REPUBLIC OF TÜRKİYE
HALİÇ UNIVERSITY
INSTITUTE FOR GRADUATE STUDIES
DEPARTMENT OF BUSINESS
ADMINISTRATION PROGRAMME

IMPACT OF AMAZON'S MARKETING MIX STRATEGY IN ENHANCING ITS SUPPLY CHAIN PERFORMANCE

MASTER'S THESIS

By

Muhammad Anas Naveed Sheikh

Thesis Project Advisor
Asst. Prof. Sibel Demirel

ISTANBUL

2024

REPUBLIC OF TÜRKİYE
HALİÇ UNIVERSITY
INSTITUTE FOR GRADUATE STUDIES
DEPARTMENT OF BUSINESS
ADMINISTRATION PROGRAMME

IMPACT OF AMAZON'S MARKETING MIX STRATEGY IN ENHANCING ITS SUPPLY CHAIN PERFORMANCE

MASTER'S THESIS

By

Muhammad Anas Naveed Sheikh

Thesis Project Advisor
Asst. Prof. Sibel Demirel

ISTANBUL

2024

HALİÇ UNIVERSITY
INSTITUTE OF GRADUATE EDUCATION
MSc THESIS APPROVAL PAGE

MBA Study prepared by the Department MA/MSc Program Student **Muhammad Anas Naveed Sheikh** with the subject **'Impact of Amazon's Marketing Mix Strategy in Enhancing its Supply Chain Performance'** is approved by our jury as MA/MSc Thesis.

Thesis Defense Date: 16/05 /2024

Title, Name, Surname and Institution of the Juror: Signature

Juror : **Asst. Prof. Sibel DEMİREL**

Haliç Üniversitesi/Faculty of Business Administration

Juror : **Asst. Prof. Şahver ÖMERAKİ ÇEKİRDEKCİ**

Haliç Üniversitesi/Faculty of Business Administration

Juror : **Asst. Prof. Başak TAVMAN**

Okan Üniversitesi/Faculty of Business Administration

This thesis is considered appropriate by the above jurors, and approved with the decision of the Institute Administrative Committee.

(Title, Name, Surname of the Institute Manager)
Institute Manager

IMPACT OF AMAZON'S MARKETING MIX STRATEGY IN ENHANCING ITS SUPPLY CHAIN PERFORMANCE

Ek-2

ORIGINALITY REPORT

14%	14%	7%	%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	coek.info Internet Source	3%
2	www.iiste.org Internet Source	2%
3	openaccessojs.com Internet Source	1%
4	lisansustuprogramlar.halic.edu.tr Internet Source	1%
5	dergipark.org.tr Internet Source	<1%
6	acikbilim.yok.gov.tr Internet Source	<1%
7	dokumen.pub Internet Source	<1%
8	Mohammed Ali Suleiman. "The impact of tourism supply chain on sustainable performance in sub-Saharan Africa: evidence from Tanzania", Management of	<1%

THESIS ETHICS STATEMENT

I declare that I completed this study titled "**IMPACT OF AMAZON'S MARKETING MIX STRATEGY IN ENHANCING ITS SUPPLY CHAIN PERFORMANCE**" which I present as a Master's Thesis from the beginning to the end under the responsibility of my advisor **Asst. Prof. Sibel Demirel**, that I collected all the data/ samples by myself, I did the experiments or analysis / I had the experiments or analysis done in the related laboratories, that I have fully indicated the information I have received from other resources in the text and bibliography, that I have acted in accordance with the scientific research and ethical rules during the study process, and that I accept any legal consequences if otherwise occurs.

Muhammad Anas Naveed Sheikh

PREFACE

I wish to express my deepest gratitude to my supervisor **Asst. Prof. Sibel Demirel** for her guidance, advice, criticism, encouragements, and insight throughout the research.

I would also like to thank my parents for their great support throughout my life. Without their understanding, and continuous support, I could have never been able to aspire for this level of education and complete this study.

May 10th, 2024 Muhammad Anas Naveed Sheikh

TABLE OF CONTENT

ABBREVIATIONS

SCP **:** Supply Chain Performance

MM **:** Marketing Mix

SCM **:** Supply Chain Management

PR_S **:** Product Strategy

LIST OF TABLES

LIST OF FIGURES

ÖZET

AMAZON'UN PAZARLAMA KARMASI STRATEJİSİNİN TEDARİK ZİNCİRİ PERFORMANSINI ARTIRMADA ETKİSİ

Bu çalışma, Pakistan giyim endüstrisinde Amazon'un ürün, fiyat, yerleştirme ve promosyon stratejisini içeren pazarlama karması stratejisinin tedarik zinciri performansı üzerindeki etkisini analiz etmek için yürütülmüştür. Tartışıldığı gibi, çalışma, sınırlamaların ve avantajların daha iyi anlaşılmasını sağlamak için hem literatür taramasını hem de ampirik analizi teşvik eden nicel bir yöntem yaklaşımı benimsemiştir. İstatistiksel ve ampirik analiz, Amazon'un pazarlama karması stratejisinin tedarik zinciri performansı üzerindeki etkisini, güvenilirlik analizini, korelasyon matrisini ve regresyon analizini değerlendirmek için SPSS kullanılarak gerçekleştirilmiştir. Ayrıca bu çalışma, tedarik zinciri performansına uygun olarak bu değişkenlerin ilişkisi hakkında yeterli bilgi elde etmek için Amazon'un ürün, fiyat, yerleştirme ve promosyon stratejisini içeren pazarlama karması stratejisinin rolünün daha iyi anlaşılmasına katkıda bulunmayı amaçlamıştır. Ayrıca bu araştırmanın bulguları ve önerileri, pazarlama ve yönetim alanlarında faaliyet gösteren kuruluşlar, markalar, araştırmacılar, kurumlar ve uygulayıcılar açısından değerli bilgiler sunacaktır.

***Anahtar Kelimeler**: Amazon, Pazarlama Karması, Ürün Stratejisi, Fiyat Stratejisi, Dağıtım Stratejisi, Promosyon Stratejisi, Tedarik Zinciri Performansı, Giyim Sektörü, Pakistan*

ABSTRACT

IMPACT OF AMAZON'S MARKETING MIX STRATEGY IN ENHANCING ITS SUPPLY CHAIN PERFORMANCE

This study has been interrogated to analyze the influence of Amazon's MM strategy including product, price, placement, and promotion strategy on SCP in the clothing sector of Pakistan. As discussed, the study adopted a quantitative method approach inculcating both the literature review as well as the empirical analysis to gather a better understanding of limitations and advantages. The statistical and empirical analysis assessed the influence of Amazon's MM strategy on SCP using SPSS for indicating reliability analysis and correlation matrix and regression analysis. Moreover, this study aims to contribute to a better understanding of Amazon's MM strategy, encompassing, product, price, placement, and promotion strategies. The objective is to compile enough information on the relationship of these variables in accordance with SCP. Furthermore, the findings and recommendations of this research will be considered valuable for organizations, brands, researchers, institutions, and practitioners in the area of marketing and management.

Keywords: *Amazon, Marketing Mix, Product Strategy, Price Strategy, Placement Strategy, Promotion Strategy, SCP, Clothing Sector, Pakistan.*

CHAPTER 1: INTRODUCTION

This portion of the thesis includes the background of SCP, Amazon, and Amazon's MM strategy including price, product, place, and promotion, and how these 4 P's have influenced the SCP in the clothing sector of Pakistan. Moreover, this area of study has a problem statement and gap for this study which helped the researcher to develop research objectives and questions. At the end, the writer has stated the purpose of this thesis and the roadmap for the complete research.

1.1 Contextual Analysis

Over the past few decades, Amazon has revolutionized consumer behavior expectations as the giant of e-commerce in the retail sector. Starting from an online bookseller in 1994 to being a global e-commerce powerhouse, Amazon has expanded in a diverse range of products including baby products, software, electronics, health care products, kitchen items, and services like Amazon business, and Amazon Prime. The world has witnessed a remarkable growth in Amazon's strategic marketing approach which later on became crucial to its operations. This paper sheds light on the determining role of MM strategy in enhancing its SCP with a primary focus on the 4Ps of marketing. As management of the SC has many sides owing to a multitude of factors like forecasting of demand, management of inventory, logistics, and transportation, seamless functioning of the SC is fundamental to timely delivery along with reduced cost thereby improving customer satisfaction. Amazon is known for well-optimized SC, but it does not operate alone, instead, it connects with sector leaders in this respect. This research aims to investigate Amazon's MM strategy and its influence on SCP by looking into the recent developments in the e-commerce sector, primarily clothing lines. This study investigates the impact of Amazon's MM strategy on its SC performance with a specific focus on the clothing category. This choice is greatly influenced by two key factors. First, Amazon has a vast product selection, extensive fulfilment network, and commitment to efficiency making it an ideal case study. It serves as a prime model of a top-notch retailing performing innovative and data driven SCM practices. Second, clothing represents a high volume within Amazon's products and introduces challenges like seasonality and fashion trends. This product category aligns well with consumer and seller behaviour in a rapidly growing market like Pakistan. Studies by Ali et al. (2023) shows that Amazon is

experiencing significant growth in Pakistan, with clothing being the most popular product category purchased online. Investigating Amazon's MM strategy focusing on clothing category particularly in Pakistan, this study provides valuable insights into a more effective SC practice within a dynamic e-commerce environment, potentially applicable to other developing economies. Pakistan's e-commerce landscape is experiencing a rapid growth by high internet penetration, smartphone usage, and a young, tech-savvy population (Statista, 2024; GSMA Intelligence, 2024; World Bank, 2024). Additionally, with high smartphone penetration, mobile apps are the primary platform for e-commerce activity (Shahbaz et al., 2023). While still developing compared to more established markets, Pakistan's e-commerce sector showcases unique purchasing habits and trends. Price sensitivity remains dominant, with promotions, discounts, and cash-on-delivery options driving consumer behaviour (Jamal et al., 2020). Convenience is another important factor, with the simplicity of online shopping and wider range of products available compared to traditional stores are key factors in e-commerce adoption (Ali et al., 2023). However, apprehensions regarding online security and fraud prompts lead buyers to a preference for cash on delivery, highlighting the necessity for building trust and more secure payment methods (Hassan et al., 2022). Traditionally, the MM is composed of 4 main Ps. Amazon is offering a variety of products at the moment whereas in the initial times, it only offered books as an online bookstore. Later on, it diversified itself and seeped into electronics, clothing, cloud computing, groceries, and so on. There come challenges with opportunities for any diverse platform like Amazon. A diverse portfolio demands adaptability in the SC allowing it to leverage the product range enhancing SCP. In particular, Prime membership of Amazon offers video streaming, free and fast shipping, and other exclusive deals fused with its product strategy. The prime subscribers are attracted through varied offerings available in the package creating demand, thereby improving SCP through achieving economies of scale.

Discussing the SC, it has been observed that SC management always leads to a major benefit for an organization which ultimately helps it to work faster although the tasks of SC are linked to the vision. The SC is contemplated to be a network entangled within an organization and its stakeholders including customers as well as suppliers endorsing a process of developing an end consumer product from the raw goods.

Comprehending the SC business, the first and foremost is the network which includes technology, people, resources, actions, and information whereas, the functional group in the business network group holds parameters of sales, logistics, procurement, sourcing, customer service, and production. It can be concluded that the SC is the process of managing the integration, management, and planning which directs the importance of information, material, and resources to offer reputable and elite services to the clients and other stakeholders in the process of developing a salable product from raw goods.

1.2 Problem Statement

The world of civilization has shifted to the world of digitization where humans live this way. This has eventually transformed the entire system of working environment at all levels into new shapes. It has been cited by (Ahmad, Miskon, Alkanhal, & Tlili, 2020) that organizations that are more inclined towards achieving contemporary business culture, adapt the MM strategies and apply advanced technologies in their SC process including logistics and procurement. On the other hand, firms that do not keep themselves updated with the technologies and MM strategies are sure to fall behind in the industry. The vulnerability of the SCs has increased because of the rapid change in the business activities while the MM activities have provided them with many solutions and improvement techniques to make them efficient and effective. Since Pakistan is a third-world country where technical growth was introduced later as compared to other countries in the world, therefore, amazon's MM strategy in Pakistan is considered to be a new business concept that has many gaps. In this regard, this study focuses on the gap and obstacles that may change and fill the adjustment of MM strategies in correspondence with SCP in the newly introduced world of technology of Amazon observing how a variety of variables in the MM including price, product, placement, and promotion can influence the SCP in the amazon sector (Imran, 2018).

MM strategy is an important scale for measuring the achievement of objectives of most organizations. There are many studies available that show that the influence of MM can enhance the SCP, therefore, the writer has opted to comprehend this study which seeks to address the knowledge gap of Amazon's MM strategy by focusing its influence on SCP in the clothing sector of Pakistan.

This study will help the researcher to find out the gap in Amazon's MM strategies including 4Ps, and its effect on SCP in the clothing sector of Pakistan. Moreover, there are limited studies available on the influence of MM on SCP which urged the researcher to conduct the study on Amazon's MM specifically in Pakistan.

1.3 Research Objectives

Based on the problem statement above, it can be comprehended that the general objective is to analyze the influence of Amazon's MM strategy on SCP in the clothing sector of Pakistan.

1: To analyze the influence of Amazon's product marketing strategy on SCP in the clothing sector of Pakistan.

2: To interrogate the influence of Amazon's price marketing strategy on SCP in the clothing sector of Pakistan.

3: To investigate the effect of Amazon's place marketing strategy on SCP in the clothing sector of Pakistan.

4: To investigate the influence of Amazon's promotion marketing strategy on SCP in the clothing sector of Pakistan.

1.4 Research Questions

Based on the problem statement and objectives, the writer has mentioned some of the questions for this study stating how Amazon's MM strategy can be used to enhance the SCP of organizations in the clothing sector of Pakistan.

1: What is the influence of Amazon's product marketing strategy on SCP in the clothing sector of Pakistan?

2: What is the influence of Amazon's price marketing strategy on SCP in the clothing sector of Pakistan?

3: What is the effect of Amazon's place marketing strategy on SCP in the clothing sector of Pakistan?

