CONSUMER’S PREFERENCE AND CONSUMER BUYING BEHAVIOUR OF FOOT WARE INDUSTRY IN VAVUNIYA DISTRICT, SRI LANKA

Pushpavathani. K*; Kumaradeepan. V**

*Faculty of Management Studies and Commerce, University of Jaffna.
**Faculty of Management Studies and Commerce, Department of Marketing, University of Jaffna.

ABSTRACT

The continuous and rapid changing environment, competitive conditions, and dramatic innovation in the information technology, customer is the basic cause for existence of any business. Meeting the needs of those customers more effectively than competitors is the key to continued profitable existence for many businesses. The main purpose of the study is to identify how perception influences on the purchase. The researcher explores the research findings of consumer perception and preference on plastic furniture in the Vavuniya District. The data collected from the 300 respondents have been analyzed in connection with personal information for research information. Statistical Package for Social Science (SPSS- version 13.0 for window) has use to analysis the data. Descriptive statistics and factor analysis are used to get the results. The mean value of product is 3.8650 with the standard deviation of 0.52314. The mean value obviously indicates that product is high influencing the consumer purchasing. Finding of the research is the mean analysis, there is high positive relationship between marketing mix and consumer perception (Mean =4.0040). So, the marketing mix influences on the consumer perception.

KEYWORDS: Preferences, Marketing Mix, Buying behavior.

1.0 INTRODUCTION

Today’s consumers face a growing range of choice in the products and services they buy. They are making their choice on the basis of their perceptions of quality, service and value. It is necessitated that companies in order to survive and grow in the competitive market needs to understand the determinants of customer value and satisfaction.

Every firm handles the marketing strategies to make the consumers purchase towards their brand. Pride and Ferrell (2000) claims marketing strategy articulates the best use of the firm’s resources and tactics to meet its objectives. This marketing strategy helps to shape the perception of the customer. On the other hand buyers have different characteristics. This differentiation also has an influence on purchase, through perception.
The perception can create by brand behaviour, marketing strategies, buyer’s characteristics, and decision-making process. In the modern business world, a number of brands are available in the market. Kotler and Armstrong (1995) state that consumers views a brand as an important part of a product and branding can add value to a product.

Nowadays plastic furniture has become an essential part in the life styles of the people, changing in lifestyle and household composition affecting the need for home furnishing and prompting various purchases. Impulse purchasing stimulated when consumers see something new or beautiful. Many brands of plastic furniture are now available in the market, in many variety, design, colour, price, quality and quantity. So they are making their choices on the basis of perception and preference. Perception means “a process by which individuals organize and interpret their sensory impression in order to give meaning to their environment” (Robbins, 1999). Of those brands that are considered acceptable, some are preferred over others. Preference leads to some level of commitment as evidenced by a purchase or intention to purchase. Marketers must study their target customers’ want, perception, preference, attitude and their buyer’s characteristics.

When analyzing the purchase of any product consumer perception and preference should be considered. Therefore this study is intended to focus on the customer perception and preference towards plastic furniture in Vavuniya District.

1.2 RESEARCH PROBLEM

Today many brands, designs, models, variety, and colour in the market which influence in the family choice of furniture, so consumers confuse in such product of furniture selection and those factors should be taken by the seller and which factor determine the buyers behaviours towards purchasing?

To what extent the factor (market mix) influence on consumer perception?

1.3 OBJECTIVE OF THE STUDY

Following specific objectives are developed to research study.

1. To identify the factors in the marketing mix that influence consumer purchasing decision.

2. To identify, how decision-making process helps to make consumer’s decision.

3. To analyze the factors highly influencing current plastic furniture market and the reason for it.

1.4 HYPOTHESIS

The following hypotheses developed for this research study.

H1: There is positive relationship between Marketing mix and Consumer perception.

H0: There is no relationship between Marketing mix and Consumer perception.
2.0 LITERATURE REVIEW

Keller (2000) state that the power of brand lie in the mind of consumers, in what they have experienced and learned about the brand over time.

