



THE IMPACT OF MARKETING MIX ON CONSUMERS SELECTION: A
STUDY OF BATH SOAP PREFERENCE

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ABSTRACT

This is an exploratory research design conducted to identify the impact of marketing mix on consumers' selection towards bath soap preferences among female consumers in Sepanggar, Kota Kinabalu. 100 of respondents selected to collect the data required. As the bath soap brand is conscious and difficult to be predict, this study want to identify the most factors that impact on consumers' selection among the 4P's. Besides that, the researcher want to identify the relationship between the respondent's demographical factors and the element of marketing mix. The data collected through structured questionnaires and have been interpreted by a statistical analysis software of SPSS. This study will beneficial to future reseacher and companies that interested entering especially in the bath soap's local market. It will help to have better understanding on the impact of marketing mix on consumers' selection especially on low involvement products.