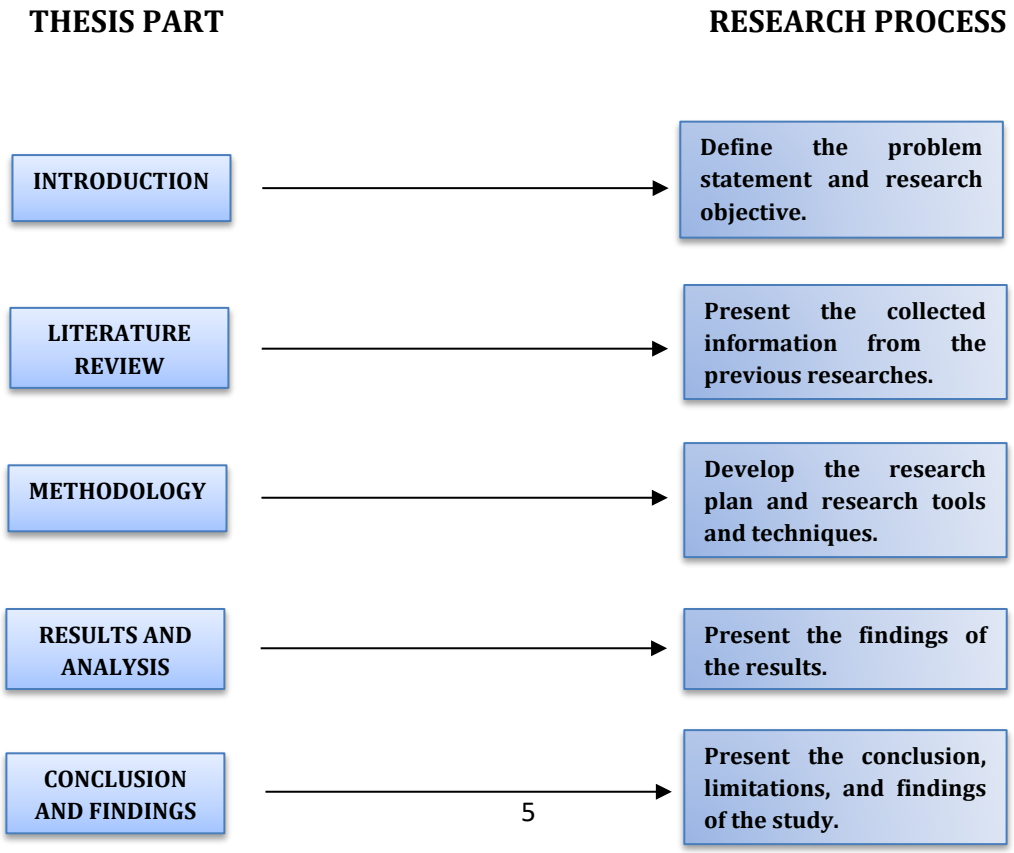
4: What is the influence of Amazon's promotion marketing strategy on SCP in the clothing sector of Pakistan?

1.5 Purpose of the Study

This study has been accepted in Pakistan to check the application of the MM strategy on Amazon's business. The core purpose of this study is to investigate the gaps in Amazon's MM strategy in enhancing the SCP. It is essential to know how the implementation of MM strategy can be an opportunity for the e-business at a larger level. The research has developed the model based on the MM variables including the main 4Ps, showing the significant influence on enhancement of SCP in the clothing sector of Pakistan. Moreover, there is a keen focus on SCP as it tends to improve the outbound as well as inbound logistics to attain the objectives of this study. The objectives of SC are entirely linked with Amazon's digital mode of SC to see if its MM strategy can significantly influence the SCP.

1.6 Disposition

The disposition of this study has followed the following framework below of the marketing research process (Kotler & Keller, 2005).



Chapter 2: LITERATURE REVIEW

2.0 INTRODUCTION

This area of study shows the analysis of the hypotheses that have been formulated by the researcher. Based on these, the researcher examines whether these are accepted or not. Moreover, the writer has adopted some of the theories that have been used for several purposes for ease.

2.1 Marketing Mix

It has been cited (Warrink, 2018) that marketing is considered as a program or activity having the main purpose of developing a long-term relationship with its clients. Marketing is defined as a set of values, actions, and processes to develop, build, deliver, and exchange offerings that have a specific value for every stakeholder including customers, partners, clients, and society as well (American Marketing Association (AMA), 2013). Marketing is the opposite of defining as compared to its implementation. That is why it becomes difficult for organizations to apply the appropriate marketing strategies for better performance. It has been anticipated by (Makhitha, K. M., 2019) that the functions of marketing have gained attention in organizations during the last few decades.

MM is said to be a set of efficient, effective, controllable, and technical marketing tools in which an organization is bound to develop a response it needs in its target market (Tang & Mesfin, 2020). It has been defined by (Warrink, 2018) that MM is a blend of controllable variables which can be used by organizations to influence the response of the purchasers where these variables are 4Ps mainly. Moreover, it was mentioned in the Charted Institute of Marketing in 2009 that MM is the coupling of techniques that are used by businesses and organizations to attain the main objective by marketing their product or services efficiently to a specific group of customers. The mindset and habits of the customers can be covered by applying and coordinating the concept of MM theory. Discussing the history of MM, Associate Professor James Culliton in 1948 emphasized combining the processes and strategies of MM to assist businesses in gaining profit in the market creating the perspective of ingredients mix. It has been cited by (Culliton, 1948) that an executive is said to be an ingredients mixer who has to follow the recipe as he goes along. Sometimes he adjusts the recipe to the ingredients available, and sometimes

experiments with ingredients that no one else has ever experimented with before. It has been rephrased by Borden 1964 in (Tadesse, D. & Pettersson, T., 2019) ingredients mix with MM. The initial MM included price, promotion, branding, product planning, distribution channels, personal selling, advertising, packaging, display, fact-finding analysis, servicing, and physical handling. However, McCarthy 1964 improved the concept of Borden MM in (Mohammad, 2015) and mentioned that marketing is a combination of multiple efficient traits to ensure the satisfaction of the target market by marketers. McCarthy narrowed down the MM to only four (4) traits that are now called the 4Ps. It has been cited by (Shapiro, Dolan, & Quelch, 1985) that MM is taken as a complete functional guide for marketers. Moreover, it is perceived as a framework for marketing coursebooks and textbooks. Traditional framework concerning the implementation of marketing management procedure and its actions is built in MM concept (Tang & Mesfin, 2020). The theory of MM is still applied in today's world of business since it holds much importance in the decision-making process by marketers. MM theory combines the different components to develop and set a brand which helps in selling the product or service particularly. The components of MM are 4Ps. It is the structure that marketers manage depending on the external as well as internal shrinking of the marketing environment (Grönroos, 1994). Moreover, marketing managers are capable of managing and attaining the desired objectives (Shankar, C., & Chin, K., K., 2011). It is observed that marketing managers work on multiple marketing expenses to achieve the marketing objectives of an organization and afterward specifically on the different tools in the MM. It has been stated by (Tadesse, D. & Pettersson, T., 2019) that small companies or firms have a lower marketing budget than big organizations and it apprehends that small firms have to prioritize the MM tool. The combination of MM must be based on the traits of activities of the organizations along with the traits of the target market and it must be managed in such a manner that it should allow the organization to assist the needs and requirements of the customers. It has been cited by (Al Badi, 2018) that the 4 Ps are considered to be the most important marketing tool for marketers in identifying the marketing structure within an organization by delivering good quality products at affordable prices at the right place. 4 Ps is said to be the most effective tool for marketing to meet the requirements of the customers along with developing a long-term relationship

with them by providing extraordinary services to satisfy a customer (Tang & Mesfin, 2020). It has been contended by (Rad, Akbari, & Motevaselian, 2014) that the right product at a reasonable price comes with improved placement and effective communication techniques when it comes to the perspective of customers. MM is taken as an important element that develops any marketing strategy for an organization to grow. MM as discussed above, is the combination of different marketing tools which are used by organizations to develop a response they are seeking from the target audience (Kotler, P., & Armstrong, G., 2021). Moreover, it is believed that customer satisfaction is important to achieve to effectively respond to the needs and desires of consumers. It has been cited by (Grewal & Levy, 2020) that to achieve the factor of customer satisfaction, marketers have to focus on the 4Ps. MM was introduced by McCarthy in 1964 and it remains an important element for marketing managers today (Czinkota, Kotabe,, Vrontis, & Shams, 2021).

2.1.1 Product or Service

Product or service is the most important element of the MM and has a substantial influence over the rest of the MM tools (Kotler, P. & Armstrong, G., 2012). It has been cited by (Al Badi, 2018) that it is described as a physical product or service offered to the customers against which the amount is being paid by him. Products include tangible things such as groceries, furniture, vehicles, and houses, whereas intangible assets include services that consumers purchase. On the contrary, it has been defined by (Kotler, P. & Armstrong, G., 2012) that a product is anything that is offered to a customer and completely satisfies the customer's needs and wants, meanwhile, service is an activity and advantage that a company can offer to consumers which is completely intangible and does not hold any ownership. The product or service feature of the 4Ps holds the adhere importance since it serves as a primary focus for the consumers to assess if the needs and wants of the customers are being met or not. For this purpose, it has been recommended by (Czinkota, Kotabe,, Vrontis, & Shams, 2021) that marketers ought to align the products and provide services that fulfill the customers' requirements. It has been elucidated by (Thabit & Raewf, 2018) that consumers buy products that are either physical such as groceries, houses, and vehicles, or attain services such as digital marketing services, publication services, and many more. According to (Yang, Liu, Cheng, & Ma, 2022); (Song, et al.,

2022), the potential of decision-making of consumers can be enhanced through product knowledge that is particularly stored in their sub-conscious as meanings and beliefs. It is believed that knowing the process of production, ingredients, and sector meaning of beauty and personal care in details, can yield in making the informed purchasing choices. Moreover, it has been concluded by (Kamaruddin, et al., 2023) that experience and exposure of the customer on advertising and promotion is considered as an important tool to participate in their product knowledge. As a result, it can be said that it becomes essential for marketing managers to provide accurate information and knowledge on products since it assists the consumers in making an informed purchasing decision (Kang, Shin, & Ponto, 2020); (Indrawati & Muthaiyah, 2022) because it has been cited by (Said, Anggela, & Fariany, 2023) that consumers typically collect information about the product before making any decision. Objective knowledge about the product shows the familiarity of the customer with the product, specifically in consumer research which includes the product's name, price, usage, traits, categories, and classes (Yuan & Deng, 2022). It has been cited by (Miracle, 1965) that every trait of a product must have a unique feature and that it must have the same level for all products and it has to be noticed because purchase decision is influenced by customers' perspectives and eventually, it can assist in recalling the memories with the product. It has been argued by (Chen, Ye, Wu, Shen, & Zhu, 2019) and (Keng, Tran, Liao,, Yao, & Hsu, 2014) that consumers who have more knowledge about products make more realistic purchase decisions.

It has been cited by (Gautam & Singh, 2011) that products hold some dominant value in the customers' eyes because customers are attracted to an organization. It is seen that substantial quality and products do not have a place in the success of an organization and is considered to be essential for small-scale sector to recognize the gaps in the market to be capable of developing new products. It has been suggested by (Gautam & Singh, 2011) that companies ought to replace their outdated products with new products along with quality, packaging, designing, and branding as well. It has been studied by (Meijboom & Vos, 1997) that a great amount of dedication is required in such a way that adaptability of the product, quality of the product, process, reliable delivery, and rate of production effectively enhances the profitability of an organization. It has been observed that the comprehensiveness and adaptability of products or services make the basis for customer

satisfaction and loyalty (Mathieu, 2001). Furthermore, for the organizations to achieve better SCP, all of the components of MM must be present by developing a long-lasting relationship with customers and delivering products that are highly fulfilling when it comes to the needs of the customers (Tang & Mesfin, 2020). The change in lifestyle as a result of modifications in the political, social, technological, and economic environment influenced the organizational segment in Pakistan for better SCP at Amazon. This assists the organization to concentrate on either convenience or shopping products.

2.1.2 Price

Financial expenses are considered to be the most important aspect that affect the value of the product (Zeithaml, 1988) and influence the strength of the buyer mentioned in (Al Badi, 2018). Moreover, it is believed that marketing managers connect with customers by using an effective pricing strategy. It has been cited by (Avlonitis & Indounas, 2005) that first and foremost, the Price technique is to fulfill the customers' requirements and as a result, retain the valuable customers along with creating new potential customers. Price is said to be the cost of developing/manufacturing, delivering, and advertising the product charged by an organization (Kotler, P.; Lee, N.;, 2007). However, it has been simply defined by (Al Badi, 2018) that a product or service is something for which the customer pays to receive an offering. It has been mentioned by (Kotler & Keller, 2005) in (Tang & Mesfin, 2020) that price is defined as the face value of a valuable product or service that is available for exchange while some outlined it as money paid for the product. Several perspectives influence the organizational pricing strategy such as product worth, product segregation, competition, and material distribution and expenditure. However, the main pricing strategy was categorized by (Avlonitis & Indounas, 2005) into three main parts; 1) Competition-based analysis which includes pricing related to competitor's price, pricing below and above competitor's price, pricing as per the dominant pricing in the market, 2) Demand-based analysis includes the pricing strategy of perceived value (according to customer's perspective), pricing as per customer's needs and value pricing, and 3) Cost-based pricing strategy includes the target and return method, break-even analysis, marginal pricing and cost-plus technique. Therefore, it is crucial for organizations to opt for the correct pricing strategy for their products and services to be identified at the micro as well as macro level in which they operate. There are studies of

(Tang & Mesfin, 2020) that show there is a significant relationship between performance and price. Also, the cost of every delivery service has a key presence in marketability. Moreover, price is an important factor amongst all other elements since it is connected to profits and other expenses. The pricing strategy applied by the organization influences the success of marketing because there is a connection between the price and product quality. It has been exemplified that if the price of the product is too high, customers will likely not buy it, whereas if the prices are affordable, there are more chances of the product being sold. Furthermore, it has been stated by (Gautam & Singh, 2011) that price is seen as an important element of marketing as it generates profit and also, other Ps are connected to expenses. According to related market assessment, it is very important for marketers and organizations to market at a reasonable price to get it sold. As discussed earlier, price is one of the important factors of the 4 Ps. It is recognized as the cost that customers are willing to pay for products that hold value and meet their needs (Thabit & Raewf, 2018). It has been cited by (Czinkota, Kotabe,, Vrontis, & Shams, 2021) that the price of the product must be right so that customers are willing to pay for it rather than purchasing the product from the competitors. It is believed that price is said to be the important factor that influences the choices of the consumers. Similarly, it has been cited by Kotler and Armstrong 2018 that price plays an important role in developing the value of customers and creating long-term relationships with them as a part of the overall value proposition of an organization. It has been identified by (Levrini & Jeffman Dos Santos, 2021) that price is the essential factor that customers think of when they go to purchase products. Also, it has been cited by (Zeithaml, 1988) that it becomes important for marketers to compare the prices across different products to find the economical product according to their needs. There are a few measures of price that can be offered to the customers to attract them such as discount price, competitive price, fair price, and price suitability.

