256, meaning that if the location is removed 1 area further away, it increases the purchase outcome by 0,256%.
- 4 From the results obtained, it is known that the promotion has a positive relationship to the purchase decision, which obtains a coefficient value of 0.699, meaning that if the promotion is increased by one action implemented, then the purchase result increases by 0,699%.

From the data obtained, consumers of ice cream cornetto want a variety of flavors to enjoy, tasty and consistent flavors (unchanged), tasty scents, a precise composition, an attractive appearance, and sizes that match the price. Cornetto ice cream products contain various flavor variants such as boba cheese, mini oreo, black and white, disc chocolate, mini chocolate, vanilla, tiramisu ice cream, rainbow pop, Oreo, and Silver Queen. For a consumer, price is one of the determining factors they use to decide whether to buy a product. A consumer will love ice cream that is affordable, inexpensive, made with high-quality ingredients, suitable for taste, and cheaper than other brands.

Consumers need ice cream that is easy to find in small stores and kiosks, a significant and strategic distribution location, the availability of complete flavor variants, and good-quality transportation for ice cream products. For location variables, Cornetto Wall's ice cream manufacturers have done well. Cornetto Wall ice cream producers have used several distribution channels to deliver ice cream from the factory to the end customer. One distribution channel used is to ship the product to the store or use the store as a sales location so that the buyer at the store can buy Cornette ice cream. Another distribution channel is cycling, which comes directly to the end customer.

Promotions are the way a company interacts with its customers. These can be ads that inform people about the latest ice cream news, that can attract people to buy ice cream, that give discounts when buying ice cream, exciting ads, promotions that explain in depth about the product, and the relevance of the messages in the ad.

## **4 Conclusion**

Based on the results obtained, it can be concluded that:

- 1 The marketing mix consisting of product variables, prices, locations, and promotions simultaneously significantly influences the Cornetto ice cream purchase decision.
- 2 Each independent variable, i.e., product, price, location, and promotion, partially influence the purchase decision for Cornetto ice cream.
- 3 From the data obtained in this study, the promotion significantly impacts the decision to buy ice cream cornetto. Where the results show a positive relationship between the promotion and the purchase decision, with a coefficient of 0.699, the results indicate that an increase in one action of what has been done will increase the purchase result by 0,699%.
- 4 Consumers choose the cornetto ice cream not only because of its location but also because of the excellent quality of the product, its affordable price, and the discount given.



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