Impact of Marketing Mix Elements on Customers' Buying Behaviour in Markets Within Zamfara North

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Abstract

Marketing is a key driver of consumer satisfaction and business growth, as it enables firms to strategically align their offerings with customer needs. However, in many local markets across Nigeria, including Kaura Namoda in Zamfara North, traders continue to rely heavily on informal and traditional selling practices. This has resulted in issues such as inconsistent product quality, arbitrary pricing, minimal promotional efforts, and weak distribution systems, thereby limiting the role of the marketing mix in influencing consumer behaviour. The objective of this study was to examine the impact of marketing mix elements on customers' buying behaviour in Kaura Namoda markets, with a specific focus on product attributes (quality, variety, and packaging) and pricing strategies. The research employed a survey design, collecting data from customers in major markets within Zamfara North. Both descriptive and simple linear regression were applied to analyse the relationship between marketing mix variables and consumer buying behaviour. Findings indicate that product quality, variety, and attractive packaging significantly influence customers' buying decisions, while fair and consistent pricing strategies foster trust and encourage repeat patronage. The study recommends that, traders should enhance product quality, diversify offerings, and maintain sufficient stock to satisfy varying customer needs and that, Sellers should adopt customer-friendly pricing strategies such as discounts, bulk-purchase incentives, and loyalty rewards to boost sales and retention.

Keywords: Impact, Marketing mix elements, Customers & Buying behaviour.

Introduction

Marketing plays a crucial role in enabling businesses to deliver value, communicate their offerings, and meet customer needs in highly competitive markets (Kotler & Keller, 2016). Central to marketing practice is the concept of the marketing mix, widely recognized as the 4Ps—product, price, place, and promotion which provides a strategic framework for shaping consumer perceptions and influencing their purchase decisions (Borden, 1964; McCarthy, 1960). The effective application of these elements is often a key determinant of a firm's success in attracting customers, retaining them, and fostering long-term loyalty (Armstrong & Kotler, 2020).

Consumer buying behaviour, on the other hand, refers to the attitudes, preferences, and decision-making patterns that guide individuals in selecting goods and services (Schiffman & Wisenblit, 2019). In local markets, particularly within developing nations, these behaviours are influenced not only by personal needs but also by cultural norms, economic conditions, and environmental factors (Solomon, 2018). As a result, understanding the relationship between marketing mix strategies and

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consumer choices becomes essential for firms seeking sustainable business growth (Kotler & Keller, 2016).

In the Nigerian context, especially in Zamfara North, the market environment is fast-changing, with Kaura Namoda serving as a key commercial hub that attracts a wide variety of buyers and sellers. These markets are characterized by intense competition, informal trading systems, and diverse consumer preferences (Ebitu, 2016). Business operators in the region adopt various marketing approaches to attract and retain customers, yet there is limited empirical research examining how the elements of the marketing mix shape buying behaviour in these markets (Adewale, Adesola, & Oyewale, 2013).

This study, therefore, explores the influence of marketing mix components on consumer purchasing behaviour in Zamfara North, focusing on Kaura Namoda markets. Specifically, it investigates the effects of product quality, pricing strategies, distribution methods, and promotional efforts to generate insights that can help businesses align their marketing strategies with consumer expectations, thereby improving customer satisfaction and loyalty

Problem Statement

Although marketing plays a pivotal role in fostering customer satisfaction and driving business growth, many enterprises in local Nigerian markets—such as Kaura Namoda in Zamfara North continue to rely on traditional, informal selling practices. In these markets, traders often prioritize mere product availability rather than strategically leveraging the elements of the marketing mix to shape consumer behaviour. This has resulted in several challenges, including inconsistent product quality, irregular pricing, minimal promotional activities, and inefficient distribution systems.

Consequently, purchasing decisions in Kaura Namoda markets are frequently driven by convenience and routine buying habits rather than by well-structured marketing strategies. This highlights a significant gap in understanding how effective implementation of the marketing mix could improve customer satisfaction, encourage loyalty, and enhance business competitiveness within the region. Therefore, an empirical investigation is necessary to examine the link between marketing mix elements and consumer buying behaviour in Kaura Namoda markets, with the aim of offering practical recommendations for traders and businesses in Zamfara North.