2.1.3 Place

It has been defined by (Kotler, P. & Armstrong, G., 2012) that place or distribution is a group of multidisciplinary departments that are involved in the process of creating a product or service for consumption by the end users. It has been further mentioned by (Al Badi, 2018) and (Mohammad, 2015) that place or distribution is considered to be an instrument where a product or service is being provided from the manufacturer to the end

user. This process includes distribution channels, modes of transportation, warehouse facilities, assortment, meetings, logistics, and inventory control management. It has been researched by (Kotler, P. & Armstrong, G., 2012) that distribution channels include all the activities that manage to cooperate with the distribution and placement of the product or service to the end user. All these placement channels eventually help the companies to become more competitive in selling and delivering the product or service to the end users. Moreover, the implementation of successful marketing techniques not only identifies to achieve the price, promotion, and production aspects of an object but also connects with effective distribution techniques which eventually allow the organizations to fulfill goals by providing the right product or service at the right time and right place (Tang & Mesfin, 2020). It is believed that successful distribution of channels can only be done by applying an effective placement strategy. Amazon uses the distribution channels as the right way to interconnect with their esteemed customers via point of placement to ensure they reach out to them at the right time and right place. It has been cited by (Thabit & Raewf, 2018) that place or distribution is an important tool of the 4Ps where customers reach to purchase products from physical shops or e-commerce and/or online platforms. It has been strongly argued by (Suhardi, Zulkarnaini, & Oktavia, 2021) that the place which is identified by the organization to run the business activities and deliver the products or services to the end users ought to be strategic and technical because it results in getting closer to the consumers as it can greatly affect the purchase behavior. Place means a system that includes a delivery system, where companies and manufacturers can show their products or services to consumers in a timely manner (Czinkota, Kotabe,, Vrontis, & Shams, 2021). In today's business world, the internet has taken over and has emerged as a placement channel where people exchange information, look for entertainment, sell, and purchase online as well since it has some benefits including time-saving, cost-saving, convenience at a single click, and comparison of multiple products available online (Davis, Gnanasekar, & Parayitam, 2021). It has been cited by (Alfanur & Kadono, 2022) that convenience has a great influence on customers while shopping online, therefore, it is suggested that it must be contemplated by the companies.

2.1.4 Promotion

Promotion is contemplated as the most important element in the MM indicated by (Sidhanta & Chakrabarty, 2010). The particular combination of advertisement, public relations, sales and promotion, and various marketing tools is called promotion defined by (Kotler, P.; Lee, N.;, 2007). These multiple marketing tools for promotion and advertisement are applied by the organizations to fulfill their marketing and advertisement objectives. Moreover, it has been cited by (Kotler, P. & Armstrong, G., 2012) that promotion is said to be a planned objective and technique that can deliver positive information about products, services, organizations, and ideas to get the attention of the target audience. It has been cited by (Sidhanta & Chakrabarty, 2010) that promotion is a technique to communicate a message to the target audience and convince them to purchase the company's product after making sure that it fulfills the customer's requirement. It is believed that promotion includes marketing techniques which are engaged in the advertisement to inform the customers and in the end, educate the customers about the company, its products, or services so that they will not forget them. It has been discussed earlier that a promotion mix includes different perspectives such as sales promotion, public relations, and advertising. When these aspects are merged at the same time, it helps to produce an effective promotional mix to obtain the marketing objective of an organization. It has been mentioned by (Khan, Shah, & Hunjra, 2012) that brand formation as well as brand name were initiated from the process of promotion. There are different aspects adopted for promotion in which advertising is the most important tool for marketing. It has been exemplified by (Rahnama & Beiki, 2013) that advertisement is fundamentally taken as any kind of information, whereas it has been contended by (Kotler, P. & Armstrong, G., 2012) that promotion is a human activity that is grounded on the communication process that is empowered by personal selling points and indirect messages through different social media platforms. Amazon has a great focus on promotion tools to identify products and services and using this it encourages its customers to buy the products and services from it.

Promotion is a technical communication strategy incorporated by organizations to create product differentiation and empower customer recognition (Alhedhaif, Lele, & Kaifi, 2016), (Gillani & Khan, 2013). The promotion tool is used to encourage and convince

consumers who do not make purchases frequently, however, consumers who make frequent purchases are considered to be loyal without being influenced by incentives (Huang, Chang, Yeh, & Liao, 2014). As discussed earlier, sales promotion is the best tool for marketing and campaigning which aims to motivate and encourage the consumer to respond. This response of the consumers includes the increased buying of a specific product or service in quantity as well as speed. Sales promotions are fundamentally implemented through different tools such as coupons, displays, and discounts which are widely available in retail stores at a global level. It has been explained by (Hanaysha, 2018) that price promotions include buy-one-get-one offers, discount coupons, and additional pricing options. It has been cited by (Kim & Lee, 2020) that when price promotion is applied effectively, it is obvious that there will be a significant increase in the intention of consumers to buy the product from a company.

The framework of MM is based on the integration of 4Ps (Product, Price, Place, and Promotion) that outlines strategic principles to be adopted by a business contributing to implementation of effective marketing plans. The advent of digitalization and internet-based platforms have altered the realm of marketing strategy and planning. The traditional 4P model in the contemporary marketing practices overlooked the wide-ranging contributing factors and the challenges associated. In the awake of this challenge, the framework of 4P has been expanded to incorporate two additional Ps: Process and People (Kareh, 2018). These additional Ps correspond to the contemporary requirements and resonates with the development of e-commerce niche, tailored customer service and the employment of social media platforms (Kareh, 2018). As the dynamics of marketing have manoeuvred to be more customer-oriented and more digitalized in order to fit in the landscape of technological evolution.

The foundational 4Ps have also transformed substantially contributing to diversity and flexibility in the MM framework. In the context of Supply Chain Performance (SCP) similar trend can be traced in the development of 4Ps that lays emphasize on value proposition, apart from physical product that is often known as the 7P framework of MM. In supply chain management, the idea of place has changed considerably over time. Global sourcing tactics and physical distribution routes were the main areas of focus at first.

Nonetheless, the significance of community activation via peer-to-peer communications and collaborative platforms has grown in relation to supply chain performance as the digital marketplace has expanded. As it enables the development of user-friendly products as well as the enactment of tailored marketing strategies that draws attention with respect to relatability and need (Allen, 2023). The realization that effective asset utilization and coordination are essential for profitable operations in the contemporary business environment has sparked this change. Businesses can enhance supply chain performance and maximize asset usage by utilizing the peer-to-peer connections and sharing platforms. Further, the current marketplace has also extended to include wide range of different markets as well as the audiences, each with distinct qualities. This is widely being used by the businesses to meticulously manage supply chain and to enhance performance efficiency of the supply chain.

In recent years, supply chain management in terms of promotion has also seen major change. Initially, the availability of the product and results generated by the market were the main priorities. But as the market has changed, advertising has moved from being a one-way mass communication strategy to a continuous dialogue with consumers. The realization that responsiveness and client involvement are essential for success in the contemporary business environment contributed to this change (Bego, 2018). Businesses can obtain real-time input from consumers by interacting with them through various digital channels. The performance of the supply chain can be improved by a well-designed and innovative product that fulfills customer needs by raising customer happiness and loyalty. Furthermore, increased supply chain inventory management effectiveness and demand forecasting accuracy can result from innovative and customized products.This allows them to modify their marketing plans in real-time, which improves supply chain performance in the long run. This also allows the companies and businesses to identify gaps at earlier stages reducing the prospects of risk and loss, by allowing businesses to integrate changes timely.

In the context P i.e. 'People' company’s employee are identified in this domain. As in a business setting these individuals interact with consumers through various way like an in person conversation, via online chat, on social media, or through a contact center or the

call center, its employees are in the forefront, accepting and processing their orders, inquiries, and complaints making them crucial players in the implementation of the marketing strategy (Allen, 2023). Further, the trade marketers are essential to the branding process because they transfer goods from producers to consumers. Nevertheless, supply chain management has played a "behind the scenes" role and very few tools have been created with their fundamentals in mind. For these experts, the digital transition has become more difficult due to their lack of visibility (Bego, 2018). But thanks to the availability of Location Intelligence, trade marketers can now match their digital expertise with technology that best suits their requirements, making digital transformation more affordable and efficient for FMCG (Fast Moving Consumer Goods) and brand marketers (Bego, 2018).

Moreover, in order to utilize the capability of the employee to the full capacity it is imperative to maximize their understanding of the company's goods and services and how to utilize them, as well as their capacity to obtain pertinent information and general outlook. Such an approach can enable the company to build a better and coherent product as well as the business portfolio. Although people might be unpredictable, if a business gives them the proper guidance, support, and incentive, they can also be a chance to stand out from the competition in a competitive market and forge lasting bonds with clients (Allen, 2023). Motivated and well-trained staff members can improve operational effectiveness, quality assurance, and customer service standards in the arena of supply chain management. Strong customer relationships and engagement can yield insightful information that improves the supply chain and boosts overall performance.

The sixth P in line indicates process that is reflective of processes, methods, and sequence of events that are involved in providing a customer with a product or service. Every business wants to provide a seamless, effective, and customer-friendly experience; but this cannot be done without the proper administrative procedures in place. Knowing the stages in the customer journey, from submitting an online inquiry to obtaining information and completing a purchase, that allows better assessment of what procedures should be implemented to guarantee a satisfying experience for the client. How long would it take a client to receive a response after making an enquiry? How long does it take them to

schedule and then actually hold a conversation with the sales team? What occurs after customers place a purchase order? (Allen, 2023) How can we ensure that reviews appear following a purchase? How can technology be used to enhance efficiency. Such considerations enable optimal customer satisfaction. Given that this concentrates on the processes, systems, and workflows related to providing goods or services. Improved operational efficiency, shorter lead times, and more customer satisfaction can result from optimizing customer engagement workflows, making quality control measures a priority, and streamlining service delivery processes contributing to overall increased efficiency in the SCP.

Increasingly in the realm of processes, supply chain and procurement specialists are concentrating on increasing operational effectiveness and streamlining manufacturing to reduce expenses. The swift integration of automation and digital technology is offering enterprises novel approaches to augment their operations, such as identifying and integrating new suppliers and identifying and mitigating hazards. Digital procurement process methods are among the biggest growing trends and top priorities, according to a Deloitte report (Marchese & Dollar, 2020). This suggests that executives may prioritize competing for technology solutions over talent. This prediction makes sense because some of the duties and responsibilities of traditional workers are already being replaced by robotics and automation processes, especially in manufacturing and warehousing environments (Loyalty, 2022).

While the seventh P corresponds to physical evidence which represents tangible measurement of the scope of marketing strategy that includes customer experience, physical circumstances, branding, and tools used. It can be especially helpful in situations where a client requires assurance since they have never purchased from the company before or when they are required to pay for a service in advance of its delivery (Allen, 2023). Hence, incorporating physical evidence in the marketing framework can be particularly useful in outlining the authenticity and relevance of product and business within the audience. Therefore, establishing a favourable physical evidence environment helps improve supply chain experiences, foster consumer perceptions, and foster trust. Physical proof for a restaurant could include things like the interior design, menus, staff

attire, and internet reviews that show what kind of experience patrons can anticipate along with other communication or advertisement related knowledge products (Allen, 2023). The website in today's world itself is a crucial source of physical evidence for an agency, containing case studies, testimonials, and contracts that companies are given to illustrate the services they may anticipate being provided.

Like the addition of 3Ps in the original framework translated and transformed into a more comprehensive framework that is tailored to acknowledge the requirements of the digital age known as the 4Cs (Co-creation, Currency, Communal Activation, Conversation) (Mark, 2019). Thus, the 4Cs marketing mix was proposed by Bob Lauterborn in 1990 (Hanlon , 2016). This was carried out in order to address the matter that the present marketing mix models were unable to offer the client with adequate service. This indicates a paradigm shift in the MM framework that substantially integrates consumer participation throughout the process of marketing. For instance, the aspect of co-creation or customer entails customer preferences in the development of the product to enhance value propositions with personalized preferences of the customer (Loyalty, 2022). Primarily, by employing the problem-solving technique to address the consumer needs, simultaneously, elevating the product success ratio. The second component representing currency digital form of pricing i.e., dynamic pricing projecting shift from standardized pricing methods.

Dynamic pricing, intrinsically dependent on demand and supply; is also embedded in the customer behaviour aligning it with market demand and capacity utilization (Mark, 2019). This depends on data collection by online retailers that perform real time data analysis offering unique pricing scale. This enables profit optimization by offering distinct pricing range to distinct customer bracket on the basis of their purchase patterns, accessibility and affordability. While communal activation articulates the significance of peer-to-peer distribution technique in the sharing economy environment to exhibit convenience. This provides them with easy accessibility that can be in form of any touchpoint, including physical stores and online platforms (Hanlon , 2016). Lastly, conversation calls for the enactment of comprehensive communication channels that enables interaction and engagement of the customers.

Further, the aspect of communication in the marketing landscape has significantly evolved over the years from one-sided information-based messages for audiences to a space for too and forth communication between customer and enterprise (Mark, 2019). This has been greatly impacted by the proliferation of social media and internet platforms that have provided multi-dimensional inter-group liaison links. Such a communicational outlook also provides companies with empirical review of the products for critical evaluation. Therefore, the shift from the 4Ps to the 4Cs, which emphasizes consumer involvement, teamwork, tailored services, and interpersonal interaction in the digital age, represents a major shift in marketing paradigm.

The primary focus throughout the initial phases of managing the supply chain was on inventory turns and product quality. But as supply chains got more complex, the focus moved to working together with customers to co-create customized goods that better fit their demands. This change was brought about by the realization that clients are calling for more specialized solutions that meet their particular needs and preferences. Businesses can boost customer happiness and loyalty through consumer involvement in the product creation process, which in return improves supply chain performance. In this regard, the use of internet-based platforms has been potentially leveraged by the companies and business to navigate through customer needs and develop an early analysis of the forthcoming changes in the demand and supply spectrum.

Contemporary businesses place a strong emphasis on working together with clients to co-create customized goods that better satisfy their demands. This increases client loyalty and contentment. Most supply chain companies used cost-based pricing strategies in the past, trying to keep costs as low as possible. The entire spectrum of the subject, including pricing, which was once firmly established, progressively became modifiable over time (Hanlon , 2016). For instance, prices might now be tailored to the market point of sale and targeted at certain customers. This shift was made possible by businesses' increased capacity to store data about their customers and by developments in digital and data analytics, which allowed them to sort through that data and present their clients with the best deals on prices. It is much easier to agree with the argument that it would be beneficial to implement the notion of differential pricing for the goods they produce as a Mach that

could allow businesses to increase the shelves margin without overburdening them through the cost price aspect of the product vis-à-vis the customer, which ultimately enhances the supply chain, considering the effects of price personalization on the supply chain (Mark, 2019).

The 4Cs framework, comprising Customer, Cost, Convenience, and Communication, highlights customer-centricity, cost optimization, efficiency in operation, and efficient interpersonal communication methods, hence exerting a substantial influence on supply chain performance. Performance of the supply chain depends on the 4Cs framework's customer-centred approach (Khan & Creazza, 2008). Businesses may improve customer happiness, loyalty, and retention by properly understanding and satisfying the demands of their customers. By customizing services, products, and experiences to match consumer needs, customer-centric supply chain methods increase the precision of demand forecasting, the effectiveness of inventory management, and the responsiveness of the supply chain as a whole.

Another essential component of the 4Cs, cost optimization, affects supply chain performance by putting a focus on operational efficacy and cost efficiency. Supply chain resilience is improved, operational costs are decreased, and margins are increased through the use of strategies including demand forecasting, inventory optimization, and supplier coordination (Bhattacharjya, Walters, & Newton, 2010). Lower operating costs, higher margins, and improved supply chain resilience can result from efficient cost management techniques like this help maintain consistency in the marketing strategy.

