

# IMPACT OF MARKETING MIX ON CUSTOMER SATISFACTION. (A STUDY OF NESTLE NIG PLC)

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## ABSTRACT

*This paper critically examined the impact of marketing mix on customer satisfaction, with specific focus on Nestle Nig Plc, Lagos-State. This study employed a descriptive survey design. A sample size of 77 respondents was selected using simple random sampling technique of which 77 respondents filled and returned the questionnaire. Data from the questionnaire was analyzed using special software for statistics which is called statistical package for social science (SPSS) version 20. The study found out that there is a correlation between marketing mix and customer satisfaction. Also, the study finds out that there is relationship between marketing mix and efficiency operations of manufacturing firms and therefore recommends that Critical analysis should be used prior to implementations of marketing mix*

**Keywords:** *Marketing Mix, Extended marketing Mix, Customer Satisfactions, Efficiency in Operation of Manufacturing firms and Nestle Nig Plc.*

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## Background To The Study

The aim of every business entity is to derive customer satisfaction at a profit. This implies that most businesses strive to strike a balance between customer satisfaction and the primary aim of a business. However, for a firm to have a successful customers satisfaction, there is need for such firms to engage in marketing mix, therefore marketing mix can best be regarded as a corporate strategy that can be used to give the appropriate quality of products at the right time, in the right place and at a best price that suit the customer. It is a mixture of four (4) certain elements namely: place, product, price and promotion. Hence, marketing mix can best be described as the 4 P's of marketing. To enhance the efficiency of this concept, scholars has been able to extend the mix into 7 P's and the additional three are geared towards service orientedness. They include: Physical Evidence, People and Process.

According to Raymond and Daniel (2015), Marketing mix is part of an effective marketing strategy and ploy which can be used to earn a competitive and strategic advantage. Generally, it is tactics if a company would like to market its products through 4 important elements which are Product, Price, Place, Promotion (Kotler & Keller, 2009). Those 4 elements in marketing mix could give a positive impact on customer satisfaction as well as generates increased income for a firm if properly utilized (Koontz, 2004). It is because by having a good marketing mix strategy a company could target their market and give a positioning in the mind of potential customers as well as where the product should be distributed and what are the benefits of buying its products which all of them can meet the customer expectations and fulfill the customer needs and wants (Koontz, 2004). It is worthy of note at this juncture to be enlightened that the survival and growth of an organizations depends on how effective and efficient the marketing mix are combined together to achieve certain objectives survival of an organization also rely on its customers. Customers are the source of profits to be earned by a profit-making organization and the primary reason for being in the operation for not for- profit organizations. Thus, customers are the backbone and lifeline of organizations, some authors have proven that customers is the blood fluid and cash flow of a business this explains the popular saying that without customers there is no business'

Customer satisfaction is a person's feeling of pleasure, perception or disappointment emerging from comparing a product's perceived performance or outcome in relation to his or her expectations (Harker, 2009). From this clause, customer satisfaction infer the degree of quality, thus what satisfies Mr A may often not satisfies Mr B, the reason for such differences is quality and perceptions of the way the customers view such products. Customer satisfaction is a psychological law based on perception and degree of satisfaction. For meeting customer's requirement, high quality of products and services should be provided. A business term is there to measure how product and services supplied by a company meet or surpass customers' expectations is known as customer satisfaction. Customer satisfaction is known as one of the perspectives of balanced scorecard and seems as a key performance indicator. For surviving in this competitive marketing place and marking differentiation between satisfaction is seems to an important key element to make the business strategy. It is upon this background that the study intends to investigate the effect of marketing mix on customer satisfaction with a study of Nestle Nig in Lagos.