Objective of the study
The main objective of this study is to examine the impact of marketing mix elements on customers' buying behaviour in Kaura Namoda markets, Zamfara North**.**

The specific objectives are to:

i) Assess the effect of product attributes (quality, variety, packaging) on customers' buying behaviour in Zamfara North markets.
ii) Examine how pricing strategies influence customers' purchasing decisions in Zamfara North markets.

Research Questions

i. To what extent do product attributes (quality, variety, and packaging) affect customers' buying behaviour in Zamfara North markets?

ii. How do pricing strategies influence customers' purchasing decisions in Zamfara North markets?

Research hypotheses

i) H_{01}: Product attributes (quality, variety, and packaging) have no significant effect on customers' buying behaviour in Zamfara North markets.

ii) H_{02}: Pricing strategies do not significantly influence customers' purchasing decisions in Zamfara North markets.

2.0 Review of Related Literature

2.1 Marketing Mix Elements

The four components of the marketing mix—product, price, place, and promotion—work together to shape consumer perceptions, satisfy their needs, and influence their purchasing decisions (Kotler & Keller, 2016). An effective product strategy focuses on delivering quality and features that align with consumer preferences (Armstrong et al., 2018). Pricing decisions, including competitive pricing and discount offers, play a critical role in determining affordability and perceived value (Borden, 1964; Kotler et al., 2019). Distribution (place) ensures that products are conveniently accessible to customers at the right time and location (Etzel et al., 2013). Promotion communicates the value proposition of a brand, raises awareness, and motivates purchase through advertising, sales promotions, and personal selling (Lamb et al., 2018). When these elements are carefully integrated and aligned with consumer expectations, they enhance customer attraction, encourage loyalty, and boost sales performance (Gilaninia et al., 2013).

Impact of Product Mix Elements

Product

Product attributes specifically quality, variety, and packaging play a crucial role in shaping consumer purchasing behaviour (Kotler & Armstrong, 2017). Superior product quality enhances customer satisfaction and promotes brand loyalty (Zeithaml, 1988), while offering a broad assortment of options enables consumers to choose products that best suit their preferences, thereby influencing brand selection (Sheth et al., 1991). Packaging serves as an effective marketing instrument, employing visual features such as colour, shape, and design to attract attention, communicate brand identity, evoke emotions, and trigger impulse buying particularly for low-involvement products (Silayoi & Speece, 2007; Rundh, 2016).

Brand

Brand image and advertising exert a strong and positive influence on consumer buying behaviour, with studies showing a significant correlation between the two (Malik et al., 2013). Consumers tend to associate positive brand images with trust, quality, and prestige, which shape their attitudes and purchasing decisions (Keller, 2003). Research further indicates that teenagers in Zamfara North are particularly status-conscious and are therefore more inclined to choose branded products, with advertising playing a critical role in shaping their preferences and encouraging purchase decisions (Malik et al., 2013).

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Moreover, consumers are more likely to buy products that satisfy their needs while offering desirable features and superior quality (Kotler & Armstrong, 2017). Elements such as attractive design and effective packaging act as persuasive marketing tools, drawing attention, communicating value, and stimulating purchase intentions (Silayoi & Speece, 2007; Underwood & Ozanne, 1998). Ultimately, the product itself contributes to building a strong brand reputation, which in turn strengthens consumer loyalty and influences future purchasing behaviour (Aaker, 1996).

Packaging

Packaging has evolved into a powerful sales promotion tool for organizations, significantly influencing consumer buying behaviour. Elements such as packaging quality, colour, design, and overall appearance can stimulate consumer interest and encourage impulse purchases. As a result, packaging serves as a comprehensive marketing element often acting as the ultimate selling proposition capable of increasing sales, boosting market share, and reducing promotional costs. Rundh (2005) emphasizes that packaging captures consumer attention, strengthens brand image, and shapes consumer perceptions of a product. Similarly, Underwood (2003) and Silayoi & Speece (2007) argue that packaging communicates a product's unique value, differentiates it from competitors, and guides consumers in choosing from a wide array of similar offerings, ultimately influencing their buying decisions.