As Baker said, marketers have experimented with different combination of product, pricing, promotion and distribution. Neil H. Borden (2000) closed marketing mix into 12 components. Borden known that his list wasn’t definitive, and suggested that others may have different perspectives. In 1950s, E. Jerome Mc Carthy (1975) developed the “four Ps”, which has become the most enduring framework of the marketing mix. For many years these have been used as the principal foundation on which a marketing plan is based.

The decision-making process as a whole, as well as each stage in the process, is influenced by a number of external influences (for example the family, culture and reference group) as well as internal influences (for example perception, motivation and personality) (Hawkins & Mothersbaugh, 2010: 27; Schiffman et al., 2008:75); Rousseau, 2007:261; Blackwell et al., 2006:71).

Hawkins and Mothersbaugh (2010:278) explain that perception begins with consumers’ exposure and attention to marketing stimuli and ends with their interpretation of the stimuli. Etzel, Walker and Stanton (2007:102) and Longenecker, Moore, Petty and Palich (2006:270) add that consumers’ perception is not only determined by the characteristics of the stimuli, but also the characteristics of the consumer him- or herself. It is therefore essential that marketers obtain a thorough understanding of their target markets as well as how consumers will perceive various marketing-related stimuli. For example, Etzel et al. (2007:16) explain that the four elements of the marketing mix, namely product, place, distribution (or location in the case of a store) and promotion, could influence consumers’ perceptions of the business, and therefore their selection of a store.

Manning and Reece (2007:202), Longenecker et al. (2006:284-287), and Wood (2004:201) suggest that customers perceive the product’s value based on its benefits which, in turn, is influenced by the product’s performance, features, quality, warranties, packaging and labelling.

Kotler (2000) defined perception as “the process by which an individual selects, organizes, and interprets information inputs to create a meaningful picture of the world”. According to Schiffman, and Kanuk (2001) just as individuals have perceived images of themselves, they also have perceived images of products and brands.

Schiffman and Kanuk (2001) views, perception has strategy implications for marketers, because consumers make decisions based on what they perceive, rather than on the basis of objective reality. Pride and Ferrell (2000) states that the selective distortion is an individual’s changing or twisting of received information when it is inconsistent with personal feelings or beliefs.

Procter (1996) states that the selective attention implies that people only pay attention to a small proportion of what is going on around them all the time. According to Pride and Ferrell (2000), selective exposure is the process of selecting some inputs to be exposed to our awareness while ignoring others. Because of Selective attention means that marketers have to work hard to attract consumer attention.
Pride and Ferrell (2000) states that People can emerge with different perceptions of the same object because of three perceptual processes: selective attention, selective distortion, and selective retention.

According to the Wikipedia description of marketing mix, “The term ‘marketing mix’ was coined in 1953 by Neil Borden in his American Marketing Association presidential address. However, this was actually the reformation of an earlier idea by his associate, James Culliton, who in 1948 described the role of the marketing manager as a ‘mixer of ingredients. The concept of the four P’s became associated with the marketing mix in 1960 when “a prominent marketer, E. Jerome McCarthy, proposed a Four P classification…which has seen wide use. The Four P’s concept is explained in most marketing textbooks and classes”

Kotler and Lane Keller (2006) define the marketing mix the set of controllable variables and their levels that the Firm uses to influence the target market.

“A product is any offering that can satisfy a need or wants. Such as goods, services, experience, events, persons, place, properties, organization, information and ideas” (Kotler 1995)

Labels show nutritional information as well as ingredients This information list show the calories protein vitamins and minerals in each and every we can compare and contrast the nutritional value of different brands of the same product to be sure the getting the money’s worth. Price is the amount of money charged for a goods and service more broadly, price is the sum of the values that consumers exchange for the benefits of having using the goods or services. (Kotler – 1995)

Consumers use price as an important extrinsic cue and indicator of product quality or benefits. High priced brands are often perceived to be of higher quality and less vulnerable to competitive price cuts than low priced brands (Blattberg and Winniewski 1989; Dodds, Monroe, and Grewal 1991; Kamakura and Russell 1993; Milgrom and Roberts 1986; Olson 1977). Therefore, price is positively related to perceived quality. Rao and Monroe (1989) show that a positive relationship between price and perceived quality has been supported through previous research. By increasing perceived quality, price is related positively to brand equity.