### **Statement of Problem**

When there is inadequate efficiency on marketing mix, negative result starts to set in, to mention but few are: decline in sales growth/profitability, decline in market share and competitive advantage, reduction in customer satisfaction and quality of products. When this is encountered, there is need for such firm to check the efficiency of the marketing mix structure sometimes it is necessary for firms to adjust the structure or make critical decisions at that moment. In manufacturing sector, marketing mix is not possible to be separated from customer satisfaction and product quality. In order to maximize the market share of manufacturing firms as well as minimize costs of production, there is a need to evaluate the customer satisfaction with marketing mix and its effect on firms. Though the prior researches have made the large number of contributions to develop the linkage between customer satisfaction and marketing mix but the relationship between these two variables often changes overtime. This is a lecnunna that needs to be filled, thus, the present study may make further addition by understanding the linkage between marketing mix and customer's satisfaction.

### **Purpose and Objectives of the study**

The purpose of the study was to investigate the impact of Marketing mix on customer satisfaction and in line to achieving this, the following are specific objectives to guide the study:

1. To investigate if there is a significant relationship between marketing mix and customer satisfaction
2. To find out if there exists a correlation between marketing mix and efficient operations of manufacturing firms.

### **Research Questions**

The following are the research questions the study focused on and this question was subject to data analysis from which conclusions was drawn from:

1. What is the significant relationship between marketing mix and customer satisfaction?
2. What is the correlation between marketing mix and efficiency in operations of manufacturing firms?

### **Research hypotheses**

The following are the hypothetical statements of the study and this was obtainable from the research questions:

H01: There is no significant relationship between marketing mix and customer satisfaction.

H02: There is no correlation between marketing mix and efficiency in operation of manufacturing firms.

## **LITERATURE REVIEW**

### **Marketing Mix: Overview**

Marketing mix is a phenomenon that explains how some certain elements are combined together to achieve basic objectives, marketing authors have list these elements as Product, Price, Place and Promotion, some of this scholars have categorized and extends this elements into seven: the extended elements involves physical evidence, processes and people. For creating and implementing marketing strategies and ploy, marketing mix concept is used for organizational and consumer objectives which are achieved by laying down the stress on the blending of various factors. And elements of marketing mix are known as marketing tactics and they include product, price, place, promotion. In 1964, this concept is introduced by Neil Borden who started using this phrase in 1949. Marketers should consider their target market while blending and combining the mix element.

For formulating and implementing better market strategies and plan marketers firstly must know about the wants and preferences of their target customers and then make use of appropriate marketing mix to satisfy those wants and preferences, it thus means that marketing mix is used for strategically satisfying customers preferences.

There are four Ps of marketing mix which includes product place, price and promotion. However, there have been further elements found in the literature. Few authors have identified process, people and physical evidence as elements of marketing mix in addition to four elements discussed earlier. These 7Ps of marketing mix have been considered to have a significant impact on marketing for firms which are engaged in providing service to customers (Borden, 1984; Addmour and Ayish, 2005).

The following are elements of marketing mix and they are discuss as follows, categorically, there are seven (7) P's in the marketing mix:

### **Product**

In manufacturing and service industry the product is either tangible or intangible by nature. A product is therefore the combination of certain activities on the bases of customers wants and which can come in the form of intangible or tangible nature. Similar examples of physical product are cars, phones, houses while service products includes banking activities, tourism, teaching services. However, they are limited in measurement. They cannot be measured like physical products. Tourism industry can be an ideal example of product in service marketing mix. Kotler and Armstrong (2010) defines the product as anything which is offered to a market to attend, acquire, use or consume and it may satisfy the consumers. The characteristics of service products through tourist product is nicely explained by Chris et al., (2006) who defines the tourist products as in opportunities in the market by recipients of the tourist market and its role to support the sustainable tourism design process. They further explain if the design of the elevation of the destination is viable, it must consist three factors namely climate, taverns-restaurants and parking areas. Another study on tourist destination management reveals that two factors including innovative and well-coordinated tourism products are considered to be very important for tourism areas (Ljiljana et al 2009)

### **Types of Product (s)**

1. Formal Product: These are items which are gotten for specific purpose, they are product which are meant to render specific functions thus, the physical product which is bought by customers for their own benefits like computers, mobiles etc.
2. Core product: what is the core benefit associated with the physical product which is bought by customer from company like status and knowledge.
3. Augmented Product: The sum total of the benefit which is received by the customer by using formal formal product like time saving and quick assessing of information.
4. System Product: This product is the expansion of augmented product like training support and manuals. [Kotler et.al.,2009]