Despite its importance, research shows that there is no universal agreement on how packaging elements should be classified or how their impact on consumer behaviour should be measured. Some studies have sought to evaluate the influence of all possible packaging elements on consumer purchasing decisions (Butkeviciene, Stravinskiene, & Rutelione, 2008), while others have examined specific features such as colour, typography, or imagery (Ampuero & Vila, 2006; Madden, Hewett, & Roth, 2000; Underwood, Klein, & Burke, 2001; Bloch, 1995). Furthermore, scholars differ in their approaches—some explore packaging's effect on the entire purchase decision process (Underwood, Klein, & Burke, 2001), whereas others analyze its impact on individual stages of consumer decision-making (Butkeviciene, Stravinskiene, & Rutelione, 2008).

Price

The price set by a company plays a critical role in shaping both the ability and willingness of consumers to make a purchase (Kotler & Keller, 2016). As an essential component of the marketing mix, pricing decisions significantly affect consumer buying behaviour by influencing demand patterns, purchase intentions, and overall brand perception (Monroe, 1990; Kotler et al., 2019). Key aspects such as price levels, discount structures, promotional pricing, psychological pricing tactics, and competitive positioning collectively determine how consumers perceive the value and attractiveness of a product (Nagle & Müller, 2018).

In today's marketplace, consumers are increasingly price-sensitive, particularly in sectors where product availability is high. The widespread access to online platforms and price comparison tools empowers customers to evaluate alternatives easily, making competitive pricing strategies and well-timed promotional offers essential for both attracting and retaining buyers (Grewal et al., 2011). Moreover, studies suggest that perceived price fairness is a strong predictor of customer satisfaction and loyalty, as consumers are more likely to develop trust and repurchase intentions when they view prices as reasonable and transparent (Xia, Monroe, & Cox, 2004; Martín-Consuegra, Molina, & Esteban, 2007)

Impact of Pricing Mix Element

Price Level: The price assigned to a product directly impacts consumer willingness to buy and perception of its value (Tellis, 1988).

Price Sensitivity: Customers show varying degrees of price sensitivity, meaning even small price changes can drastically affect demand for some products (Wakefield & Inman, 2003).

Promotions and Discounts: Offers like sales, discounts, and limited-time deals create a sense of urgency, encouraging impulse purchases and influencing customers to switch brands (Darke & Chung, 2005).

Competitive Pricing: Businesses must be aware of competitor pricing, as customers often compare prices across different platforms before making a purchase (Chung & Rao, 2003).

Psychological Pricing: Using charm pricing (e.g., ₦9.99 instead of ₦10) can influence buying behaviour and perceptions of value, as seen in the behaviour of most customers in Zamfara North during their shopping outings (Schindler & Kibarian, 1996).

Price Skimming: Setting a high initial price to capture maximum revenue from early buyers can positively influence consumer behaviour for some products (Dean, 1969).

Penetration Pricing: Conversely, a low initial price can significantly attract customers and influence their behaviour, particularly in crowded markets (Tellis, 1986).

Consumers buying decisions

Gilaninia, Taleghani, and Azizi (2013) examined the link between marketing mix elements and consumer behaviour, stressing that understanding consumer behaviour is a fundamental responsibility for marketing managers (Kotler & Keller, 2016). Such analysis offers critical insights into factors that influence sales and customer relationships, many of which lie outside a company's direct control (Schiffman & Wisenblit, 2019).

One key advantage of studying consumer buying behaviour is its contribution to building and strengthening brand equity. By closely examining consumer perceptions, businesses can realign or restructure their brands to better reflect customer expectations, thereby enhancing revenue generation (Aaker, 1996; Keller, 2013). Additionally, regular monitoring of consumer behaviour supports effective product portfolio management by identifying gaps in the market and creating opportunities for the development of new products that address unmet needs (Kotler & Armstrong, 2017). This understanding also improves market segmentation and targeting, allowing firms to tailor their offerings more precisely to specific consumer groups (Wedel & Kamakura, 2012).

Consumer behaviour analysis is equally important for demand and sales forecasting. By anticipating purchasing trends, firms can plan production and marketing activities more accurately, reducing the

risk of overproduction or stockouts, and minimizing unnecessary warehousing and promotional expenses (Solomon, 2020; Jobber & Ellis-Chadwick, 2019).

Ultimately, supermarkets and other retail businesses seek to gain a competitive edge by implementing marketing strategies that shape and influence customer purchasing decisions (Armstrong et al., 2018). This highlights the importance of designing marketing mix strategies that are closely aligned with consumer buying behaviour in order to achieve sustained business success (Kotler et al., 2019).