Overwhelmingly, advertising researchers found advertising is successful in generating brand equity, whereas sales promotion is unsuccessful (Boulding, Lee, and Staelin 1994; Chay and Tellis 1991; Johnson 1984; Lindsay 1989; Maxwell 1989). Simon and Sullivan (1993) find a positive effect of advertising spending on brand equity.

Advertising is an important extrinsic cue signaling product quality (Milgrom and Roberts 1986). Heavy advertising spending shows that the firm is investing in the brand, which implies superior quality (Kirmani and Wright 1989). In addition, Archibald, Haulman, and Moody (1983) find that advertising spending levels are good indicators of not only high quality but also good buys. Aaker and Jacobson (1994) also find a positive relationship between advertising and perceived quality.

Good-image stores attract more attention, contacts, and visits from potential customers. In addition, such stores provide greater consumer satisfaction and stimulate active and positive word-of-mouth communications among consumers.
3.0 METHODOLOGY

3.1 CONCEPTUALIZATION MODEL

MARKETING MIX

Product  
Place  
Promotion  
Price  

Consumer Perception  
[Decision Making Process] (DMP)

Source: Develop for this study in particular

According to the conceptualization frame consumer perception (Decision making process) is depended variable independent variable are product, Price, Place and Promotion (part of the Marketing Mix) thus Purchase decision dependence on the factors of Consumer perception that leads to the consumer decision making process.

3.2 DEFINITIONS OF KEY CONCEPTS

3.2.1 PRODUCT

Product refers product quality and durability, Product design, brand name, logo, Packaging the product range, guarantees etc marketing a product involves product design concept testing and product launch. The physical appearance of the product as well as packaging and labeling can influence consumer’s decisions product is the important consideration of marketing mix on 4PS. The two important considerations relates on the product. The relevant between generic strategy and product in the generic strategy says company should focus on main strategy it should both Differentiation and cost leadership.

3.2.2 PROMOTION

Promotion can influence the consumers at any stage of the consumer buying process. Promotion is the term given to the collection of methods by which an organization attempts to communicate either directly or indirectly with its market. Promotion refers personal selling, advertising, sales promotion and publicity etc. Promotion is the element in an organization’s marketing mix that serves to inform persuade and remind the market of the organization. The main consumer Promotion tools includes samples, coupons, cash refunds, Price Packs Premium, Advertising specialties, contests sweepstakes and games.

3.2.3 PLACE

Place means effective distribution getting right Products into the right Place at the right time. The movement of goods from Production to consumption point is key place therefore refers
to distribution channels, distribution coverage, the types of transportation vehicle, location of sales, ware house locations etc. The links in a distribution channel involve the manufacture selling to retailers who then act as intermediary to the final customer under this model the customer would have no direct marketing direct dealing to the customers get direct feed back by this way. The type of selling involves the initiative being taken by the vendor and is unsolicited.

3.2.4 PRICE

Price is the tool of marketing mix to achieve its marketing objective. This price is leading the market, customers feelings about the product is reflected in what they are prepared to pay so getting price right is crucial. Decisions made for other marketing mix variables may affect pricing decisions ultimately the consumer will decide whether a product’s price is right competitor’s price and their possible reactions to the company’s pricing strategies when setting prices the company must also consider other factors in it’s external environment price includes discounts credit term policy Low price term payments etc. The Pricing of product may be set in order to crush competitors rather than achieve returns revenue.