### **Price**

It is known as the important decision for the business firm for generating the revenue and profitability. The amount paid for the product is known as its price in its general sense. According to Adam Smith, " Value for Exchange" is known as price. While in marketing perspective " The amount of money charged for a product or services, or the sum of the values that consumer can exchange for the benefits of having or using the product or services" [Kotler and Armstrong, 2004]. In business to business (B2B) marketing, total cost of ownership includes in the price. Totalprice of ownership comprised of installation and other products which are required to deliver a complete functional solution. According to the stage of product life cycle price should be firstly decide for the target customers after that develop the features which suits that price. This technique is known as target costing

### **Place**

The location from where we can purchase a product is called place of distribution. And it is known as distribution channel in which product moves from producer part to the consumer part, i.e. The channel used for this movement is known as Distribution Channel. It includes both physical as well as virtual stores which are available on internet. Places help to identify the right service. Place plays a significant role in tourism field and it also provides some principles in combination with other factors to make decision to choose tourism services (Kotler and Armstrong, 2010). Place can provide time and distances as well. It also offers some novel ideas for travelling ways and declares some possible customers for tourism service. A prior research also explains about some marketing channels and put marketing mix with best distribution of services for many travel agencies (Leo Huang et al, 2009)

## Promotion

Various aspects of marketing communication are represented by the promotion under the context of marketing mix like for attaining the goal of generating a positive customer response, it communicate the information about the product to the customers. Promotion is very wide term includes all the communications that a marketer may insert to the market place. These communications include:

1. Radio
2. Television
3. Print media
4. Coupons
5. Billboards
6. Online advertisements
7. Direct mail
8. Word of Mouth

Role of the human sales force in the promotion is one of the very less defined areas. And on the other hand, sales person, who support the consumers to make the purchase decision that whether they purchase the product or not. So, in this case, the services can be defined as the feature of the product whether perceived or real.

**People** Though people are not considered as an essential marketing mix element, it plays an important role in human resource in the field of tourism marketing and looking for quality sightseeing and personal buying in hospitality sector (Kotler and Armstrong (2010)).

**Process** means a mix of tourism wellness procedures and schedules of activities and routine work. Furthermore process flow facilitates customers without comparing process and suppliers. For example, it is not possible for the tourist to wait for a long time to gather information from the tourism office. Kannan & Srinivasan (2009) explains that the tourism marketing includes planning a trip, location, plane tour, maps, tourism attraction, meals, souvenirs and momentous.

**Physical evidence** Physical evidence is related to the seller before the customer that the tourism product is nonprofit purpose, place, décor, people and everything else in the tourism office which may relate to the experience. For instance, when tour is made for a historical place the first-time tourist may carry some beautiful memories but they also remember the factors other than the beautiful memories such as transport facilities, markets and the behavior of the local people towards tourist. Hence tourism is vital in travel experience.

## Limitations of Marketing Mix

Most often marketing concept has some set backs and these problems are caused by because marketers are not expert enough contradictory organization objectives also affects marketing mix. However, knowing this set backs will help balance approach to make marketing mix effective and efficient. The following are the major limitations which hinders marketing mix:

1. Conflicting objectives
2. Organizational constraints
3. Difficulty in understanding the stage of product life cycle

## Customer Satisfaction: Overview

This concept is best explains with quality, customers are satisfied when they perceived high degree of quality. Customer satisfaction is an abstract and ambiguous concept. The actual manifestation regarding satisfaction varies from product to product and person to person as well. It also includes variation regarding services to services. The state of satisfaction is depending upon two variables namely:

1. Psychological variable
2. Physical variable

1. Psychological variable; these explains the mental knowledge and discretion a customer has towards a certain products, when customers are not certain about a product, they tend to make enquiry from previous customers. This singular act explains the psychological variable.