2.2 Theoretical Review

Expanded "Ultimate Marketing Mix" (16-P Theory) by Mir-Bernal & Sádaba (2022)

This theoretical framework extends the conventional 4Ps of marketing Product, Price, Place, and Promotion into a more comprehensive 16P model that reflects the complexities of modern marketing environments. Beyond the traditional elements, it introduces additional dimensions such as Perceptions, Popularity, Partners, Patents, Product Life Cycle, Profitability, and Perdurable (durability), among others. These new elements encourage marketers to look beyond immediate sales outcomes and focus on broader strategic concerns, including building and sustaining a positive brand image, protecting and leveraging intellectual property, fostering collaborative partnerships, and designing products that are durable and environmentally sustainable.

The expanded model emphasizes a holistic approach, urging businesses to integrate considerations of long-term profitability, customer trust, and market resilience into their marketing strategies. By incorporating aspects such as reputation management, innovation, and sustainability, the 16P framework provides a more robust tool for aligning marketing efforts with evolving consumer expectations and global business trends (Mir-Bernal & Sádaba, 2022).

Modern Marketing Mix Modelling (MMM Theory) by Gong, Zang, Chen & Li, (2024)

This approach relies on data-driven methodologies, employing advanced statistical techniques and machine learning algorithms to evaluate and optimize the effectiveness of the marketing mix. Unlike traditional models, it captures nonlinear consumer responses, recognizes diminishing returns on marketing investments, and accounts for complex interactions across multiple marketing channels. It also incorporates the dynamic, time-varying effects of marketing activities, allowing firms to understand both immediate and delayed impacts on sales and brand performance.

By leveraging these insights, businesses can make more informed decisions regarding budget allocation, ensuring resources are directed toward the most impactful strategies. Moreover, this approach enhances organizational agility, enabling firms to adjust their marketing efforts quickly in response to shifting market conditions, competitive actions, and evolving consumer behaviour. In a rapidly changing business environment, such adaptability is crucial for sustaining growth and maintaining a competitive edge (Hanssens et al., 2022; Wiesel, Pauwels, & Arts, 2011).

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2.3 Empirical Review

Babar and Salar (2022), in their study The Impact of Marketing Mix on Consumers' Buying Behaviour in Supermarkets in Meerut, India, investigated the influence of marketing mix elements on consumer purchasing behaviour among supermarket shoppers in Meerut City. Data were collected from 150 respondents across five supermarkets and analyzed using descriptive statistics, ANOVA, correlation, and multiple regression techniques. The findings revealed a significant positive relationship between marketing mix components and buying behaviour. Among the examined variables—product, price, shopping convenience, promotion, store atmosphere, and personnel—personnel, promotion, and price were found to exert the greatest influence, followed by shopping convenience, store atmosphere, and product. The study further reported that consumer responses varied significantly according to demographic factors such as age, education, and income. Based on these insights, the authors recommended that supermarkets enhance store ambience, design persuasive promotional campaigns, provide regular staff training, consider competitive dynamics and accessibility in location decisions, maintain fair pricing, and ensure a broad product assortment to increase customer traffic and sales.

Similarly, Abubakar and Garba (2018), in their research Influence of Marketing Strategies on Consumer Behaviour: A Study of Consumers of Paterson Zochonis (PZ) Cussons Nigeria PLC Kano, examined whether PZ Cussons Nigeria PLC's marketing strategies impact consumer behaviour. Primary data were collected through questionnaires and analyzed using one-way ANOVA. The study confirmed a positive and statistically significant effect of the company's marketing strategies on consumer behaviour. It identified pricing, packaging, and advertising respectively as the most influential marketing strategies driving purchasing decisions. The authors recommended that the company continue to invest in well-structured and efficient marketing strategies to sustain consumer engagement. Furthermore, they suggested that regulatory agencies create an enabling environment for manufacturing firms to freely implement innovative marketing approaches that foster sustainable growth.

3.0 Research Methodology

Population of the Study
The population of this study comprised of 3539 people from selected Business owners and customers in Zamfara North. The details of the population distribution are shown in table 3.1.