The Convenience factor of the 4Cs emphasizes the importance of operational efficiency in SCP. Increasing ease in supply chain operations through process simplification, automation, and resource allocation can result in higher levels of production, shorter lead times, and better customer service. The effectiveness of resource utilization, the seamless flow of products across the supply chain, and the efficiency with which activities are carried out all impact supply chain performance. Increasing ease in handling supply chains can result in higher levels of productivity, shorter lead times, and better customer service by streamlining procedures, automating tasks, and allocating resources wisely (Lejeune & Yakova, 2005). Cooperation, information sharing, and decision-making within the

supply chain are all made possible by effective communication techniques, which are a fundamental part of the 4Cs framework.

Open and transparent channels of communication between consumers, stakeholders, and supply chain partners improve supply chain agility, visibility, and coordination, which in turn improves its efficiency and adaptability to market dynamics. Effective communication is essential to the functioning of the supply chain because it promotes cooperation, information exchange, and decision-making (Hanlon , 2016). For supply chain partners, stakeholders, and customers to ensure seamless operations, swift issue resolution, and flexibility in response to shifting market conditions, clear and effective communication is crucial (Lejeune & Yakova, 2005). Companies can increase transparency in the supply chain, coordination, and agility, which will boost performance and responsiveness, by encouraging open communication channels. Businesses may create supply chains that are more customer-focused, practical, operationally effective, and well-communicated—all of which are better suited to satisfy demands—by coordinating supply chain strategies with the 4Cs.

Another trajectory of transformation can be traced in the recent past that is highlighted as the 4E framework of the MM. This has further transformed and altered the prospects of MM along with SCP. This delivers a step taken to further and enhance customer anchorage in the process starting from product development to delivery offering wide-ranging customer-centricity, tailored experiences, and engagement. One distinctive feature of this framework highlights the creation and maintenance of meaningful connections with customers which has the potential to divert and alter consumer behaviour by associating the aspect of experience with the product. This is also represented as the first E in the MM 4E framework. As it tends to associate value in terms of experience with product apart from the foundational uses of the product. The change in focus from "Product" to "Experience" denotes a departure from the sale of things and toward providing customers with unforgettable experiences (Acelera pyme, 2023). This change is derived from realization that how crucial it is to comprehend client wants and provide solutions that transcend beyond simple product features. Nowadays, brands place a high value on developing emotional bonds with consumers because they know that satisfying

interactions encourage advocacy and loyalty from users. In this way, the businesses attach human values and ethos with the product that is widely represented in the marketing processes. Businesses may stand out in a crowded market and create enduring bonds with clients by focusing on the entire customer experience. This has profoundly impacted the SCP generating productive results for the success of supply chains.

The framework further moves to include "Exchange" in the framework that refers to more than just financial exchanges; it also refers to the value that clients obtain from the entire experience. It places a strong emphasis on showing clients the value of offerings in return for their money by perceiving the concept of the value to be obtained in return for the money paid. This value translates into customer loyalty as consumers respect firms that value their time, uphold their morals, lend support to issues close to their hearts, or even just give them a sincere nod i.e. customer appreciation and validation (Manipal Technologies Limited, n.d.). Observe that this is a radical departure from previous marketing paradigms, in which companies invested time and money cultivating brand loyalty within a certain customer base. Price is still crucial, but now the emphasis is on demonstrating that customers are getting value for their money. Customers are willing to trade when a brand is successful, their dedication to the brand in return for the brand's support of them. Therefore, the element of exchange acknowledges that consumers want more from their relationships with brands than just items; they want value, knowledge, entertainment, and personal fulfillment (Kareh, 2018).

Taking a step further the 4E framework curated Customer evangelism, in which contented consumers become brand ambassadors and spread the word about their excellent experiences, is the evolution of customer contentment. Symbolically customer evangelism rests upon the principle of ‘support or encouragement of a cause” and evangelism as “zealous advocacy”, attaching meaning and purpose to the marketing strategy (Manipal Technologies Limited, n.d.). Word-of-mouth advertising like this promotes brand growth, loyalty, and awareness. Nowadays, brands concentrate on developing experiences that consumers are delighted to recommend, encouraging a sense of community and steadfastness among them. This change emphasizes the value of building experiences that customers are excited to recommend to others and the strength of customer advocacy.

The last component of 4E MM is the aspect ‘Everyplace’ that expands the foundation of experience. In order to provide customers with a smooth and uniform experience, businesses must be present and active across a wide range of digital media. This crucial as it tends to enable accessibility for the customers. "Everywhere" highlights how important it is for brands to interact with consumers both online and offline in order to deliver a consistent and tailored experience as the avenues of reaching out have expanded and diversified from traditional ones (Manipal Technologies Limited, n.d.). Using this strategy, brands are guaranteed to be reachable, interesting, and attentive to consumer needs at every touchpoint. Through increased operational effectiveness, responsiveness, and general customer-centricity, this multichannel method for consumer participation has not only improved customer experiences but also had a favourable effect on supply chain performance (Acelera pyme, 2023).

Therefore, supply chain performance has been greatly impacted by the evolution of the marketing mix, which moved the emphasis from the conventional 4Ps to the more complete and enhances 7Ps, 4Cs, and 4Es frameworks. This change was made because it put more emphasis on customer-centricity, individualized experiences, and engagement in the digital age. In order to help businesses adjust their tactics to match the ever-changing demands of their clientele, this research study will examine the combined effects of different marketing mix frameworks on enhancing the supply chain performance prospects. The 4Ps (Product, Price, Place, Promotion) served as the cornerstone for marketing strategies by highlighting the significance of competitive pricing, high-quality products, efficient distribution networks, and promotional initiatives (Chemo, Samanta, & Singh, 2023). Although the 4Ps worked well in the past, they were unable to keep up with the evolving expectations of consumers or the ways that digital technologies were affecting supply chain operations.

In order to overcome these constraints, the marketing mix was broadened by the 7Ps (Product, Price, Place, Promotion, People, Process, Physical Evidence) by adding components unique to the service sector. The addition of "People," "Process," and "Physical Evidence" brought attention to how crucial service delivery procedures, personnel performance, and concrete elements of the customer experience are in affecting

supply chain success. Businesses could increase customer happiness, boost operational effectiveness, and set themselves apart from competitors by concentrating on these factors (Dr. Vijay, 2023).

The emphasis was further moved from the company's perspective to the requirements and desires of the customer by the 4Cs (Customer Solution, Customer Cost, Convenience, and Communication). This framework placed a strong emphasis on the value of comprehending client needs, offering affordable solutions, guaranteeing product accessibility, and having productive communication sessions (Terziev, Banabakova, Stefanov, & Georgiev, 2017). Businesses could increase customer loyalty, boost forecasting of demand, followed by optimize inventory management by coordinating their supply chain strategies according to the 4Cs.

The marketing mix was then revolutionized by the 4Es (Experience, Exchange, Evangelism, Everywhere), which emphasized the significance of memorable experiences, value exchange, customer evangelism, and multichannel consumer engagement. In order to satisfy the needs of the digital age, supply chains must be flexible, customer-focused, and digitally enabled, as this framework demonstrated clear. (Chemo, Samanta, & Singh, 2023) Businesses could push sustainable growth, increase supply chain accessibility, and strengthen brand loyalty by implementing the 4Es.

The MM frameworks of 4Ps, 7Ps, 4Cs, and 4Es have all made a substantial and combined impact on supply chain efficiency in performance perspective. Therefore, in the current time all the aforementioned frameworks of the MM strategy simultaneously exist and are relevant. The selection and implementation of the framework depends on the nature of business and product developed and the goals outlined. Hence, this research study is aimed at investigating the role and impact of 4P MM framework on SCP by employing the case of Amazon’s MM strategy on the clothing sector of Pakistan. In the end, these frameworks collectively have enhanced customer happiness, operational effectiveness, and overall business success by shifting the focus towards client-centricity, individualized experiences, and engagement (Kareh, 2018). Companies need to modify their marketing mix plans in order to remain competitive and satisfy the ever-evolving needs of their clients as the business climate continues to change.

2.2 Supply Chain Performance

SCP is said to be an overall improvement because of the better performance in the measure of business operations of an individual along with the complete SC which formulate the opportunities (Gera, et al., 2022), (Odongo, Dora, Molnar, Ongeng, & Gellynck, 2016). It is believed that the global market is highly competitive in today's business world. It can also be seen that products that have fewer short cycles and higher expectations of consumers have attained the attention of the companies to invest and pay a high focus on their SC process. Currently, there exists no competition in the market at the individual level, however, they focus on competing with SC members. It is believed that companies who are operating in developed and developing countries are highly focusing on SC processes more efficiently to get it integrated including purchasing, distribution, and production. Companies and researchers have greatly shown interest in SCP over a specific period of time. SCP can be increased by effectively applying SC management. SC management can be defined as a process and administration of product flow including all the techniques by which all the materials are converted from the raw material to a final product. Moreover, SC management can be defined as a chemistry that highlights the suppliers as well as the consumers from top to bottom to attain super customer value and low costs (Boateng, 2019). It has been defined by (Z., S., & R., 2014) that SC management can be defined as the technical and strategic coordination of conventional business values, focusing on the placement network between the internal activities of a company and consumers (Barraza, Davila, & Vasquez, 2016). This process has become an important element in enhancing the SCP of an organization. It has been cited by (Kazemkhanlou & Ahadi, 2012) that there are several benefits of effective and efficient SC management such as maximizing profits, increasing customer value, reducing the product life cycle, attaining average inventory levels, and producing better products and services. SCP combines the key business process of trading partners from the basic extraction of raw material to the final product which includes all the processes for intermediaries such as transportation, storage activities, and sales promotion to the end user (Wisner, Tan, & Leong, 2012). SC management is an important factor in the company process that is planned through strategic coordination including buying, conversion, procurement, and logistics (Chakraborty & Gonzalez, 2018). In short, it can be said that SC management

provides the right product at the right time in the right place with the right price to the consumers. SCP has become the most important factor in the contemporary world of business marked as the main pre-requisite of the competitive edge in companies and the focus on how a group of companies can perform to satisfy the needs and develop the customer value in the same SC. It is believed that companies face challenges and queries in providing cost-effective and efficient responses to get a competitive edge in the changing environment. It has been cited by (Meyr, Wagner, & Rohde, 2007) that there are uncertainties such as random outputs, complex processes of production, and high-quality requirements that influence the SCP. There is research conducted by (Harrison & New, 2002) that 93 percent of the companies confronted the essential role of SCP in competitive advantage by using MM. Moreover, it has been contended that there are several methods mentioned in highlighting the importance of SCP and it can assist in designing a strategy for the efficient function of the SCP. It has been defined by (Subramani, 2014) that SCP is a term in which a company receives some of the benefits of maximizing sales, reducing costs, improving current processes, and developing new processes as a result of its relationships with stakeholders and partners. SCP management is contemplated as a fact that consists of five different activities such as defining metrics, target setting, measurement, selecting performance variables, and analysis. Amongst all these, performance measurement is considered the most important factor in SCP management.

There are many companies in developing countries attempting to establish contracts with the same companies in developed countries to work together, discuss the hazards, and share the benefits. It is because of current developments that companies in developing countries have built an increasing level of analyzing, assessing, creating, and developing the different models that lead to the development of the SC process in developing countries. This study focuses on measuring SCP in Amazon using Modern portfolio theory which shows the connection and influence of suppliers on performance and how different size of the members helps in measuring the performance.

2.2.1 Modern Portfolio Theory

The problem-solving approach is dedicated to designing the supplier influence on performance in SC management. Nevertheless, these techniques do not affect attitude of

the suppliers and highly concentrate on the point of either increasing the sales using MM or minimizing the cost of production (Biswas, Adhikari, & Biswas, 2020). There are many pieces of research available that have adopted modern portfolio theory, and in this study, the writer has contemplated this theory to state the different sizes of members of SC and how they can influence performance. Supplier performance improvement is considered to be an important factor when it comes to applying the modern portfolio theory (MPT). This area of the study indicated the influence of suppliers on the performance of SC. Moreover, this portion has presented the literature on performances and results such as the capability of the suppliers to manage and maintain the quality, lead time, making the delivery on time, and holding the control for overall cost of acquisition. It has been cited by (Watts & Hahn, 1993) that supplier performance improvement helps in engaging supplier development. It has been cited by (Cai, Yang, & Jun, 2011) that combined benefits for purchasers, as well as suppliers, are made together at the same platform of supplier development. It has been emphasized by (Artz, 1999) that suppliers and retailers ought to work together for better SCP since supplier performance improvement is the desired outcome of supplier development for SCP. This theory can be quantified with development programs that highlight that supplier performance is greatly associated with program success (Humphreys, Li, & Chan, 2004b).

2.3 Marketing Mix and Supply Chain Performance

2.3.1 Product and Supply Chain Performance

Amazon has been taken as a satisfactory service for esteemed clients and it has Amazon Prime services which include easy shipping facilities. It can be observed that customers place orders through the Amazon facility and SC delivers the products effectively making the better SCP. Furthermore, Amazon also introduced business centers near highly populated areas which ensures the efficient and accelerated delivery of products. SCP has been enhanced in such a way that it has used a robotic system and advanced technology including the practices of product packaging, product picking, and product delivering determining that all the processes are automated (Girija, Mareena, Fenny, Swapna, & Kaewkhiaolueang, 2021). Moreover, Amazon has combined the distribution or placement process which substantially controls the process of SC and performance that assists in performing the operations and reducing the operational costs. It can be stated that product

strategy has a significant influence on the SC system of a company. The effective supply network of a company helps in reducing the transportation as well as inventory costs that provide success for the company. The usability of data analytics predicts the needs of the customers in which the company does not have to face any technical issues at the start for stocking purposes. Since Amazon has been growing rapidly, the product strategy can help improve the SCP and determine that Amazon can enhance its position at a global level. Thus, it can be hypothesized that Amazon's product strategy has a significant and positive influence on SCP.

H1: *Product strategy of Amazon has significant and positive influence on SCP.*

2.3.2 Price and Supply Chain Performance

When discussing the pricing strategy of MM in Amazon, it can be observed that prices of products at Amazon vary because of several elements such as competition, demand and supply, customer value, and many more. As a result, inventory systems can have different issues of stocking out the products. To overcome this situation in the SC network which arises due to price variation, it is mandatory to have a properly planned structure in the inventory system. Customers avail products from Amazon at competitive prices which enhances the loyalty of the customers and convinces them to buy from them again. The system of SC controls the higher volume of orders which have a positive and significant influence on it. Furthermore, it has been contended by (Bader, Noura, Muskan, & Zahraa, 2019) that the SC system ensures the timely delivery of products that are considered the accountability of this network. The pricing strategy of Amazon greatly influences the transportation logistics of the SC system. On the contrary, if a pricing strategy that is not effective is applied, it can negatively affect the SC system and result in ineffective SCP. As a result, the company has to face the loss. It can be said that an effective pricing strategy can help achieve profitability and also reduce the negative influences of price on transportation logistics. In the end, it can be concluded that the effective pricing strategy at Amazon shows a significant and positive influence on SCP, and it can help in attracting a high volume of customers and orders which influence the SC operations. It can be hypothesized that the pricing strategy of Amazon has a significant and positive influence on SCP.

