

## EFFECT OF MARKETING MIX STRATEGY 4PS ON CONSUMER BUYING DECISION IN W FOUR UNIPESOAL SUPERMARKET LDA MUNICIPIO DILI, EAST TIMOR

**Domingos Fernandes, Alexandre de S. Guterres, Olinda da Conceição, Antonio Guterres**

Universidade Oriental Timor Lorosa'e, Timor-leste

Email: [antonioguterres85@gmail.com](mailto:antonioguterres85@gmail.com)

### Keywords

*Marketing Strategy Mix (4Ps) Effect,  
Economic, and consumer buying*

### ABSTRACT

Economic development in Timor-Leste requires the private sector to grow and diversify to support sustainable economic progress. Without well-implemented policies and programs that promote private sector development, the country risks losing the opportunity to manage secure and sustainable sources of wealth. This research aims to analyze the influence of the marketing mix 4Ps strategy (product, price, place, and promotion) on buyer decisions at Supermarket W Four Unipessoal Lda, Dili Municipality, Timor Leste. The benefits of this research are that it expands knowledge regarding consumer behavior influenced by marketing strategies in the retail sector in Timor-Leste. This study employed a qualitative research design, with data collected through purposive sampling of 10 respondents. The data collection process occurred from September 10, 2023, to October 31, 2023. Data were gathered using interviews and observations, and the analysis was conducted using the Miles and Huberman model, which emphasizes qualitative descriptive analysis. The findings of this study indicate that all elements of the 4Ps marketing mix significantly influence buyer decisions, with the product and price variables being the most dominant factors in the purchasing process. Promotion and place factors also play important supporting roles. The conclusion drawn from this study is that an effective marketing mix strategy can enhance buyer decisions and overall business performance. The implication of this research suggests that Supermarket W Four Unipessoal Lda needs to continuously improve the quality of its products and implement innovative marketing strategies to remain competitive in the growing retail market of Timor Leste.

## INTRODUCTION

Development in Timor Leste requires a thriving private sector to develop and diversify the economy, which must be achieved through a good policy program to promote private sector development, in Timor Leste, this will minimize its opportunity to manage sustainable and secure sources of wealth (Marsya, 2023). that does not depend on petroleum revenues and must be through a strong legislative policy and implement reform of its system that exists in the private sector, such as supermarkets, financial capital, tax agriculture, credit union cooperatives, and infrastructure in the National Development Plan (NDP 2011- 2030).

Quoted by Wijaya et al., (2021) In the general context of marketing development, theory is a key issue in achieving an inclusive and sustainable economy. Existence W Four Supermarket existed on November 4, 2016 and changed its name to W Four UniPessoal Lda, on August 13, 2021 W four means to know its certification from (*work from*) or supermarket W four grocery store. W four Unipesoal Lda is a supermarket shopping & retail enterprise in Dili, Liberdade da, Audian, Timor Plaza, Hudi Laran, and Colmera Dili, Timor Leste. it is known to be for boys or girls and also four interesting to put on today. With the personnel of the numerology name to the name four, the total is:  $f = 60$ ,  $o = 15$ ,  $u = 21$ ,  $r = 18$ . when following through the study of the numerology name four.

The process of service of the supermarket W four store is important because it increases the benefits to the company can increase the product in the market, and usually consumers before making a purchase decision need to consider and consider the alternative of a product by providing services to its customers and staff or members of the service process. one that is carried out by business actors in the maintenance of business continuity, business development is to make profit. today's competition in goods and services is very strong, but only deep things that attract people to buy. To attract the buyers' interest, the product should be offered to suit the needs of effective promotion, price-competitive, and quality products and services, which are very much needed. Provide satisfaction to the customers. The promotions offered will influence the interest of the buyers to try by using the product offering (Alexandrescu & Milandru, 2018) (Bondarenko & Vyshnivska, 2023)(Mihaela, 2015).

With an attractive promotion that happens automatically, producers can compare the price offered by competitors. After knowing how to compare the price, a company can design appropriate marketing tactics for the products to be offered. One of the objectives of the company's marketing activities is to influence the buyer or potential buyer so that they want to buy the goods or services of the company when they need to do this buyer.

An important behavior of the buyer is the behavior of making a purchase (Ramya & Ali, 2016)Reality is a phase of the whole mental process and physical activity that occurs over a period of time. Mixed marketing is a marketing strategy that includes product price, promotion, and distribution. Promotion is an activity carried out by the company to increase sales. Price competition will affect the purchase of products sold in the market, so promotion is a service provided by the company to buyers about the products sold.