2. Physical Variable; Quality and Branding as well as packaging are the major element of this category of customer satisfaction. When a product is embedded with high degree of quality which can be seen or obvious, such customers tends to derive satisfaction, branding and packaging are also great tool to induce customers satisfaction as when a products looks decent, portable and have a good name, customers tends to have believe on such kind of products.

And it helps to correlate the information behavior with recommended rate and return. The level of customer satisfaction also depends upon the variation of the option of the customer about the product of the two organizations on the basis of comparison between them.

Marketing is said to be a social and managerial process providing individuals and groups with the thing they need and want by creating, offering and exchanging value products (Kotler and Armstrong, 2010). As general principle, an organization's success is affected by the level of consumer's satisfaction of their demand. It is great challenge for any organization to achieve highest possible level of consumers' satisfaction.

## METHODOLOGY

A descriptive research design was used in this study. The target population of this study comprise of the general staff of Nestle Nig Plc. Thus, Role of marketing mix on customers satisfaction and its application are relevant at this level prompting the choice of the population. However, a sample size of 77 were determined using the simple random technique. This study is expected to produce both quantitative and qualitative data. Once the questionnaires are received they was coded and edited for completeness and consistency. Quantitative data was analyzed by employing descriptive statistics and inferential analysis using statistical package for social science (SPSS) version 20. This technique gives simple summaries about the sample data and present quantitative descriptions in a manageable form, Gupta (2004). Together with simple graphics analysis, descriptive statistics form the basis of virtually every quantitative analysis to data, Kothari (2004). The significance testing was done at 5% level of significance and SPSS was used for this purpose. The data was then presented using frequency distribution tables, bar charts and pie charts for easier understanding

## FINDINGS.

A total of 77 Questionnaires (representing 100%) were distributed, in which 77 was returned, a percentage of which is 100%. However, the returned Questionnaires are however shown below:

### Marketing Mix is a viable tool that satisfies customers

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agreed	19	24.7	24.7	24.7
Strongly Agreed	22	28.6	28.6	53.2
Undecided	20	26.0	26.0	79.2
Disagreed	7	9.1	9.1	88.3
Strongly Disagreed	9	11.7	11.7	100.0
Total	77	100.0	100.0	

Source: Survey, (2019)

The table shows that 24.7% of the respondents agreed that Marketing Mix is a viable tool that satisfies customers, 28.6% of the respondents strongly agreed to the contrary, 26% of the respondents were unsure, 9.1% of the respondents disagreed and 11.7% of the respondents strongly disagreed. This implies that majority of the respondents strongly agreed that Marketing Mix is a viable tool that satisfies customers.

### Marketing mix are best implemented via the aid of effective salesforce

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agreed	21	27.3	27.3	27.3
Strongly Agreed	38	49.4	49.4	76.6
Undecided	8	10.4	10.4	87.0
Disagreed	4	5.2	5.2	92.2
Strongly Disagreed	6	7.8	7.8	100.0
Total	77	100.0	100.0	

Source: Survey, (2019)

The table shows that 27.3% of the respondents agreed that Marketing mix are best implemented via the aid of effective salesforce, 49.4% of the respondents strongly agreed to the contrary, 10.4% of the respondents were unsure, 5.2% of the respondents disagreed and 7.8% of the respondents strongly disagreed. This implies that majority of the respondents strongly agreed that Marketing mix are best implemented via the aid of effective salesforce.

**Marketing mix are carried out in this firm**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agreed	27	35.1	35.1
	Strongly Agreed	27	35.1	70.1
	Undecided	7	9.1	79.2
	Disagreed	10	13.0	92.2
	Strongly Disagreed	6	7.8	100.0
	Total	77	100.0	100.0

Source: Survey, (2019)

The table shows that 35.1% of the respondents agreed that marketing mix are carried out in their firm, 35.1% of the respondents strongly agreed to the contrary, 9.1% of the respondents were unsure, 13% of the respondents disagreed and 7.8% of the respondents strongly disagreed. This implies that majority of the respondents agreed as well as strongly agreed that marketing mix are carried out in their firm.