H2: *Pricing strategy of Amazon has significant and positive influence on SCP.*

2.3.3 Placement and Supply Chain Performance

It has been stated in (Amazon Global Selling, 2021) that it provides its products in more than 200 countries around the globe and allows multiple sellers to market and sell the products in more than 18 top market targets such as the United States (US), United Kingdom (UK), Canada, Australia and many more. Amazon utilizes the marketplace for direct distribution network which helps in selling the products directly to the consumers through e-commerce. It can be said that Amazon's placement strategy and well-managed distribution network significantly influence the SC network. It is noticed that the SC network is only improved because of better SCP. The order-taking and fulfillment are done effectively, thus showing that the placement strategy of Amazon is considered favorable for the SC system. Amazon has a practice of managing multiple warehouses that consist of all organized products. Moreover, it has been cited by (Delfanti, 2021) that Amazon ensures an effective distribution strategy of the products at warehouses including reducing the risk of low stocks, and availability of sufficient stock at a time and end. It helps in customer satisfaction by better SC network to deliver products on time. For this, Amazon makes a good relationship with its suppliers to entertain the customers smoothly. This relationship assists in providing the stocks on time from the supplier to complete and deliver every order on time. Moreover, Amazon provides a great facility to shop through e-commerce websites to provide efficient purchase activity, however, the SC network has to become more active in this situation. It has been discussed earlier that Amazon uses advanced technology for automation processes in its placement strategy. The utilization of robots and automation is immensely helpful in performing effective operations of the warehouses, managing the whole inventory system, and assessing, monitoring, and tracking every order. It can be concluded at the end that Amazon's placement strategy has a significant influence on the SC system resulting in better SCP since advancement technologies help in improving the overall efficiency of the placement strategy of MM. It has been hypothesized that Amazon's placement strategy has a significant and positive influence on SCP.

H3: *Distribution strategy of Amazon has significant and positive influence on SCP.*

2.3.4 Promotion and Supply Chain Performance

When discussing the promotion strategy of Amazon, it can be said that the company uses different promotional tools to market its products such as providing discount offers and deals that attract customers and fulfill their needs for the increase in that specific product. The demand for increased products focuses on SC to meet these criteria efficiently. It has been conducted by (Bezai & Dehimi, 2021) that Amazon promotes its products by taking into consideration the season, events, and occasions. Organizations make sure to provide a sufficient quantity of the products and their availability after announcing the sales and promotion offers via planned and proper coordination in the logistics network of SC. This predicts that the higher the demand for products because of the sales promotion and campaign, the more will be the availability of stocks at the moment. It is challenging for companies to maintain a good number of stocks at the time of sales promotion and campaigns and then to provide it to customers on time. The effective delivery system ensures to deliver the product reliably in the SC network. It becomes a great responsibility of the SC network to deliver the products beforehand. On the contrary, it has been cited by (Sofiah & Aisyah, 2022) that if deliveries are not made on time, it can have a negative influence on SC which is considered harmful to the company's reputation. However, the promotion strategy of Amazon influences the SC system which eventually improves the SCP. During the phase of promotion, the SC system has to become swifter and more efficient to make the delivery and every other operation that is to be conducted in an efficient manner. So, it can be said that an effective SC system helps in improving SCP, and by this, Amazon increases its sales through promotional techniques. It has been hypothesized that Amazon's promotional strategy has a significant influence on SCP.

H4: *Promotion strategy of Amazon has significant and positive influence on SCP.*

Chapter 3: METHODOLOGY

3.0 INTRODUCTION

The methodology part of a research study holds paramount importance as the quality of the outcome is directly determined by the selection of methodological tools. Hence, according to the research context, this chapter has showcased the appropriateness of selected methodological tools with proper justification. The chapter includes the research approach and design. The research strategy has been discussed before providing an in-depth description of the data-gathering method.

3.1 Theoretical Framework

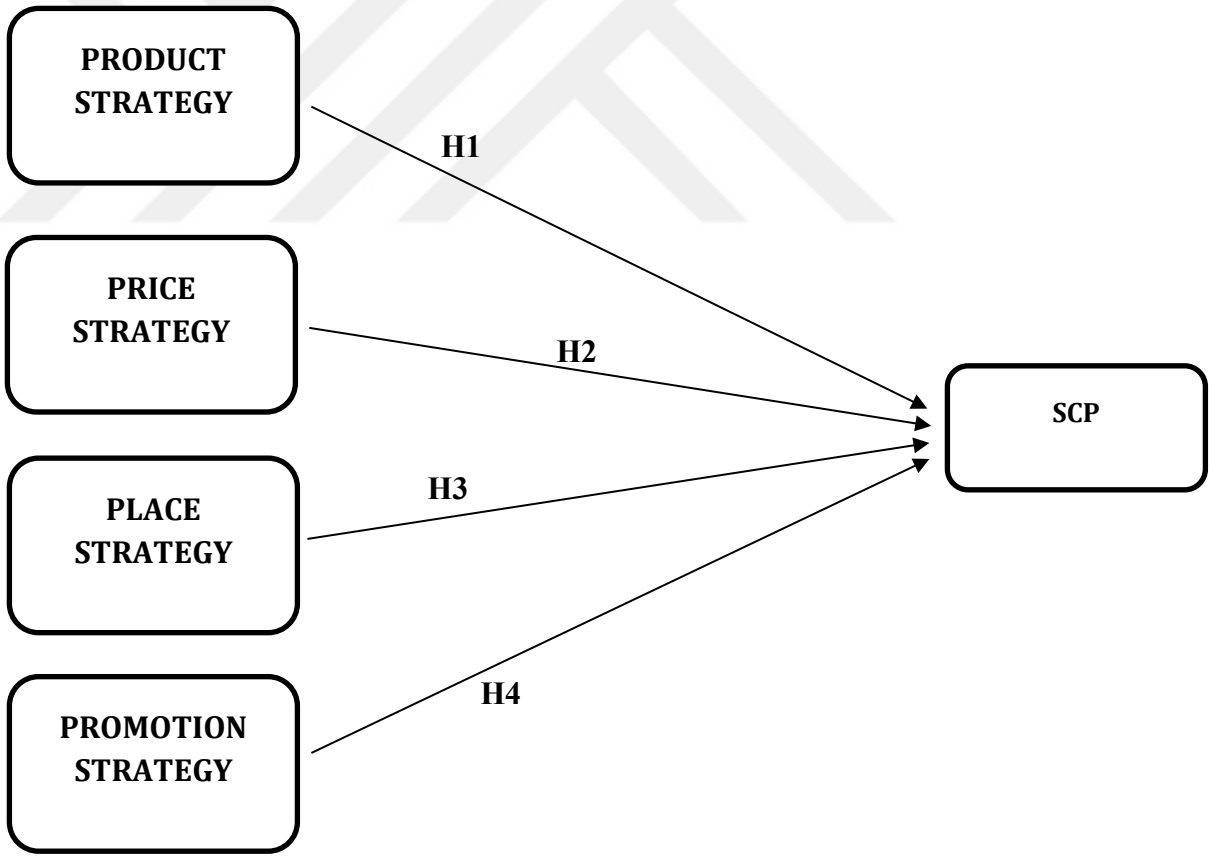


Figure 1 Theoretical Framework

3.2 Survey Instrument Development

This study aims to interrogate the influence of Amazon's MM strategy on SCP in the clothing sector of Pakistan. The researcher assessed and evaluated relevant and latent literature to construct the scaling items. Moreover, it is believed that all these measured scaling items were taken from the existing literature available. The constructs of all these items have been measured on the Likert scale of (1), "Strongly Disagree" to (5), "Strongly Agree". Following are the details of the measured scaling items of environmental knowledge, purchase intention for green products, attitude towards purchase intention, and green product knowledge.

3.2.1 Product Strategy

Table 1 has the constructs of the scaling items of product strategy.

Table 1

Product Strategy Scaling Items

Scaling Items	Resources
1. The product I buy online is a quality leader within its category every-time.	(Garg, S. A.; Singh, H.; & De, K. K,. 2016)
2. The reliability of the product is very high.	(Garg, S. A.; Singh, H.; & De, K. K,. 2016)
3. The product design is very attractive.	(Garg, S. A.; Singh, H.; & De, K. K,. 2016)
4. The product is quite user-friendly.	(Garg, S. A.; Singh, H.; & De, K. K,. 2016)
5. The product has very appealing features.	(Garg, S. A.; Singh, H.; & De, K. K,. 2016)
6. The company offers a variety of products.	(Garg, S. A.; Singh, H.; & De, K. K,. 2016)
7. The company offers warranty on good terms	(Garg, S. A.; Singh, H.; & De, K. K,. 2016)

3.2.2 Price Strategy

Table 2 contains the constructs of the scaling items of purchase intention for price strategy.

Table 2

Price Strategy Products Items

Scaling Items	Resources
1. I have bought the product at a reasonable price	(Garg, S. A.; Singh, H.; & De, K. K,. 2016)
2. The overall price deal I have received is good	(Garg, S. A.; Singh, H.; & De, K. K,. 2016)
3. The point of purchase has provided me with more than one option of payment mode	(Garg, S. A.; Singh, H.; & De, K. K,. 2016)
4. The company offers options to buy on instalments	(Garg, S. A.; Singh, H.; & De, K. K,. 2016)
5. The company offers credit	(Garg, S. A.; Singh, H.; & De, K. K,. 2016)

3.2.3 Placement Strategy

Table 3 contains the constructs of the scaling items of the placement strategy.

Table 3

Placement Strategy Items

Scaling Items	Resources
1. The company sells its products through various channels.	(Garg, S. A.; Singh, H.; & De, K. K,. 2016)
2. The point of purchase (online selling website/platform) stocks other well-known brands as well	(Garg, S. A.; Singh, H.; & De, K. K,. 2016)
3. The company offers its products through factory outlets	(Garg, S. A.; Singh, H.; & De, K. K,. 2016)
4. The point of purchase offers appealing ambience	(Garg, S. A.; Singh, H.; & De, K. K,. 2016)
5. The product was available at the desired time	(Garg, S. A.; Singh, H.; & De, K. K,. 2016)
6. The company is giving good after sales services	(Garg, S. A.; Singh, H.; & De, K. K,. 2016)
7. The process for contacting for after sales is simple	(Garg, S. A.; Singh, H.; & De, K. K,. 2016)
8. The results of after sales services are satisfactory	(Garg, S. A.; Singh, H.; & De, K. K,. 2016)

3.2.4 Promotion Strategy

Table 4 contains constructs of the scaling items of the promotion strategy.

Table 4

Promotion Strategy Items

Scaling Items	Resources
1. The company promotes its products through print media like newspapers & magazines	(Garg, S. A.; Singh, H.; & De, K. K,. 2016)
2. The company also promotes its products through outdoor advertising	(Garg, S. A.; Singh, H.; & De, K. K,. 2016)
3. The company communicates through TV and internet	(Garg, S. A.; Singh, H.; & De, K. K,. 2016)
4. It also uses social networking sites like Facebook, Twitter to advertise	(Garg, S. A.; Singh, H.; & De, K. K,. 2016)
5. The company advertises the product frequently	(Garg, S. A.; Singh, H.; & De, K. K,. 2016)
6. The company also sells directly through its sales force	(Garg, S. A.; Singh, H.; & De, K. K,. 2016)
7. The company often participates in exhibitions/trade fairs	(Garg, S. A.; Singh, H.; & De, K. K,. 2016)
8. The point of purchase carries out promotional activities	(Garg, S. A.; Singh, H.; & De, K. K,. 2016)
9. The salesperson has given me enough information about services	(Garg, S. A.; Singh, H.; & De, K. K,. 2016)
10. The website of the company provides sufficient information	(Garg, S. A.; Singh, H.; & De, K. K,. 2016)

3.2.5 Supply Chain Performance

Table 5 has the constructs of the scaling items of SCP.

Table 5

SCP Items

Scaling Items	Resources
1. Fulfill promises to shippers (e.g. on-time vehicle arrival; offer competitive rates).	(Lai, K.H.; Ngai, E.W.; Cheng, T.C.E., 2002).

2. Solve shippers' problems (e.g. suggest best routing).	(Lai, K.H.; Ngai, E.W.; Cheng, T.C.E., 2002).
3. Perform services for shippers right the first time (e.g. correctly inputted B/L).	(Lai, K.H.; Ngai, E.W.; Cheng, T.C.E., 2002).
4. Provide services at the time promised to the shippers (e.g. on-time delivery to exhibition site; higher shipping frequency than rival companies.	(Lai, K.H.; Ngai, E.W.; Cheng, T.C.E., 2002).
5. Keep shippers' records accurately (e.g. correct invoice).	(Lai, K.H.; Ngai, E.W.; Cheng, T.C.E., 2002).
6. Tell shippers exactly when services will be performed (e.g. location and opening hours of the depots/ container freight station).	(Lai, K.H.; Ngai, E.W.; Cheng, T.C.E., 2002).
7. Give prompt services to shippers.	(Lai, K.H.; Ngai, E.W.; Cheng, T.C.E., 2002).
8. Willingness to help shippers (e.g. give advice on shipping schedule or packaging; track and trace status of the cargoes shipped).	(Lai, K.H.; Ngai, E.W.; Cheng, T.C.E., 2002).
1. Timely response to shippers' requests (e.g. delivery/ transshipment of cargoes at short notice).	(Lai, K.H.; Ngai, E.W.; Cheng, T.C.E., 2002).
2. Reduce order management costs.	(Lai, K.H.; Ngai, E.W.; Cheng, T.C.E., 2002).
3. Reduce costs associated with facilities/ equipment/ manpower used in providing the services (e.g. use IT to track and trace the status of shipped cargoes).	(Lai, K.H.; Ngai, E.W.; Cheng, T.C.E., 2002).
4. Reduce warehousing costs.	(Lai, K.H.; Ngai, E.W.; Cheng, T.C.E., 2002).
5. Reduce transportation costs.	(Lai, K.H.; Ngai, E.W.; Cheng, T.C.E., 2002).
6. Reduce logistics administration costs (e.g. build good relationships with related	(Lai, K.H.; Ngai, E.W.; Cheng, T.C.E., 2002).

organizations such as customs, bureau of commodity inspection, port authority).	
7. Improve the rate of utilization of facilities/ equipment/ manpower in providing the services.	(Lai, K.H.; Ngai, E.W.; Cheng, T.C.E., 2002).
8. Improve net asset turns (working capital).	(Lai, K.H.; Ngai, E.W.; Cheng, T.C.E., 2002).
9. Fulfill promises to consignees (e.g. advise arrival schedules; complaint handling).	(Lai, K.H.; Ngai, E.W.; Cheng, T.C.E., 2002).
10. Solve consignees' problems (e.g. provide warehousing; repackage cargoes at CFS).	(Lai, K.H.; Ngai, E.W.; Cheng, T.C.E., 2002).
11. Perform services for consignees right the first time (e.g. pack and remix cargoes).	(Lai, K.H.; Ngai, E.W.; Cheng, T.C.E., 2002).
12. Provide services at the time promised to the consignees (e.g. availability of cargoes for collection at CFS).	(Lai, K.H.; Ngai, E.W.; Cheng, T.C.E., 2002).
13. Keep consignees' records accurately (e.g. error-free records of consignees' addresses and opening hours).	(Lai, K.H.; Ngai, E.W.; Cheng, T.C.E., 2002).
14. Tell consignees exactly when services will be performed.	(Lai, K.H.; Ngai, E.W.; Cheng, T.C.E., 2002).
15. Give prompt services to consignees.	(Lai, K.H.; Ngai, E.W.; Cheng, T.C.E., 2002).
16. Willingness to help consignees.	(Lai, K.H.; Ngai, E.W.; Cheng, T.C.E., 2002).
17. Timely response to consignees' requests.	(Lai, K.H.; Ngai, E.W.; Cheng, T.C.E., 2002).
18. Fulfill promises to shippers (e.g. on-time vehicle arrival; offer competitive rates).	(Lai, K.H.; Ngai, E.W.; Cheng, T.C.E., 2002).