Business is a fast alternative and has experienced extraordinary growth, especially when selling products. in Timor Leste, especially in the cities products are very popular, then these products remain a necessity that consumers need more than all groups, perhaps compared to other reasonable means. It's not about doing the best thing and getting it the fastest. The price of this means of transportation will remain cheap according to all levels of society. in addition, each company always faces various problems that may arise from various factors, if these factors are internal factors and must consider external factors of the company, in order to achieve its position It's products in the market can compete. External factors that require companies to pay attention to, *especially competition, needs, economic conditions, political and socio-cultural conditions*, and internal factors include product, price, distribution, and promotion, which is the internal activity of the company to find and determine potential consumers.

According to Gupta et al., (2022) states that the definition of Marketing Mix is the coordination, combination, and observation of the activities of others, and when they do the activities of others efficiently and effectively. According to Gupta et al., (2022), said that marketing mix is a process plan to organize, and use its sources of resources that are here with its objective to achieve its goals. product, price, place, promotion, and decision of the consumer are led by the supermarket owner. According to scientists (*experts*), it is concluded that the marketing mix is a process of coordinating and planning the strategy for product, price, place, or distribution, and promotion through the decision of consumer buyers.

According to (2020), the marketing mix is a social process in which individuals and groups get what they need and want to create, offer, and exchange products with free value with other parties. Merchandising mainly focuses on Knowledge of customer needs and efforts to satisfy them through

the Attributes of products offered, as consumers' satisfaction is seen as the Center of growth, profit, and security for the company's existence.

According to Masykuroh & Si, (2020) marketing mix is a social process in which individuals and groups get what they need and want to create, offer and exchange products with free value with other parties. Merchandising mainly focuses on Knowledge of customer needs and efforts to satisfy them through the Attributes of products offered, as consumers' satisfaction is seen as the Center of growth, profit, and security for the company's existence. Buying products for buyers can be unique because each person's preferences and attitudes towards the object are different. And also. Therefore, consumers come from different sectors, so what they want and need is different. Looking at the advantages of these products, the author wants to identify and also find out the effect of strategy factors (mix marketing) on buying products and choosing their model as the main business of supermarket marketing agents.

Whereas, according to Qin et al., (2025) Commerce is a general system of business activities aimed at Planning, determining prices, promoting, and distributing goods or services that satisfy the needs of existing and existing buyers Potential buyers according to Masykuroh & Si, (2020) Social and marketing process management is when a person or group gets what they need and want through product creation and exchange. From the above definition, merchandising as a part of Management science is the main activity that plays an Important role in business activities, in addition to other activities such as Learning activities, sales personnel, and merchandising as a Company activity function plays a very important role. This actually happens. This is because the main activities that entrepreneurs have to perform in their operation are to maintain the survival of the Company, develop the business, and make a profit (Wahyuni et al., 2023).

In addition, the commodity also becomes a dominant factor in an economic cycle and responds to consumers' needs. Therefore, the implementation of merchandise must be able to see the needs. The desires of consumers are based on market information that the company has obtained. Whereas, today, it follows the time and development of Technology and discovered modern machinery makes it possible Large scale production has been carried out resulting in competition Also, consumer demands have become more dynamic Making commodity activity more complex. Therefore, commodity implementers must be more sensitive when reading the situation of consumers' needs, desires and desires for what will happen in the future. People can accept sacrifices for it.

Information on the subject can be obtained in various ways, for example, by conducting market research and then receiving Calculate information in the form of all products. So in this case, the company should be market-oriented. Often, many people hear talk about selling, buying, transactions, and trade. Maybe this term is the same as commodity. What does it mean? There will still be much translated merchandise that is not as it should be. Emergence. This interpretation is incorrect because many of them still do not know the exact definition of marketing. Misconceptions are not just about misconceptions. Activities that are in the marketing area. When people talk about, generally, what is meant is order or purchase and Price. Whereas, if one talks about the market, what is being discussed is selling. For the yes guest store management, merchandising is defined as a retail activity. Explore carefully. This description shows that it is a commodity term; this interpretation is limited to one part of the comprehensive commodity activity. Based on these restrictions, those who already have environmental activities or business-related activities that provide goods or services produced at certain price levels can benefit from them.