**There is a relationship between marketing mix and organizational objectives**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agreed	22	28.6	28.6
	Strongly Agreed	30	39.0	67.5
	Undecided	12	15.6	83.1
	Disagreed	4	5.2	88.3
	Strongly Disagreed	9	11.7	100.0
	Total	77	100.0	100.0

Source: Survey, (2019)

The table shows that 28.6% of the respondents agreed that There is a relationship between marketing mix and organizational objectives, 39% of the respondents agreed to the contrary, 15.6% of the respondents were unsure, 5.2% of the respondents disagreed and 11.7% of the respondents strongly disagreed. This implies that majority of the respondents strongly agreed that There is a relationship between marketing mix and organizational objectives.

**Marketing Mix is a suitable element that should be carried before production of goods and service.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agreed	25	32.5	32.5
	Strongly Agreed	26	33.8	66.2
	Undecided	11	14.3	80.5
	Disagreed	12	15.6	96.1
	Strongly Disagreed	3	3.9	100.0
	Total	77	100.0	100.0

Source: Survey, (2019)

The table shows that 32.5% of the respondents agreed that Marketing Mix is a suitable element that should be carried before production of goods and service, 33.8% of the respondents agreed to the contrary, 14.3% of the respondents were unsure, 15.6% of the respondents disagreed and 3.9% of the respondents strongly disagreed. This implies that majority of the respondents strongly agreed that Marketing Mix is a suitable element that should be carried before production of goods and service.

**Marketing Mix is a viable strategy that can be used to gain competitive advantage**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agreed	15	19.5	19.5
	Strongly Agreed	11	14.3	33.8
	Undecided	2	2.6	36.4
	Disagreed	34	44.2	80.5
	Strongly Disagreed	15	19.5	100.0
	Total	77	100.0	100.0

Source: Survey, (2019)

The table shows that 19.5% of the respondents agreed that Marketing Mix is a viable strategy that can be use to gain competitive advantage, 14.3% of the respondents agreed to the contrary, 2.6% of the respondents were unsure, 44.2% of the respondents disagreed and 19.5% of the respondents strongly disagreed. This implies that majority of the respondents disagreed that Marketing Mix is a viable strategy that can be used to gain competitive advantage.

#### The extended marketing mix has helped to improve manufactured and service-oriented products

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agreed	25	32.5	32.5
	Strongly Agreed	24	31.2	63.6
	Undecided	7	9.1	72.7
	Disagreed	14	18.2	90.9
	Strongly Disagreed	7	9.1	100.0
	Total	77	100.0	100.0

Source: Survey, (2019)

The table shows that 32.5% of the respondents agreed that the extended marketing mix has helped to improve manufactured and service-oriented products, 31.2% of the respondents agreed to the contrary, 9.1% of the respondents were unsure, 18.2% of the respondents disagreed and 9.1% of the respondents strongly disagreed. This implies that majority of the respondents strongly agreed that the extended marketing mix has helped to improve manufactured and service-oriented products.

#### To a great extent strategic marketing mix has helped create a qualitative product in the mind of customers.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agreed	25	32.5	32.5
	Strongly Agreed	28	36.4	68.8
	Undecided	6	7.8	76.6
	Disagreed	12	15.6	92.2
	Strongly Disagreed	6	7.8	100.0
	Total	77	100.0	100.0

Source: Survey, (2019)

The table shows that 32.5% of the respondents agreed that the extended marketing mix has helped to improve manufactured and service-oriented products, 36.4% of the respondents agreed to the contrary, 7.8% of the respondents were unsure, 15.6% of the respondents disagreed and 7.8% of the respondents strongly disagreed. This implies that majority of the respondents strongly agreed that the extended marketing mix has helped to improve manufactured and service-oriented products.

#### TEST OF HYPOTHESES

The Pearson correlation ( $r$ ) was employed to test the association between the variables stated in the hypotheses at 0.01 level of significance.