3.2.5 CONSUMER PURCHASING DECISIONS

Consumers are influenced by various Factors in making purchasing decisions with regard to a particular product. Hence marketers must study their target consumers wants perceptions & preferences. By studying these factors marketers can propose proper marketing strategies with regard to product, price, Place, Promotion. Decision of a consumer must make is whether to buy an item or not. This may sound, so basic as to be unnecessary to mention. The consumer may choose a particular brand first and then a place to buy it may choose the place and then the brand may choose both simultaneously consumer buying behaviour is changing as consumer tastes.

3.3 RESEARCH SAMPLE

A sampling is the collection of samples from the population in the area where the research has studies. From the researcher’s point of view, population includes individuals and families. The necessary requirement in the sample choice is selected samples must be reflection the whole population’s intentions. If it is not reflected, that may leads to biased or unreal results to the study.

To know how consumers’ perception and preference determines the purchase of plastics furniture, sample is collected from population of Vavuniya district. To make the selection effective, sample is collected through stratified random sampling method.
### TABLE: 3, DETAIL OF SAMPLE SELECTION

<table>
<thead>
<tr>
<th>Name of Division</th>
<th>Divisional Secretary</th>
<th>No of Population</th>
<th>Percentage (%)</th>
<th>Consumer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vavuniya</td>
<td></td>
<td>167525</td>
<td>63</td>
<td>189</td>
</tr>
<tr>
<td>Vavuniya South</td>
<td></td>
<td>22485</td>
<td>9</td>
<td>27</td>
</tr>
<tr>
<td>Vengalacheddikulam</td>
<td></td>
<td>41092</td>
<td>15</td>
<td>45</td>
</tr>
<tr>
<td>Vavuniya North</td>
<td></td>
<td>35437</td>
<td>13</td>
<td>39</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>266539</strong></td>
<td><strong>100</strong></td>
<td><strong>300</strong></td>
</tr>
</tbody>
</table>

Source: Department of Census & Statistics from Vavuniya Kachcheri (2011)

One hundred customers take as sample for this study, based on divisional secretariats in the Vavuniya population from four divisions on the basis of random sampling method.

### 3.4 METHOD OF DATA COLLECTION

A questionnaire consists of set of questions presented to a respondent for their answers. Under this study questionnaires were issued to householders in a random basis. The respondents were told that real purpose of the study and their information was collected from their own words. The researcher explores the research findings of consumer perception and preference on plastic furniture in the Vavuniya District. The data collected from the 300 respondents have been analyzed in connection with personal information for research information.

### 3.5 METHOD OF DATA ANALYSIS

After the collected data have been processed, it is necessary that these data are analyzed by,

- **UNIVARIATE**: The univariate analyses measures such as mean, median and standard deviation, co-efficient of variance.

- **BIVARIATE**: This analysis consists of the level of multi collinearity between variables such as correlation and regression

- Multivariate

Data analysis is more sensitive part of the research work. In the research process to analyze the collected data researcher use the Statistical Package for Social Science (SPSS- version 13.0 for window). Descriptive statistics and factor analysis are used to get the results. In this research study factor analysis and descriptive statistics are used to evaluate the marketing mix. Other questions and statement in the questionnaire analyze through descriptive statistics.
4.0 DATA ANALYSIS

Each factors is given a scale from 1-5 to show it is very importance and based on responses multivariate measures are calculated for each of the marketing mix.

Based on the mean value (Xi) compare with the median value 3 the following decision rule can be applied.

If the mean value is,

\[ 0 \leq \text{mean} \leq 2.5 \Rightarrow < 3 \]
\[ 2.5 < \text{mean} < 3.5 \Rightarrow = 3 \]
\[ 3.5 < \text{mean} < 5 \Rightarrow > 3 \]

The mean value (\( \bar{x} \)) of the aspects and variable falls in the above range then the decision will be as follow.

If,

1. \( X < 3 \) the factor is lower influence the consumer perception and preference towards plastic furniture.
2. \( X = 3 \) the factor is moderately influence the consumer perception and preference towards plastic furniture.
3. \( X > 3 \) the factor is high influence the consumer perception and preference towards plastic furniture.