The long interpretation of the market can be seen through the definition of the American Trade Association in 2000, which states that the market is the result of the realization of business activities related to obtaining goods and services from producers for consumers, in addition to this interpretation also has a broader view, which states that the market is a process of activities that precede the beginning of the activities, in the production process. In this case, many aspects of Satisfy merchandise must be created long before production, such as decisions about the products they make, their market, price, and promotion.

Koranti & Sriyanto, (2017), The theory of situational factors is a social condition that is carried out by the family environment of the community, to define the situational objective is to make a clear

decision, in social action and also carry out the definition of the situation by the personnel who make the decision. consumer is:

The first factor is product, and the second factor is culture, and the group of product factors is formed by product, psychological, social, and the rest of the atmosphere. This research aims to know and analyze the effect of situational and non-situational factors, product, price, place, and good promotion against customer decisions in Supermarket W Four Unpesoal Lda, municipality of Dili, Timor Leste. for example, personality, intellect, gender, and race for an individual; and brand image, quality, size, and function for an object that can be purchased (*products* Belk, (1975) The factors affecting consumer purchase decisions are divided into two (2) major categories: situational and non-situational.

The marketing mix strategy is for companies to see customers, and then the market wants to talk. With this, the company tries to achieve its business objectives. Today, leaders and the workforce emphasize the important role of commodity strategy in running a company and provide details to improve this strategy. This can show what we must develop with our strengths and what we need to correct in our weaknesses. Rangkuti, (2017) explains that "market strategy is a reflection of the company's best view of the issue related to how companies use the potential of basic human resources the best thing" in its strategic role, merchandising includes: All efforts to achieve compatibility between the company and its environment To find solutions to the problems they face. In other words, marketing strategy is a set of goals and objectives, policies, and rules that guide long-term marketing efforts. At each level, there are benchmarks and allocations, especially in the company's response to the environment, environmental conditions, and changing competitive conditions.

According to Wirtz & Lovelock, (2021) "Marketing strategy is designed to increase opportunities for consumers. Having positive assumptions and feelings for certain products, services, and brands, will try the product, service, or brand, and then buy it more often (Pappas, 2016). that is, environmental conditions and competitive conditions.in marketing strategy, three main factors lead to changes in strategy in marketing, such as:

- a) Product life cycle. The strategy must be adapted to each phase of the life cycle, such as the claim phase, growth phase, maturity phase, or decline phase.
- b) The firm's competitive position in the market. The merchandising strategy must be adjusted to the company's position within the competition, whether leading, challenging, following, or taking a small share of the market.
- c) Economic situation Marketing strategy must adapt to the economic situation and consider whether the economy is prosperous or has high inflation.

Marketing mix is like a strategy to understand and to mix with activities, such as product, price, place, and promotion, to find the maximum combination to bring good results through happiness, joy (Alfarisyi & Harahap, 2023). Meanwhile, according to Zeithaml et al., (2018) marketing mix is the elements of the company's organization that can control its activities concerning good communications and attracting consumer customers. To achieve its goals, merchandise should be distributed within the target market. Market mix is a controlling variable that companies can use to influence consumers' specific market situation that the company is targeting. From the above definition, the marketing mix (*market mix*) is a group of merchandise suggestions that companies use to achieve their goals. *Mc.Carthy in* (Kotler & Keller, 2016) shows that the mix of goods (*commodity mix*) consists of four factors called the four Ps (4P): *Product, Price, Place (Distribution), and Promotion* (Shweyi, 2020)This marketing mix component is an inseparable unit and a marketing system that can be controlled by the company. Companies can directly determine their level and make it a priority according to their needs.

## RESEARCH METHOD

According to Suharsimi Arikuntoro, the research instrument is a matter of choice, and the researcher can use the help to conduct data collection activities (Akhmad, 2008). - When used in qualitative research, we can explain in detail and know in the following six (6) ways: Research itself, Interview guide, Questionnaire, Written Material, Recorded Material, and Documentation or

Literature. The author used data sources as materials to write about the data sources in the documentation, to be classified as follows:

**a) Qualitative data types**

Qualitative data, such as unquantifiable data or data that does not have the form Number

**b) Primary data**

Primary data sources are obtained from primary sources from individuals or individuals as a result of interviews or questionnaire results that researchers may conduct.