**Decision Rule:** Accept the Alternative Hypotheses and reject the Null Hypotheses if the Pearson correlation ( $r$ ) is positive. The level of strength between this variable can also be determined, as indicated in a table below:

Coefficient Value	Strength of Association
$0.1 < /r/ < .3$	Small correlation
$0.3 < /r/ < .5$	Medium/moderate correlation
$/r/ > .5$	Large/strong correlation

Where  $r$  means the absolute value of the Pearson correlation coefficient.

#### HYPOTHESIS ONE

$H_{01}$ : There is no significant relationship between marketing mix and customer satisfaction.

$\alpha = 0.01$

**Decision rule:** If sig value  $\leq 0.01$ , reject  $H_0$

**Correlations**

		Marketing Mix	Customer satisfaction
Marketing Mix	Pearson Correlation	1	.978**
	Sig. (2-tailed)		.000
	N	77	77
Customer Satisfaction	Pearson Correlation	.978**	1
	Sig. (2-tailed)	.000	
	N	77	77

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

**Source:** Survey, (2019)

**Interpretation:** From the table above, the Sig. value (0.000) is less than 0.01, we therefore reject  $H_0$ . Therefore, we conclude that there is a significant relationship marketing mix and customer satisfaction at 1% significant level, also the Pearson correlation coefficient (0.978) shows that there is strong positive relationship between marketing mix and customer satisfaction in the organization.

**HYPOTHESIS TWO**

**$H_{02}$ :** There is no correlation between marketing mix and efficiency in operation of manufacturing firms.  
 $\alpha = 0.01$

**Decision rule:** If sig value  $\leq 0.01$ , reject  $H_0$

**Correlations**

		Marketing Mix	Efficiency in Operation
Marketing Mix	Pearson Correlation	1	.786
	Sig. (2-tailed)		.000
	N	77	77
Efficiency in Operation	Pearson Correlation	.786	1
	Sig. (2-tailed)	.000	
	N	77	77

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

**Source:** Survey, (2019)

**Interpretation:** From the table above, the Sig. value (0.000) is less than 0.01, we therefore reject  $H_{02}$ . Therefore, we conclude that there is a significant positive effect of marketing efficiency in operation at 1% significant level, also the Pearson correlation coefficient (0.786) shows that there is a strong positive relationship between marketing mix and efficiency in operation of the organization.

**DISCUSSION OF FINDINGS, CONCLUSIONS AND RECOMMENDATION.**

The study investigated the effect of marketing mix on customers satisfaction, subject to this, the study aimed to investigate two specific objectives and the results of the analysis are presented below:

The first objective was to ascertained if there was a relationship between marketing mix and customer satisfaction, the study however found out that there exists a significant relationship between marketing mix and customer satisfaction. The analysis also reveals the kind of relationship that exists and this kind of relationship according to the analysis is a strong one. The implication of this study indicates that when there is marketing mix in place, there is presence of quality products and this affects customers to patronize the company product (s).

Finally, the study finds out that there is a correlation between marketing mix and efficiency of manufacturing firms. This indicates that when there is presence of right place, right products, right price and effective promotions the efficiency of such

firms tends to be increase, this is also applicable to service oriented firms. Thus, this result shows that marketing mix is a competitive and strategic tool that can be used to foster smooth operations of manufacturing firms.

## CONCLUSIONS

Base on the above findings, the study concludes that marketing mix is an important tool for every manufacturing firms as it assists in achieving customers satisfaction as well as smooth operations of manufacturing firms.

## RECOMMENDATIONS

The following are important factors that can be used to achieve a good marketing mix as well as smooth operations of manufacturing firms:

1. Critical analysis should be used prior to implementations of marketing mix.
2. In consonance with the analysis, marketing survey should be used to elicit data from customers so as to know where and how to meet up with customers specifications.
3. Periodical checks should be done on the effectiveness of marketing mix and changes should be made as at when needed as this will help to boost efficiency in most manufacturing firms.
4. Management must ensure that marketing plans are in line with organizational objectives.

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