5.0 DATA PRESENTATION AND FINDINGS

According to the data collected from the 300 respondents, the overall mean for marketing mix is 4.0040 and the overall standard deviation for the marketing mix is .43043

**TABLE: 13, MEAN & SD FOR OVERALL MARKETING MIX**

<table>
<thead>
<tr>
<th></th>
<th>Product</th>
<th>Price</th>
<th>Promotion</th>
<th>Place</th>
<th>Mar.mix</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean</td>
<td>3.8650</td>
<td>4.3033</td>
<td>3.8325</td>
<td>4.0150</td>
<td>4.0040</td>
</tr>
<tr>
<td>Stan.Dev</td>
<td>.52314</td>
<td>.54658</td>
<td>.68077</td>
<td>.64922</td>
<td>.43043</td>
</tr>
</tbody>
</table>

Source: Survey Data
TABLE: 14, MARKETING MIX

<table>
<thead>
<tr>
<th>Decision</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>X &lt; 3 (Lower Influence)</td>
<td>1</td>
<td>1.0%</td>
</tr>
<tr>
<td>X = 3 (Moderate Influence)</td>
<td>7</td>
<td>7.0%</td>
</tr>
<tr>
<td>X &gt; 3 (High Influence)</td>
<td>92</td>
<td>92.0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Source: Survey Data

FIGURE: 4, MARKETING MIX

The marketing mix is the set of marketing tools that the organization uses to pursue its marketing objectives in the target market. This influences consumer behavior towards these brands of purchase. The marketing mix encompasses four variables: Product, Price, Promotion, and Place.

Let us look into the marketing mix of plastic furniture. The mix that the consumers in the Vavuniya district are more concerned about the product features, because 78% of the consumers feel that product is highly influencing factor. The mean value of product is 3.8650 with the standard deviation of 0.52314. The mean value obviously indicates that product is high influencing the consumer purchasing. Kotler (2000) suggests that product variable decision, features and related activities are important because they are involved directly with creating products that influence consumer behaviour. So as his point of view the consumer’s buying behaviour guided by the quality, brand name, different size, special features, the product is very much important.
Price is also considered important to some extent. The consumers in this district are most considered about price because 92% of the consumers feel that price is high influencing factor in purchasing. The mean value of price is 4.3033 with the standard deviation of 0.54658 Kotler (2000) states; the amount of money charged for a product or service, or the sum of the values consumer exchange for the benefits of having or using the product or service. So in his point of view price is high influence of buying plastic furniture.

At the same time promotion becomes the last marketing mix for the consumers in this district. In regard to the promotion, Kotler (2000) states; Promotion is any form of communication used to inform, persuade people about an organization product. Promotion is considered an important mix in that it ensures the quality discount of plastic furniture. Consumers prefer promotion in order to obtain the sales promotion benefits. 64% of the consumers feel that promotion is high influencing factor in plastic furniture. The mean value for promotion is 3.8325 with standard deviation of 0.68077. Pride & Ferrell (2000) suggests, Promotion can be aimed at increasing public awareness of an organization and of new or existing products. This variable affects consumer behaviour. The standard deviation is less than one and that shows a less deviation from the standard. Advertisement is the major contributing factor in promotion. So according to his view, the promotion is high influence the consumer preference.

Final marketing mix element is place, which makes it easier in purchasing plastic furniture. The consumers in this district are most considered about place because 81 % of the consumers feel that place is high influencing factor. The mean value of place is 4.0150 with the standard deviation of 0.64922. The standard deviation is less than one and that shows a less deviation from the standard. Ferrell (2000) suggests that the place variables are to reach and keep customers, and product must be available at the right time. This variable affects consumer behaviour. The major contribution to the place is warrantee, seller's recommendation, and availability. So point of his view, place is high influencing the consumer perception and preference.

So far we have seen, each variable, which is related to the marketing mix. The clear discussion regarding the dimension of marketing mix as follows, the high level of consideration of marketing mix by consumers is an essential in consumer perception and preference.