The researcher's main source of data was obtained from an interview with the father or Mr. Zairy Nilton Docarmo Lay, who became the Executive Director of the supermarket company W four Unipesoal L.da is very beautiful.

**c) Secondary data**

Secondary data sources are obtained and extracted from second or secondary data sources. And secondary data can be obtained from various sources, such as the internet and books on the marketing mix.

This data analysis technique uses an interactive analysis model (Miles and Huberman) that involves the activity of qualitative data analysis to perform an interactive manner and continue until the end, when the data is also analyzed after the analysis comes from three main (3): data collection, data verification, and data summary.

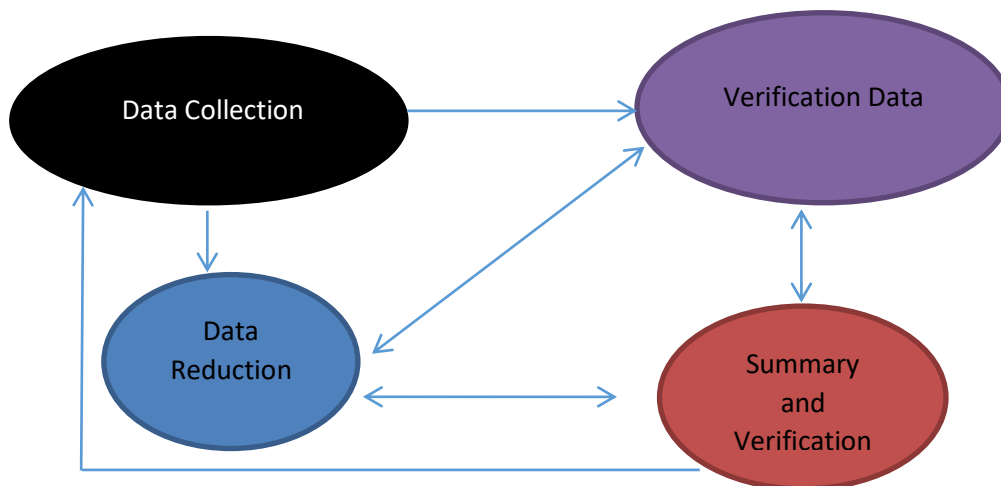


Figure 1. Interactive analysis (Miles & Huberman,1984)

**RESULTS AND CONCLUSIONS**

Based on the results of the above analysis, this research shows that the effect of marketing strategy mix 4ps on consumer buying decisions in supermarket W Four Unipesoal Lda Dili Municipality Timor Leste, get satisfaction to the market target with a principle that needs to adhere to innovative strategies so that customers can respond to satisfaction scope; product, price, place and promotion to attract customer purchase decisions, however, the results of this research also showed that there is a positive effect between the interaction of store owners and customers, with the price of goods and products that MIX can further strengthen the promotion and marketing of W Four store products with good quality.

Table 1 summarizes the results of the survey conducted on 10 respondents at W Four Unipesoal Lda Supermarket regarding the 4Ps Marketing Mix (Product, Price, Place, Promotion) and buying decisions.

Table 1. Survey Results

Variable	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Product	6	3	1	0	0
Price	7	2	1	0	0
Place	5	4	1	0	0
Promotion	6	3	1	0	0
Decision	8	2	0	0	0

Based on the survey data from 10 respondents at W Four Unipessoal Lda Dili, the assessment of the 4Ps marketing mix (product, price, place, promotion) showed a positive response across all dimensions. The respondents' answers were categorized into "Strongly Agree," "Agree," "Neutral," "Disagree," and "Strongly Disagree." The results show most responses in the "Strongly Agree" and "Agree" categories, suggesting a high level of satisfaction with W Four's marketing strategies.

The results are presented in Table 1, where the product received a 90% positive response, price 90%, place 90%, and promotion 90%, while the decision to purchase showed 100% agreement. This reflects that customers appreciate the supermarket's efforts in providing quality products at reasonable prices, strategic locations, and effective promotional activities. This presentation is supported by the study of Ichsán et al., (2021) who argued that marketing elements such as price and promotion critically influence consumer responses in retail sectors.

Data analysis was carried out using correlation analysis, where the relationship between each marketing mix component and purchasing decisions was tested. The correlation coefficient ( $r$ ) exceeded 0.80 for each component, indicating a very strong positive relationship. This statistical result shows that the 4Ps are significantly and positively correlated with consumer buying behavior at W Four.