3.3 Research Design

It is a structural framework setting and the basis of systematic obtainment of data for analysis purposes. As stated by (Pandey, P. & Pandey, M. S., 2015), answering research questions through an overall strategy of the research utilizes the concept of

research design. There appear to be three major types of research designs that embody the researchers to analyze the cause-and-effect relationship between research variables.

Figure 2: Research Design

Hence, the effects of Amazon's MM including product, price, placement, and promotion strategy for this study on SCP for the clothing sector were described through the adoption of a ***descriptive research design***. According to (Aggarwal, & Ranganathan, 2019), descriptive research design enables researchers to explain the characteristics of populations or any situation. Hence, the explanation of challenges and issues related to the MM strategy was facilitated by the inclusion of the descriptive research design. Additionally, this design further offers the conduction of quantitative research work in this study. On the other hand, exploratory design often lacks conclusive results, thus it was ignored in this study.

3.4 Research approach

The development of step-by-step plans for gathering and evaluating data sets can be regarded as a research approach. According to Islam & Aldaihani (2022), the research approach develops procedures that deepen the understanding of a research issue by obtaining and analysing relevant data strategically. In this regard, deductive and inductive reasoning or approaches are predominant in research.

The adoption of a ***deductive research approach*** was encouraged to reach a precise conclusion regarding the marketing activities affecting purchase intention. As per Recker & Recker (2021), inductive and deductive reasoning stand opposite to each other where deductive reasoning narrows down the concept and inductive reasoning generalizes concepts. However, the broad concepts of environmental knowledge gained from the

literature review of this research have been tried to be narrowed down, so that specific answers can be addressed to the research questions.

3.5 Research Strategy

In this research, a ***quantitative research strategy*** has been adopted to include quantitative research work. As per Guest, Namey & Chen (2020), quantitative and qualitative research oppose each other, while the former includes numerical data and latter excludes the same. Hence, through quantitative research offers focused data gathering the qualitative strategy offers comprehensive understanding. Thus, with the inclusion of quantitative strategy through a mixed strategy approach, the researcher has ensured that the effects of Amazon's MM strategy on SCP in the clothing sector of Pakistan were accurately measured.

3.6 Data collection method

Data collection is the most significant point in methodology which eventually regulates the research result. The adoption of primary data collection was facilitated by including primary data sets (Harrison, Reilly & Creswell, 2020). ***Primary quantitative data*** was gathered through survey responses from participants. As the research targets the impact of Amazon's MM strategy on the clothing sector of Pakitsan, the data collection methods targeted the respondent from Pakistan for raw data collection and comprehension.

3.6.1 Survey design

The survey was designed for different consumers of the clothing sector in the prior stage of the survey, who have been purchasing products. In this case, 55 close-ended questionnaires were made to answer research questions. Close-ended questions in the survey helped to gain a real-time huge pool of information (Mahmud et al., 2020). Furthermore, for designing purposes, it was ensured that proper consent was taken from research participants before data collection. In terms of the data-gathering process, a consent form along with a brief description of the research purpose and context was emailed to the respondents. After obtaining consent from them, the questionnaire form was sent as a Google Form.

3.7 Data sampling

The selection of specific subsets of data from a pool of data sets is known as sampling. Data sampling is designed to minimize the available data to simplify the process of data analysis. Hence, as 524 customers were primarily involved in the survey, and researcher applied the ***non-probability*** convenient sampling method technique. Non-probability sampling considers the specific selection of data due to the vast availability of information. The data collected from respondents was based on sampling from Pakistani respondents. Hence, it can be stated that unbiased data sampling in primary raw data helped to ensure the maintenance of the integration of the most current and relevant data sets to assess the effects of Amazon's MM strategy on SCP in the clothing sector of Pakistan.

$N = [\{z^2 * p * (1 – p)\} / e^2] / [1 + \{z^2 * p * (1 – p) / (e^2 * N)\}]$

Whereas, z = confidence interval @ 99%,

p = proportion.

N = population size, and

e = margin of error.

While, z = 1.96, p = 0.5, N = 2450, e = 0.05

Putting all the values in in above formula,

n = 511 approximately.

The sample size (with finite population correction) is equal to 511.

3.8 Data Analysis Procedures

The data has been interpreted with the assistance of SPSS software to identify reliability (Cronbach's alpha) correlation, and regression and measure their relationship with the variables to the concerned topic.

As per the study by Kafle (2019), the inclusion of SPSS software aspects can help researchers visualize quantitative data sources through tables. In this context, the chosen software tool has helped the author to create data tables for visualizing the collected data sources and samples after the analysis. This approach has helped the author to create

quantitative findings for analyzing the effects of Amazon's MM including the 4Ps mix on SCP in the clothing sector of Pakistan.

3.9 Chapter Summary

This area of study comprehended the methodology tools for this research. First of all, the conceptual framework is given in Figure 2 showing the influence of Amazon's MM variables such as price strategy, promotion strategy, product strategy, and placement strategy on SCP. The later section of this study mentioned the construction of instruments and how they were adopted. Moreover, the research design, research type, sample size, research strategy, and data collecting procedure along with analysis are developed.

Chapter 4: RESULTS AND ANALYSIS

4.0 INTRODUCTION

In this area of study, the researcher has focused on drawing the results after running the tests in the statistical tool SPSS v25.0. The tests include frequency table and descriptive analysis for demographic questions and reliability test, correlation analysis, and linear regression were run for scaling items. The following are the details mentioned in each section below.

4.1 Frequency Table

For the frequency table, there are some demographic questions related to gender, age, occupation, income, and education level. These questions are comprehended in detail below.

4.1.1 Gender

For gender group, it can be seen in Table 6 below that there are two groups mentioned here. There are 524 respondents in total, out of them 287 belong to the male group with 54.8% whereas, 237 respondents belong to the female group with 45.2% which shows that the male group has greater participation in this survey.

Table 6

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	287	54.8	54.8	54.8
	Female	237	45.2	45.2	100.0
	Total	524	100.0	100.0	

4.1.2 Age

In the age group of the survey, it can be seen in Table 7 below that there are five age groups available for this question. From the age groups listed, the age group 18 to 24 has provided maximum contribution to this survey, comprising 44.1% with a ratio of 231 out of 524 respondents. On the other hand, there are only 4 respondents out of 524 from the age group of 60 and above, creating a percentage of only 0.8%.

Table 7

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 24	231	44.1	44.1	44.1
	25 to 34	185	35.3	35.3	79.4
	35 to 44	63	12.0	12.0	91.4
	45 to 60	41	7.8	7.8	99.2
	Above 60	4	.8	.8	100.0
	Total	524	100.0	100.0	

4.1.3 Occupation

This area of analysis shows the occupation of the respondents in which there are six (6) different groups showing the occupational level. The employed group is the one that has been targeted the most, showing that there are 249 respondents out of 524 who are employed in any organization. However, 6 respondents are retired. This shows that people who earn and are employed have contributed the maximum in this survey.

Table 8

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	185	35.3	35.3	35.3
	Employed	249	47.5	47.5	82.8
	Unemployed	26	5.0	5.0	87.8
	Retired	6	1.1	1.1	88.9
	Self-Employed	37	7.1	7.1	96.0
	Other	21	4.0	4.0	100.0
	Total	524	100.0	100.0	

4.1.4 Income Level

Table 9 below shows the income level of the respondents who are earning in Pakistani Rupees. According to Table 9, it can be seen that there are five (5) groups in total, out of them 361 people earn under 100,000 PKR which shows that 68.9 percent of the respondents for this survey are earning less than 100,000 PKR whereas, 11 out of 524 respondents are earning above than 1,000,000 PKR.

Table 9

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 1,00,000 PKR	361	68.9	68.9	68.9
	1,00,000 to 2,50,000 PKR	99	18.9	18.9	87.8
	2,50,001 to 5,00,000 PKR	29	5.5	5.5	93.3
	5,00,001 to 10,00,000 PKR	24	4.6	4.6	97.9
	Above 10,00,000 PKR	11	2.1	2.1	100.0
	Total	524	100.0	100.0	

4.1.5 Education Level

The education level of the respondents reflects how much an individual is qualified as per the academic level. It can be seen in Table 10 that there are five (5) groups for education in which respondents who have a bachelor's degree have responded maximum for this

survey with 48.9 percent having a proportion of 256 out of 524 respondents. On the other hand, there are only 15 respondents who have PhD degrees. They have responded less with only 4.0 percent.

Table 10

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	56	10.7	10.7	10.7
	Bachelor's	256	48.9	48.9	59.5
	Master's	176	33.6	33.6	93.1
	PHD	15	2.9	2.9	96.0
	Other	21	4.0	4.0	100.0
	Total	524	100.0	100.0	

4.1.6 Conclusion

In the end, it can be concluded that individuals in the male category, under the age group 18 to 24, predominantly employed, earning less than 1,00,000 PKR, and having graduated with a bachelor's degree, have responded the most in the survey.

4.2 Reliability Analysis

Reliability analysis is used to check the validity and reliability of the scaling items used in the study. The reliability of the scaling items is measured by checking the value of Cronbach's Alpha. The value of Cronbach's Alpha shows the validity of items if it is closer to 0.9 signifying the highest reliability. It can be seen in Table 12 that 524 respondents have responded to the items with no missing data.

Table 11

Case Processing Summary

		N	%
Cases	Valid	524	100.0
	Excluded[a]	0	.0
	Total	524	100.0

a. Listwise deletion based on all variables in the procedure.

While discussing the Cronbach's alpha for every variable separately, it can be seen in Table 12 that the Cronbach's Alpha for product strategy, price strategy, placement strategy, promotion strategy, and SCP are 0.823, 0.695, 0.829, 0.840, and 0.944 showing the highest reliability of the constructs as they lie from 0.6 to 0.9 and even, the items for SCP goes beyond 0.9 which can be seen in Table 12 below.

Table 12

Reliability Test

Cronbach's Alpha	N of Items
.823	Product = 7
.695	Price = 5
.829	Placement = 8
.840	Promotion = 10
.944	SCP = 25

4.4 Correlation Matrix

A correlation test is used to check the relationship between every variable with another variable. The correlation test is run to check the correlation influence of one variable on another variable providing the linear relationship and strength amongst the variables. In Table 13, the writer has run a two-tailed correlation for this study. The strength and correlation of the relationship can be found significant and valid if the value falls between -1 to +1 showing that if the value is closer to +1, it means there is a strong positive correlation between the variables going in the same direction, if the value is closer to -1, there is a strong negative relationship between the variables going in opposite directions and if the value is closer to 0, this shows no correlation between the variables.

Table 13 shows that the correlation between product strategy and price strategy is 0.591, which means that there is a strong correlation between product and price strategy with a p-value less than 0.05 showing the significance of the results. Moreover, it reflects that if

the product has a good feature, it can have a better pricing strategy because of its qualities. The correlation of product strategy with placement strategy is 0.655, showing there is a strong positive correlation with a p-value of 0.000 and reflecting that if the product is placed in the right place, the product can be sold easily. The correlation of product strategy with promotion strategy is 0.561 which shows a positive correlation and the p-value of 0.000 shows the significance of results. Thus, it can be depicted that if the product is marketed at a good level, it can result in better promotional activities. The correlation of product strategy with SCP is 0.595 showing a positive correlation with a p-value of 0.000 and showing that if the product strategy is made right, it can enhance better for the performance of the SC system. Moreover, the correlation amongst each variable has a positive correlation with every p-value less than 0.05 showing the significance of the results. These values below show that the hypotheses are accepted.

Table 13

Correlation

		Product	Price	Placement	Promotion	SCP
Product	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	524				
Price	Pearson Correlation	.591**	1			
	Sig. (2-tailed)	.000				
	N	524	524			
Placement	Pearson Correlation	.655**	.651**	1		
	Sig. (2-tailed)	.000	.000			
	N	524	524	524		
Promotion	Pearson Correlation	.561**	.553**	.704**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	524	524	524	524	
SCP	Pearson Correlation	.595**	.545**	.666**	.619**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	524	524	524	524	524

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

4.5 Regression

In this portion of the analysis, the writer has run the linear regression analysis which is run to analyze and anticipate the value of the variable which is based on another variable's value, and the variable that is predicted is the dependent variable (SCP) for this study. Looking at Table 14 below, it can be seen that the value of R shows the correlation between the independent and dependent variable which is 0.723 whereas, the value of R-square is 0.523 which depicts the variance in the dependent variable (SCP) is elaborated by independent variables (product, price, placement, and promotion strategy). The value as seen below is 0.523 which means there is 52.3 percent of the variation in the dependent variable is explained because of the good independent variable.

Table 14

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.723[a]	.523	.519	.36623

a. Predictors: (Constant), Promotion, Price, Product, Placement

Moreover, Table 15 shows the ANOVA table which is the analysis of variance in the tests. It determines if the model is found significant for the results. Discussing significant value or p-value, mostly, a 5% significance level is used for the study, the value is 0.000 which is less than 0.05 therefore, the results are significant. Discussing the F-value, the F-value should be greater than 2.0 for the field yield efficient model and it can be seen that the value is 142.133 which is considered very good. This value shows the improvement in the anticipation of the variable by fitting the model after reviewing the inaccuracy in it. Table 15 shows the p-value of the ANOVA table is below the significance level, thus there is a possibility of accepting the hypotheses in the next co-efficient table of regression.

Table 15

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.