If we take into account how far consumers deciding the marketing mix which is influencing consumer purchasing behaviour in vavuniya district. Among the sample, 92% of consumers said marketing mix is high influencing factor. 1% was low influenced and 7% was moderate influenced. It has a mean value of 4.0040 with the standard deviation of 0.43043. The major contributing mix is place and price.

Marketing mix is a very much deciding factor. Kotler (2000) defined, “a consumer buying behaviour is influenced by product, price, place and promotional factors”. From this facts consumer can clearly understand in what extent it is important in the buying decision. Therefore marketing mix is high influencing the consumer perception and preference.

5.1 MARKETING MIX

Research findings of four marketing variables are as follows.
**PRODUCT:** As a product variable name, special features, quality, and size has favorable attitudes on the plastic furniture purchase. As same, durability, have more colour and design and familiar brand name make positive attitudes of plastic furniture. 78% of consumers are found to be highly influenced in product, 20% indicates moderately deciding and the rest 2% of consumers are less interest in product.

**PLACE:** As a place variable availability, easy identification, available near to house, warrantee and vender recommendation are play major role on the purchase of plastic furniture. 81% highly influencing to consumer purchase, 13% represented the moderate influences and 6% consumer were lower influence.

**PRICE:** When make plastic furniture purchase as price variables, consumers give more priority to reasonable price of the product and quantity satisfactory for price paid. 92% of consumers are high influenced of their element on their perception, 7% of respondents express moderate influence of their element of price and the rest 1% of consumer are less interested in price.

**PROMOTION:** Publicly recognized, Advertisements and reputation has more influence on purchase of plastic furniture as a promotion variable. 32% of respondents feel moderate influenced by promotional activities and 4% of respondents influenced by lower influenced in respect to promotions buy 64% highly influenced by promotion

### 5.2 HYPOTHESIS TESTING

H0: There is no relationship between Marketing mix and Consumer perception.

Here this null hypothesis is rejected, because there is a positive relationship found between the marketing mix and consumer perception. That is, when the marketing mix is increased, consumer perception will also increase. Therefore, this null hypothesis is rejected.

H1: There is positive relationship between Marketing mix and Consumer perception.

According to the mean analysis there is high positive relationship between marketing mix and consumer perception (Mean =4.0040). So, the marketing mix influences on the consumer perception.

<table>
<thead>
<tr>
<th>Correlations</th>
<th>ammix</th>
<th>Aprceftion</th>
</tr>
</thead>
<tbody>
<tr>
<td>ammix</td>
<td>1</td>
<td>.204*</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.042</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Aprceftion</td>
<td>.204*</td>
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<tr>
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<tr>
<td>N</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

* Correlation is significant at the 0.05 level (2-tailed).
According to the correlation analysis, above the table correlation value has been computed to find out the relationship between marketing mix and consumer perception. The correlation value is .204 which is correlated at 0.042 significant levels.

There is positive relationship between marketing mix and consumer perception. So the marketing mix influences on the consumer perception. Therefore, this hypothesis is accepted.

6.0 CONCLUSION

Consumer perception is important factor because several factors are influence in the consumer perception, our research study makes the product, Price, Promotion and place are impact on consumer perception customers are satisfy with the company’s product that company achieve the company’s goals and object in the competition world, while the customers are not like the product the company faces low production level and low turnover. Further customers are major persons and weapons for the company’s activities so that this customers a well motivated by the product, Price, Place and promotion are influence on the consumer perception.

7.0 FUTURE RESEARCH

Researcher considers only limited in Vavuniya district further researcher may concern other areas and districts. Researcher selected the sample only hundred consumers, but future researcher can consider other techniques such as network. Researcher takes limited factors for customer perception, but future researcher take other factors. Plastic furniture faces the competition in Vavuniya district. So Future researcher can research the competitors’ products (plastic furniture) to analysis the marketing mix and consumer perception.

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