Product, price, place, and promotion each show their impact, but price was the most dominant factor, followed by product quality. The correlation is consistent with Kotler & Keller, (2016) marketing theory, where price sensitivity is often a primary determinant of consumer behavior, especially in developing markets. Thus, the analysis concludes that the more consistently the supermarket maintains product quality, competitive pricing, strategic location, and promotional efforts, the higher the likelihood of influencing customer purchase decisions.

Furthermore, the findings emphasize the importance of accessibility (place) in Timor-Leste, where city structures and transportation barriers may affect shopping behavior. Consumers prefer stores that are easily accessible and provide a complete range of goods, which strengthens the role of the "place" component. These findings are similar to Sipayung et al., (2022) who highlighted that retail businesses that effectively combine product, pricing, and promotional strategies are more likely to secure consumer loyalty and increase purchase frequencies.

The findings reveal that price sensitivity is a dominant purchasing consideration among W Four's customers. This highlights the need for supermarkets in developing regions to adjust prices according to the local economic conditions to retain market competitiveness. Product quality and brand trust also emerged as significant factors that shape customer decisions. Even though promotions attract first-time buyers, the sustainability of customer loyalty heavily depends on continuous quality assurance. This is in line with research by Zeithaml et al., (2018) who suggested that service quality and perceived value significantly predict customer loyalty and buying behavior in the service and retail industries.

Compared to previous studies, this research confirms the vital role of the marketing mix in influencing purchase decisions. Ichsán et al., (2021) emphasized price and promotion, but this study shows that "place" is equally critical due to local conditions in Dili. Additionally, while other studies such as Sauv e et al., (2024) Indonesia showed that product quality and innovation tend to dominate purchasing decisions. In Timor-Leste's case, basic economic considerations such as price and accessibility prevail over branding and product innovation. Thus, this study enriches the understanding of marketing mix applications in varying socio-economic contexts, providing a broader perspective for future marketing strategies.

Given the findings, W Four should maintain competitive pricing while ensuring high product quality. Developing loyalty programs that reward frequent customers could also strengthen customer retention. Promotion through digital platforms, such as social media, is recommended to reach a younger demographic and increase brand awareness. Collaboration with local delivery services could also improve accessibility, enhancing the "place" element. These solutions are consistent with the suggestions of Ishola et al., (2022), who proposed that dynamic adaptation in pricing, promotion, and product management significantly enhances retail success in competitive environments.

The findings strongly support the theory of Marketing Mix by McCarthy (1960) and have been further developed by (Kotler & Keller, 2016). It demonstrates that the 4Ps are still relevant today and must be implemented holistically. Additionally, Belk, (1975) Liang et al., (2018) The theory on situational factors affecting buying decisions also validates this study, especially regarding price sensitivity and place accessibility under specific economic conditions. Thus, the theoretical implications reinforce the importance of understanding environmental and situational factors when applying standard marketing theories in different geographical and economic contexts.

From a broader perspective, W Four Unipessoal Lda's success can be attributed to the appropriate application of marketing mix principles adapted to local needs. However, challenges such as limited promotional reach and slow digital adoption must be addressed urgently. Compared to developed markets where branding and emotional marketing dominate, Timor Leste's retail sector remains pragmatic, prioritizing functional aspects such as affordability, accessibility, and necessity fulfillment. Therefore, marketing strategies should emulate global best practices and be highly contextualized according to local consumer behavior and market maturity.

## **CONCLUSION**

Based on the research results that the researcher has obtained, before concluding that: (1) Marketing mix strategy is a process of implementing activities that use 4P variables such as product, price, place, and promotion so that the supermarket can increase customer base and get significant benefits. (2) The results of this research found the effect of product factors that support the supermarket with four unipersonal LDA models. (3) The final result based on a thorough analysis of the informants showed that there is indeed a very significant effect on the MIX marketing strategy model.