1	Regression	76.255	4	19.064	142.133	.000[b]
	Residual	69.612	519	.134		
	Total	145.867	523			

a. Dependent Variable: SCP

b. Predictors: (Constant), Promotion, Price, Product, Placement

In the co-efficient table of regression, the most important value to consider is the significant value. In this case, the significance level should be less than 0.05 for a 95% level of confidence interval. The hypotheses are accepted based on significance level. If the significance value is less than 0.05, it means the hypotheses is accepted and there is an influence of the independent variable on the dependent variable. On the contrary, if the value is greater than 0.05, it reflects that there is no influence of the independent variable showing that the hypotheses is rejected. Table 17 shows that the significance value for product strategy is 0.000 which is less than 0.05, the significance level of price strategy is 0.025 which is less than 0.05, and the significance level for place and promotion strategy is 0.000 and 0.000 which is less than 0.05.

Table 16

Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.957	.115		8.316	.000
	Product	.185	.037	.210	4.958	.000
	Price	.080	.036	.094	2.243	.025
	Placement	.263	.044	.299	5.949	.000
	Promotion	.215	.039	.238	5.443	.000

a. Dependent Variable: SCP

It can be predicted at the end by looking at the coefficient table in Table 16 that analysis suggests that price, product, placement strategy, and promotion strategy have a significant

relationship with SCP which means that these MM strategies can enhance better SCP according to this study.

Table 17

Hypotheses

Independent Variable	Sig-Value	Hypothesis Testing Result at 95% CI	Interpretation
Product Strategy	0.000	Hypothesis Accepted (0.000<0.05)	There is a significant change in SCP due to product strategy. It states that with a 1 % increase in product strategy, SCP will increase by 18.5 percent (B-value in Table 16)
Price Strategy	0.025	Hypothesis Accepted (0.025<0.05)	There is a significant change in SCP due to price strategy. It states that with a 1 % increase in price strategy, SCP will increase by 8 percent (B-value in Table 16)
Placement Strategy	0.000	Hypothesis Accepted (0.000<0.05)	There is a significant change in SCP due to placement strategy. It states that with a 1 % increase in placement strategy, SCP will increase by 26.3 percent (B-value in Table 16)
Promotion Strategy	0.000	Hypothesis Accepted (0.000<0.05)	There is a significant change in SCP due to the promotion strategy. It states that with a 1 % increase in promotion strategy, SCP will increase by 21.5 percent (B-value in Table 16)

Chapter 5: CONCLUSION

This thesis was made to interrogate the influence of Amazon's MM strategy on SCP in the clothing sector of Pakistan. It is analyzed that the role of Amazon's MM strategy including product, price, placement, and promotion has a positive and significant influence on SCP. For this analysis, four hypotheses were made to analyze the connection of Amazon's marketing strategy with SCP and hence, it has appeared that there is a positive influence of 4Ps strategy on SCP. The findings achieved from this study can provide the literature survey in different ways. In today's world of business, it can be seen that people in Pakistan have started depending on the SC Amazon has to improve the SCP by implementing and improving the MM strategy of the 4Ps. Moreover, this has also been proven that a MM strategy is an effective tool for enabling better SCP. Furthermore, it can be seen that the results of this study state that there is a greater influence of the MM strategy by Amazon which can help the marketers to keep this thing in their minds for focusing on SCP. Features like SC management, operations, stockings, and plans are the key sources for enabling better SCP. The results gained from the sample of 524 respondents showed a significant relationship between Amazon's marketing strategy including product, price, placement, and promotion strategy on SCP.

5.1 Findings

The findings of this study make some managerial contributions for marketers. The correlation of every variable with SCP was found significant in this thesis. This correlation analysis showed a significant value and proved the strong relation between them. As the quantitative research conducted delivers that the enactment of comprehensive MM strategy substantially impacts the SCP prospects. This was investigated by formulating four hypotheses H2, H2, H3 and H4 each representing the 4P s of MM framework to comprehend the impact of each on SCP. The statistical outlook delivers that with every % increase in product strategy, SCP will increase by 18.5 percent. While when there is a 1 % increase in price strategy, SCP will increase by 8 percent. The 1 % increment in placement strategy, SCP will increase by 26.3 percent. Finally, a 1 % increase in promotion strategy, SCP will increase by 21.5 percent. This showcases a correlation between the distinct 4Ps of the MM strategy and performance of supply chain elements. This resonates well with the established research literature on the MM frameworks and

SCP, that illustrates that comprehensive MM frameworks will result in enhanced and efficient SCP. This implies that it is imperative for a business or company that in order to generate counter-productive results in terms of SCP it is imperative to enact a comprehensive MM strategy to achieve set goals. Also, it is seen that Amazon's MM strategy of product, price, placement, and promotion has a significant influence on making better SCP. Moreover, it is assessed that reliability tests conducted for scaling items are acceptable and valid. Furthermore, it confirmed the questionnaire to be accepted for good research. Therefore, the influence of Amazon's MM strategy is positive for SCP. For the clothing brand of Pakistan, Amazon's MM strategy is the ideal tool for developing SCP. The research design adheres to the best practices described in publications like ResearchGate's "Evolution of Marketing mix Strategy from Genesis to today" and Springer's "Dawn of the digital age and the evolution of the marketing mix" by gathering data via surveys and carrying out thorough statistical analysis. This alignment of research approach creates a strong link to the body of existing knowledge while also validating the methods employed.

5.2 Recommendation

After conducting comprehensive research on the effectiveness of Amazon's MM strategy including product, price, placement, and promotion on SCP, it is observed that because of the correct and effective usability of these marketing strategies, marketers can get the required outcomes. First and foremost, the marketers are required to make a marketing plan according to Amazon's marketing strategy which upholds the product, price, placement, and promotion strategy effectively in such a way that it helps in achieving the objective. Marketers should give some space on pricing elements to comprehend the discounts and other vouchers to the customers and deliver the products on time through a better SC. Also, the marketers should include the placement strategy at accessible locations for the ease of the customers. This section helps those potential buyers with the extra assistance that converts them to become their actual buyers. This flexibility offered by Amazon such as placement of the products should be viewed as an opportunity for marketers to shape the customer's choices and to know them wisely. Marketers should also consider a promotion strategy to know customers personally and target them with personalized offers MM strategy is not only to build the SC but also, for conversion of

customers. Customers value those brands that give them discount offers that too with personalized choices.

5.3 Limits

Like every study, this one has some limitations. First and foremost, because of time constraints, the sample size considered was 524 customers as a narrow population target. Secondly, the close-ended questionnaire that was given to respondents restricted them from adding their more detailed reviews about Amazon's MM strategy and SCP. Lastly, another limitation is related to the research area which is the clothing sector of Pakistan. Future researchers can get a more detailed idea about the variables discussed in this study if this research is to be conducted at a global level. In future studies, researchers should add more MM strategies and check their validity with the SCP.

REFERENCES

Allen, A. (2023, October). *Understanding The 7Ps of The Marketing Mix*. Retrieved from Oxford College of Marketing : https://blog.oxfordcollegeofmarketing.com/2020/10/08/understanding-the-7ps-of-the-marketing-mix/

Bhattacharjya, J., Walters, D., & Newton, C. (2010). .The Implications of the 4 C's of Supply Chain Network Interaction Strategies for Cost Information Visibility and Network Profitability - An Integrated Model. *11th IFIP WG 5.5 Working Conference on Virtual Enterprises (PRO-VE)*. doi:ff10.1007/978-3-642-15961-9_25

Hanlon , A. (2016, March). *Digital Marketing model: Lauterborn's 4 Cs*. Retrieved from https://www.smartinsights.com/marketing-planning/marketing-models/digital-marketing-model-lauterborns-4-cs/

Khan, O., & Creazza, A. (2008). The Impact of Product Design on the Supply Chain The Impact of Product Design on the Supply Chain. Retrieved from https://www.researchgate.net/publication/265492088_The_Impact_of_Product_Design_on_the_Supply_Chain_The_Impact_of_Product_Design_on_the_Supply_Chain

Lejeune, M., & Yakova, N. (2005, January). On Characterizing the 4 C's in Supply Chain Management. *Journal of Operations Management, 23*(1), 81-100. doi:10.1016/j.jom.2004.09.004

Terziev, V., Banabakova, V., Stefanov, S., & Georgiev, M. (2017, December). Evolution of the marketing concept,marketing mix –„mix of components" or a set of actions. *International Journal of Knowledge and Learning, 20*(1), 213-218.

Acelera pyme. (2023, February). *The 4Ps of marketing and their evolution*. Retrieved from Acelera pyme: https://www.acelerapyme.gob.es/en/news/pill/4ps-marketing-and-their-evolution

Aggarwal, & Ranganathan. (2019). Study designs: Part 2 – Descriptive studies. *Perspect Clin Res., 10*(1), 34-36. **Ahmad, S., Miskon, S., Alkanhal, T. A., & Tlili, I.** (2020). Modeling of business intelligence systems using the potential determinants and theories with the lens of individual, technological, organizational, and environmental contexts-a systematic literature review. *Applied Sciences, 10*(9), 3208.

Al Badi, K. (2018). The Impact of Marketing Mix on the Competitive Advantage of the SME Sector in the Al Buraimi Governorate in Oman. *SAGE Open, 8*, 1-10.

Alfanur, F., & Kadono, Y. (2022). The effects of gender and age on factors that influence purchase intentions and behaviours of e-commerce consumers in Indonesia. *International Journal of Innovation and Learning, 31*(4), 474-505.

Alhedhaif, S., Lele, U., & Kaifi, B. A. (2016). Brand Loyalty and Factors Affecting Cosmetics Buying Behavior of Saudi Female Consumers. *Journal of Business Studies Quarterly, 7*(3).

Amazon Global Selling. (2021). *Start exporting with Amazon [Review of Start exporting with Amazon]*. Retrieved from Amazon Global Selling. https://sell.amazon.in/grow-your-business/amazon-global-selling/sem/export-from-india?kpid=go_cmp-10874986521_adg-107306910139_ad-638120173122_kwd-301162907908_dev-c_ext-_prd-_sig-CjwKCAjw36GjBhAkEiwAKwIWyZ0CxOectlLW12VDlc897bYdbqvO

American Marketing Association (AMA). (2013). Definition of Marketing. *Retrieved on 21/08/2022. https://www.ama.org/listings/2013/01/17/definition-of-marketing/#:~:text=%E2%80%9CMarketing%20is%20the%20activity%2C%20set,%2C%20and%20society%20at%20large.%E2%80%9D*.

Artz, K. W. (1999). Buyer–supplier performance: the role of asset specificity, reciprocal investments and relational exchange. *British Journal of Management, 10*(2), 113-126.

Avlonitis, G. J., & Indounas, K. A. (2005). Pricing objectives and pricing methods in the services sector. *Journal of Services Marketing, 19*(1), 47-57.

Bader, A., Noura, A., Muskan, S., & Zahraa, A. (2019). Case study - AMAZON. *Journal of the Community Development in Asia, 2*(2).

Barraza, M., Davila, J., & Vasquez, F. (2016). Supply Chain Value Stream Mapping: A New Tool of Operation Management. *International Journal of Quality and Reliability Management, 33*, 518-534.

Bego. (2018, August). *Marketing mix strategy and the supply chain: the 7 P's redefined*. Retrieved from Geoblink: https://www.geoblink.com/blog/marketing-mix-strategy/

Bezai, O., & Dehimi, B. (2021). The effect of Black Friday marketing strategies of sales. *Univ-Oeb.dz*.

Biswas, I., Adhikari, A., & Biswas, B. (2020). Channel coordination of a risk-averse supply chain: a mean variance approach. *Decision, 47*, 415-429.

Boateng, A. (2019). Supply Chain Management in the Ghanaian Building Construction Industry: A Lean Construction Perspective. *Proceedings of the Creative Construction Conference, 1*, 430-439.

Cai, S., Yang, Z., & Jun, M. (2011). Cooperative norms, structural mechanisms, and supplier performance: Empirical evidence from Chinese manufacturers. *Empirical evidence from Chinese manufacturers, 17*(1), 1-10.

Chakraborty, S., & Gonzalez, J. (2018). An Integrated Lean Supply Chain Framework for U.S. Hospitals. *Operations and Supply Chain Management, 11*, 98-109.

Chemo, D. A., Samanta, S., & Singh, S. (2023, September). Evolution of Marketing mix Strategy from Genesis to today. *Seybold Report, 18*(07), 125-148. Retrieved from https://www.researchgate.net/publication/374002102_Evolution_of_Marketing_mix_Strategy_from_Genesis_to_today

Chen, T., Ye, J., Wu, X., Shen, L., & Zhu, L. (2019). Somatic embryogenesis and plantlet regeneration of disease-resistant Pinus massoniana Lamb. *Journal of Nanjing Forestry University (Natural Sciences Edition), 43*(3), 1-8.

Culliton, J. W. (1948). *The Management of Marketing Costs.* Boston, MA: Harvard University.

Czinkota, M. R., K. M., Vrontis, D., & Shams, S. M. (2021). *Marketing Management: Past, Present and Future.* Cham: Springer Nature Switzerland.

Davis, F., Gnanasekar, M. B., & Parayitam, S. (2021). Trust and product as moderators in online shopping behavior: evidence from India. *South Asian Journal of Marketing, 2*(1), 28-50.

Delfanti, A. (2021). The Warehouse Workers and Robots at Amazon. *https://delfanti.org/wp-content/uploads/2022/01/Delfanti.The_.Warehouse.CH1_.pdf*.

Dr. Vijay, R. (2023, August). Evolving the Marketing Mix: Unveiling the Shift from 4Ps to 4Cs to 4Es. Retrieved from https://www.linkedin.com/pulse/evolving-marketing-mix-unveiling-shift-from-4ps-4cs-4es-rajan/

Gautam, R. K., & Singh, R. (2011). Marketing Mix Strategies Of Small Manufacturers Of India: Punjab Experience. *Management and Marketing Journal, 9*(2), 195-216.

Gera, R., Yadav, R., Khera, G., Saxena, A., Chadia, P., Dixit, S., & Yuliya Sergeevna, L. (2022). A systematic literature review of supply chain management practices and performances. *Mater. Today Proc., 69*, 624-632.

Gillani, S. F., & Khan, S. (2013). The effect of brand characteristic on brand loyalty: a study of cosmetics products in peshawar pakistan. *International Review of Basic and Applied Sciences*.

Girija, P., Mareena, J., Fenny, J., Swapna, K., & Kaewkhiaolueang, K. (2021). Amazon Robotic Service (ARS). *Engineering and Technology Management Student Projects*.

Grewal, D., & Levy, M. (2020). *Marketing* (7th ed.). New York: McGraw-Hill Education.

Grönroos, C. (1994). From Marketing Mix to Relationship Marketing: Towards a Paradigm Shift in Marketing. *Management Decision, 2*, 4-20.

Hanaysha, J. R. (2018). An examination of the factors affecting consumer's purchase decision in the Malaysian retail market. *PSU Research Review, 2*(1), 7-23.

Harrison, A., & New, C. (2002). The Role of Coherent Supply Chain Strategy and Performance Management in Achieving Competitive Advantage: An International Survey. *Journal of the Operational Research Society, 53*, 263-271.

Harrison, Reilly & Creswell. (2020). Methodological Rigor in Mixed Methods: An Application in Management Studies. *Journal of Mixed Methods Research, 14*.