## **REFERENCES**

- Akhmad, S. (2008). Pengertian Pendekatan. *Strategi, Metode, Teknik, Taktik Dan Model Pembelajaran*.
- Alexandrescu, M.-B., & Milandru, M. (2018). Promotion is a form of communication in the marketing strategy. *Land Forces Academy Review*, 23(4), 268–274.
- Alfarisyi, M. F., & Harahap, M. I. (2023). Implementasi Marketing Mix Dalam Meningkatkan Minat Nasabah Menggunakan Produk Tabungan Haji Pada Bank Syariah Indonesia (BSI). *Surplus: Jurnal Ekonomi Dan Bisnis*, 1(2), 234–245.
- Belk, R. W. (1975). Situational variables and consumer behavior. *Journal of Consumer Research*, 2(3), 157–164.
- Bondarenko, V., & Vyshnivska, B. (2023). Promotional marketing as a method of increasing sales. *Three Seas Economic Journal*, 4(2), 21–28.
- Gupta, M. J., Chaturvedi, S., Prasad, R., & Ananthi, N. (2022). *Principles and practice of management*. AG publishing house (AGPH Books).
- Ichsan, R. N., Nasution, L., Sinaga, S., & Marwan, D. (2021). The influence of leadership styles, organizational changes on employee performance with an environment work as an intervening variable at pt. Bank sumut binjai branch. *Journal of Contemporary Issues in Business and Government/ Vol*, 27(2), 259.
- Ishola, A. A., Chien, C.-S., Yang, Y.-P., Chien, Y., Yarmishyn, A. A., Tsai, P.-H., Chen, J. C.-Y., Hsu, P.-K., Luo, Y.-H., & Chen, Y.-M. (2022). Oncogenic circRNA C190 promotes non-small cell lung cancer via modulation of the EGFR/ERK pathway. *Cancer Research*, 82(1), 75–89.
- Koranti, K., & Sriyanto, S. (2017). Development Strategy Of Tourism Object Of Desa Menari In Semarang Regency. *The 2nd International Conference On Accounting, Management, Economics And Social Science (ICAMESS 2)*, 2(1), 73.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management, New Jersey: Pearson Pretice Hall*. Inc.
- Liang, L. J., Choi, H. S. C., & Joppe, M. (2018). Understanding repurchase intention of Airbnb consumers: perceived authenticity, electronic word-of-mouth, and price sensitivity. *Journal of Travel & Tourism Marketing*, 35(1), 73–89.

- Marsya, M. (2023). Peninjauan Dampak Pemberlakuan Kebijakan Golden Visa terhadap Keamanan Nasional dan Perekonomian di Indonesia dalam Perspektif Imigrasi. *Melintas Batas*, 39.
- Masykuroh, N., & Si, M. (2020). Etika Bisnis Islam. *Media Karya*.
- Mihaela, O. O. E. (2015). The influence of the integrated marketing communication on the consumer buying behaviour. *Procedia Economics and Finance*, 23, 1446–1450.
- Pappas, N. (2016). Marketing strategies, perceived risks, and consumer trust in online buying behaviour. *Journal of Retailing and Consumer Services*, 29, 92–103.
- Qin, Z., Wang, G., Deng, W., & Hao, Y. (2025). *Introduction to E-commerce*. Springer Nature.
- Ramya, N., & Ali, S. M. (2016). Factors affecting consumer buying behavior. *International Journal of Applied Research*, 2(10), 76–80.
- Rangkuti, F. (2017). *Customer care excellence: meningkatkan kinerja perusahaan melalui pelayanan prima plus analisis kasus jasa raharja*. Gramedia Pustaka Utama.
- Sauvé, P., Lacey, S., & Lakatos, C. (2024). *Timor-Leste and WTO Accession*. The World Bank Group.
- Shweyi, T. (2020). *The Effect of Marketing Mix Activities on Customer Satisfaction of May Myo Pure Coffee (Thandar Shweyi, 2023)*. MERAL Portal.
- Sipayung, F., Ginting, L., & Sibarani, M. L. L. (2022). Comparison Analysis of Start-Up Company Liquidity Before and After the Covid-19 Pandemic. *International Conference on Economics, Management and Accounting (ICEMAC 2021)*, 81–89.
- Wahyuni, R., Muchtar, M., & Ferils, M. (2023). Analyzing The Impact Of Promotion Strategies And Pricing On Purchase Decisions At Mutiara Family Store In Tasiu, Mamuju District. *Jurnal Ekonomi*, 12(04), 107–114.
- Wijaya, A. F., Kuntariningsih, A., Sarwono, S., & Suryono, A. (2021). Malnutrition mitigation and community empowerment through the sustainable food reserve programme in Indonesia. *Development in Practice*, 31(1), 37–48.
- Wirtz, J., & Lovelock, C. (2021). *Services marketing: People, technology, strategy*. World Scientific.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services marketing: Integrating customer focus across the firm*. McGraw-Hill.