Huang, H.-C., Chang, Y.-T., Yeh, C.-Y., & Liao, C.-W. (2014). Promote the price promotion: The effects of price promotions on customer evaluation in coffee chain stores. International. *International Journal of Contemporary Hospitality Management, 26*(7), 1065-1082.

Humphreys, P. K., Li, W. L., & Chan, L. Y. (2004b). The impact of supplier development on buyer-supplier performance. *Omega, 32*(2), 131-143.

Imran, M. (2018). Influence of industry 4.0 on the production and service sectors in Pakistan: Evidence from textile and logistics industries. *Social Sciences, 7*(12), 246.

Indrawati, Y. P., & Muthaiyah, S. (2022). eWOM via the TikTok application and its influence on the purchase intention of somethinc products. *Asia Pacific Management Review*.

Kamaruddin, N. S., Abdullah, N., Mohamad, A., Ahmad, A., Yen, L. J., Nadzri, N. S., & Paramasivam, H. (2023). Behavioural Intention to Purchase Halal Cosmetics Products in Malaysia. *International Journal of Professional Business Review, 8*(7), 1-15.

Kang, H. J., Shin, J.-h., & Ponto, K. (2020). How 3D Virtual Reality Stores Can Shape Consumer Purchase Decisions: The Roles of Informativeness and Playfulness. *Journal of Interactive Marketing, 49*(1), 70-85.

Kareh, A. (2018, January). *Evolution Of The Four Ps: Revisiting The Marketing Mix*. Retrieved from Forbes: https://www.forbes.com/sites/conormurray/2024/05/17/olympic-champs-simone-biles-gabby-douglas-and-suni-lee-to-face-off-for-first-time-this-weekend-heres-why-thats-a-big-deal/?sh=b46d70b6eef7

Kazemkhanlou, H., & Ahadi, H. (2012). Study of Performance Measurement Practices in Supply Chain Management. *Proceedings of the 2014 International Conference on Industrial Engineering and Operations Management, 1*, 297-310.

Keng, C. J., Tran, V.-D., L. T.-H., Yao, C.-J., & Hsu, M. K. (2014). Sequential combination of consumer experiences and their impact on product knowledge and brand attitude. *Internet Research, 24*(3), 270 - 291.

Khan, G. S., Shah, B., & Hunjra, A. I. (2012). Effective advertising and its influence on consumer buying behavior. *Information Management and Business Review, 4*(3), 114-119.

Kim, Y., & Lee, Y. (2020). Cross-channel spillover effect of price promotion in fashion. *International Journal of Retail & Distribution Management, 48*(10), 1139-1154.

Kotler, P. & Armstrong, G. (2012). *Principles of Marketing.* Edinburgh Gate Harlow Essex, England: Pearson Education.

Kotler, P., & Armstrong, G. (2021). *Principles of Marketing* (18th ed.). Harlow: Pearson Education Limited.

Kotler, P., & Keller, K. L. (2005). *Marketing Management.* New Delhi: Prentice-Hall of India Private Limited.

Kotler, P.; Lee, N.;. (2007). *Marketing in the public sector: A Roadmap for Improved Performance.* India: Pearson Education.

Levrini, G. R., & Jeffman Dos Santos, M. (2021). The Influence of Price on Purchase Intentions: Comparative Study between Cognitive, Sensory, and Neurophysiological Experiments. *Behavioral science, 11*(2), 1-16.

Loyalty. (2022, December). *What is the Marketing Mix? The shift from 4P to 4C*. Retrieved from https://www.pkmarketing.jp/en/articles/marketingmix_en/

Makhitha, K. M. (2019). Marketing strategies for closing the market access gap experienced by small craft producers in South Africa. *Journal of Business and Retail Management Research, 13*(3), 147-159.

Manipal Technologies Limited. (n.d.). *The 4Es of Marketing*. Retrieved from Manipal Technologies Limited: https://manipaldigital.info/blog/the-4es-of-marketing/

Marchese, K., & Dollar, B. (2020). *Supply Chain Talent of the Future: Findings from the Third Annual Supply Chain Survey.* Deloitte Consulting LLP. Retrieved from https://www2.deloitte.com/content/dam/Deloitte/global/Documents/Process-and-Operations/gx-operations-supply-chain-talent-of-the-future-042815.pdf

Mark. (2019, February). *Shifting From The 4P's To The 4C's*. Retrieved from MarkTruelson: https://marktruelson.com/shifting-from-the-4ps-to-the-4cs/

Mathieu, V. (2001). Product services: From a service supporting the product to a service supporting the client. *Journal of Business & Industrial Marketing, 16*(1), 39-61.

Meijboom, B., & Vos, B. (1997). International Manufacturing and Location Decisions: balancing configuration and co-ordination aspects. *International Journal of Production Management, 17*(8), 790-805.

Meyr, H., Wagner, M., & Rohde, J. (2007). The Impact of Alignment between Supply Chain Strategy and IS Strategy on SCM Performance. *Supply Chain Management: An International Journal, 19*.

Miracle, G. E. (1965). Product Characteristics and Marketing Strategy. *Journal of Marketing, 29*(1), 18-24.

Mohammad, H. I. (2015). 7PS Marketing Mix And Retail Bank Customer Satisfaction In Northeast Nigeria. *British Journal of Marketing Studies, 3*(3), 71-88.

Odongo, W., Dora, M., Molnar, A., Ongeng, D., & Gellynck, X. (2016). Performance perceptions among supply chain members: a triadic assessment of the influence of supply chain relationship quality on supply chain performance. *Br. Food J., 118*, 1783-1799.

Pandey, P. & Pandey, M. S. (2015). *RESEARCH METHODOLOGY: TOOLS AND TECHNIQUES.* Romania, European Union: BRIDGE CENTER.

Rad, H. S., Akbari, Z., & Motevaselian, M. (2014). The Role of Brand and Advertising in Marketing Mix (A Review of Marketing Mix). *Interdisciplinary Journal of Contemporary Research in Business, 6*(7), 114-127.

Rahnama, R., & Beiki, H. A. (2013). Modern marketing, concepts and challenges. *Arabian Journal of Business and Management Review (OMAN Chapter), 2*(6), 143-155.

Said, L. R., Anggela, M., & Fariany, G. R. (2023). Online Purchase Decision of Gen Z Students at Shopee Marketplace. *International Journal of Professional Business Review, 8*(5), 1-21.

Sakai, T. (2018). *Multiple comparison procedures. In Laboratory experiments in information retrieval.* Singapore: Springer.

Shankar, C., & Chin, K., K. (2011). A study of the relationship between marketing mix and customer retention for herbal coffee in Malaysia. 2nd International Conference on Business and Economic Research (2nd ICBER 2011). *Conference Master Resources*.

Shapiro, B. P., Dolan, R. J., & Quelch, J. A. (1985). *Marketing Management Principles, Analysis and Applications.* Homewood, IL: Richard D. Irwin.

Sidhanta, S., & Chakrabarty, A. J. (2010). Promotional mix and corporate performance-an empirical study. *Paradigm, 14*(1), 97-102.

Sofiah, M., & Aisyah, S. (2022). Analysis of Supply Chain Management Implementation on Amazon E-Commerce. *Journal of Indonesian Management (JIM), 2*(2), 385-390.

Song, L. J., Sui, R. W., Miao, Q., He, Y., Yin, J. J., & Ma, C. G. (2022). Targeting the differentiation of astrocytes by Bilobalide in the treatment of Parkinson's disease model. *International Journal of Neuroscience*.

Subramani, M. (2014). How Do Suppliers Benefit from Information Technology Use in Supply Chain Relationships? *MIS Quarterly, 28*, 45-73.

Suhardi, Y. A., Zulkarnaini, D. A., & Oktavia, L. (2021). Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian. *Jurnal Manajemen Strategi dan Aplikasi Bisnis, 4*(2), 583-594.

Tadesse, D. & Pettersson, T. (2019). Small enterprises' marketing strategy in the digital era: A study of hotels in Sweden. Master Thesis in Business Administration. *University of Gavle. http://urn.kb.se/resolve?urn=urn:nbn:se:hig:diva-30077*.

Tang, Z. Y., & Mesfin, H. (2020). Research on the Effect of Marketing Mix on the Competitive Advantage: A Study of Selected Small and Medium Enterprises in Bole Sub City Addis Ababa, Ethiopia. *International Journal of Management Science and Business Administration, 7*(1), 5-28.

Thabit, T. H., & Raewf, M. B. (2018). The Evaluation of Marketing Mix Elements: A Case Study. *International Journal of Social Sciences and Educational Studies, 4*(4), 100-109.

Wang, J.-W., Huang, C.-C., & Chen, Y. J. (2007). The Impact of Alignment between Supply Chain Strategy and IS Strategy on SCM Performance. *Supply Chain Management: An International Journal, 19*.

Warrink, D. (2018). The Marketing Mix in a Marketing 3.0 Context. *International Journal of Innovation and Economic Development, 4*(4), 7-30.

Watts, C. A., & Hahn, C. K. (1993). Supplier development programs: An empirical analysis. *International Journal of Purchasing and Materials Management, 29*(2), 10-17.

Wisner, J., Tan, K., & Leong, G. (2012). Principles of Supply Chain Management.

Yang, B., Liu, C., Cheng, X., & Ma, X. (2022). Understanding Users' Group Behavioral Decisions About Sharing Articles in Social Media: An Elaboration Likelihood Model Perspective. *Group Decision and Negotiation, 31*, 819-842.

Yuan, H., & Deng, W. (2022). Doctor recommendation on healthcare consultation platforms: an integrated framework of knowledge graph and deep learning. *Internet Research, 32*(2), 454-476.

Z., N., S., A., & R., Z. (2014). Implementation of Supply Chain Management in Pharmaceutical Company, General Principles and Case Study. *Macedonian Pharmaceutic al Bulletin, 60*, 75-82.

Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of marketing, 52*(3), 2-22.

CURRICULUM VITAE (CV)

Name - Surname: Muhammad Anas Naveed Sheikh

STATE OF EDUCATION:
Graduate: 2024, Halic University, Business Administration, MBA

PROFESSIONAL EXPERIENCES AND AWARDS:

PUBLICATIONS, PRESENTATIONS AND PATENTS DERIVED FROM THE THESIS:

- Wisner, J., Tan, K., & Leong, G. (2012). Principles of SC Management.
- Yang, B., Liu, C., Cheng, X., & Ma, X. (2022). Understanding Users' Group Behavioral Decisions About Sharing Articles in Social Media: An Elaboration Likelihood Model Perspective. Group Decision and Negotiation, 31, 819-842.
- Yuan, H., & Deng, W. (2022). Doctor recommendation on healthcare consultation platforms: an integrated framework of knowledge graph and deep learning. Internet Research, 32(2), 454-476.

APPENDIX

Section 1: Demographic Questions (Please select the one option)

1. What is your Gender?

- ☐ Male
- ☐ Female

1. What is your Age?

- ☐ 18 to 24
- ☐ 25 to 34
- ☐ 35 to 44
- ☐ 45 to 60
- ☐ Above 60

2. Which of the following best describes you the current Occupation?

- ☐ Student
- ☐ Employed
- ☐ Unemployed
- ☐ Retired
- ☐ Self-Employed
- ☐ Others: _____

3. Which of the following best describes you your current income per month?

- ☐ Under 100,000 PKR
- ☐ 100,000 to 250,000 PKR
- ☐ 250,001 to 500,000 PKR
- ☐ 500,001 to 1,000,000 PKR
- ☐ Above 1,000,000 PKR

4. Education Level?

- ☐ High School Diploma
- ☐ Bachelor's

☐ Master's
☐ PhD
☐ Others: _____

Variable	Measure	Items
Product Strategy	A five-pointscale from 1 "strongly disagree" to 5 "strongly agree"	1. The product I buy online is a quality leader within its category every-time. 2. The reliability of the product is very high. 3. The product design is very attractive. 4. The product is quite user-friendly. 5. The product has very appealing features. 6. The company offers a variety of products. 7. The company offers warranty on good terms
Price Strategy	A five-pointscale from 1 "strongly disagree" to 5 "strongly agree"	8. I have bought the product at a reasonable price 9. The overall price deal I have received is good 10. The point of purchase has provided me with more than one option of payment mode 11. The company offers options to buy on instalments 12. The company offers credit
Placement Strategy	A five-point scale from 1 "strongly disagree" to 5 "strongly agree"	13. The company sells its products through various channels. 14. The point of purchase (online selling website/platform) stocks other well-known brands as well 15. The company offers its products through factory outlets 16. The point of purchase offers appealing ambience 17. The product was available at the desired time 18. The company is giving good after sales services 19. The process for contacting for after sales is simple 20. The results of after sales services are satisfactory
Promotion Strategy	A five-point scale from 1 "strongly disagree" to 5 "strongly agree"	21. The company promotes its products through print media like newspapers & magazines 22. The company also promotes its products through outdoor advertising 23. The company communicates through TV and internet 24. It also uses social networking sites like Facebook, Twitter to advertise 25. The company advertises the product

		frequently 26. The company also sells directly through its sales force 27. The company often participates in exhibitions/trade fairs 28. The point of purchase carries out promotional activities 29. The salesperson has given me enough information about services 30. The website of the company provides sufficient information
Supply Chain Performance	A five-point scale from 1 "strongly disagree" to 5 "strongly agree"	31. Fulfill promises to shippers (e.g. on-time vehicle arrival; offer competitive rates). 32. Solve shippers' problems (e.g. suggest best routing). 33. Perform services for shippers right the first time (e.g. correctly inputed B/L). 34. Provide services at the time promised to the shippers (e.g. on-time delivery to exhibition site; higher shipping frequency than rival companies. 35. Keep shippers' records accurately (e.g. correct invoice). 36. Tell shippers exactly when services will be performed (e.g. location and opening hours of the depots/ container freight station). 37. Give prompt services to shippers. 38. Willingness to help shippers (e.g. give advice on shipping schedule or packaging; track and trace status of the cargoes shipped). 39. Timely response to shippers' requests (e.g. delivery/ transshipment of cargoes at short notice). 40. Reduce order management costs. 41. Reduce costs associated with facilities/ equipment/ manpower used in providing the services (e.g. use IT to track and trace the status of shipped cargoes). 42. Reduce warehousing costs. 43. Reduce transportation costs. 44. Reduce logistics administration costs (e.g. build good relationships with related organizations such as customs, bureau of commodity inspection, port authority). 45. Improve the rate of utilization of facilities/ equipment/ manpower in providing the services. 46. Improve net asset turns (working capital). 47. Fulfill promises to consignees (e.g. advise arrival schedules; complaint handling).

		48. Solve consignees' problems (e.g. provide warehousing; repackage cargoes at CFS). 49. Perform services for consignees right the first time (e.g. pack and remix cargoes). 50. Provide services at the time promised to the consignees (e.g. availability of cargoes for collection at CFS). 51. Keep consignees' records accurately (e.g. error-free records of consignees' addresses and opening hours). 52. Tell consignees exactly when services will be performed. 53. Give prompt services to consignees. 54. Willingness to help consignees. 55. Timely response to consignees' requests.