Table 3.1 Population Distribution

S/N	Businesses/ Locations	CATEGORIES OF RESPONDENTS			
		Mgt/Wholesale customers	Retail Customers	Total	Per cent
	Kaura				
1.	Rahama Enterprises	158	240	398	11
2	Hadjo Bakery	336	179	515	15
	Birinin Magaji				
3	Nasara Table water	277	172	449	13
4	Maharaz Bakery	203	223	426	12
	Shinkafi				
5	Gwarzo Enterprises	69	84	153	4
6	Shagalinko Enterprises	205	273	478	14
	Zurmi				
7	Alkhairi Enterprises	28	153	181	5
8	Blotan Ventures	103	282	385	11

	Kasuan Daji				
9	Hamas Enterprises	153	265	418	11
10	Magaji Farms Ltd	56	80	136	4
	Total	**1588**	**1951**	**3539**	**100**

Source: Field survey 2025

Table 3.1 study shows that ten firms were selected from five local government in Zamfara North Senatorial district that the researcher deemed to be representative of the businesses.

Sample Size Determination

To determine the sample size, the researcher used the Freund and Williams statistical formula. In calculating the sample size, the researcher used the statistical formula for selecting a finite population as formulated by Freund and Williams.

$$n = \frac{Z^2 N(Pq)}{N(e)^e + Z^2(Pq)}$$

Where:

Z	=	Sample size.
N	=	Population
P	=	Probability of success/proportion
q	=	Probability of failure/proportion
z	=	Z-score value from table
e	=	permitted/allowable error (level of significance)
N	=	3,539
P	=	.5
q	=	(1 - .5) = .5
z	=	95 percent = 1.96
e	=	0.5 per cent

$$\frac{(1.96)^2 \times 3539 \times .5 \times .5}{3539(0.05)^2 + (1.96)^2 \times .5 \times .5}$$

$$\frac{3.8416 \times 3539 \times .25}{8.8475 + .9604}$$

$$= \frac{3,398.855}{9.8079}$$

$$= 346.542$$

$$\approx 347$$

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The study sample size will be three hundred and forty-seven (347) respondents. This sample size is justified because the population is huge, and such a sample would be sufficient to address the research problem.

Proportion Allocation of questionnaire.
Bowler's (1976) proportional allocation formula was used for statistical sampling.

$$nh = \frac{n(Nh)}{N}$$

where

Nh	=	Group population from each stratum
n	=	overall sampling size
N	=	the overall population
nh	=	sample size from each stratum

Thus;

Table 3.2 Computation/Allocation of Sample Size

S/N	Business	Population	Calculation	Sample
1.	Rahama Enterprises	398	$\frac{398 \times 347}{3539}$	39
2.	Hadjo Bakery	515	$\frac{515 \times 347}{3539}$	50
3.	Nasara Table Water	449	$\frac{449 \times 347}{3539}$	44
4.	Maharaz Enterprises	426	$\frac{426 \times 347}{3539}$	42
5.	Gwarzo Enterprises	153	$\frac{153 \times 347}{3539}$	15
6.	Shagalinko Enterprises	478	$\frac{478 \times 347}{3539}$	47
7.	Alkhairi Enterprises	181	$\frac{181 \times 347}{3539}$	18
8.	Blotan Ventures	385	$\frac{385 \times 347}{3539}$	38
9.	Hamas enterprises	418	$\frac{418 \times 347}{3539}$	41
10.	Magazu Farms	136	$\frac{136 \times 347}{3539}$	13
	Total	**3539**		**347**

Source: Field Survey, 2025

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4.0 Data presentation, analyses and interpretation

This research work assesses the impact of marketing mix on customers buying behaviour in Zamfara North. Data collection was primarily relied on a questionnaire designed on a 5-point Likert scale and addressed structured questions aligned with the study objectives. In administering the questionnaire, the researchers employed a quota sampling technique using simple random sampling to obtain data across the selected businesses for this study. The presentation is based on fully filled and returned questionnaires, out of 347 distributed questionnaires, only 320 were fully filled and returned.

Table 4.1 Objective one: Assess the effect of product attributes (quality, variety, packaging) on customers' buying behaviour in Zamfara North markets.

Impact of Packaging	Customers buying decision ratings					
	SA	A	U	D	SD	Total
1 Quality of products influence customers buying decision	209	96	4	7	4	320
2 Product variety influences purchase decisions	204	102	4	6	4	320
3 Product packaging influences customers buying decisions	200	100	7	5	8	320
4 Purchase frequency is influenced by product quality	109	200	5	4	2	320
5 Amount spent per purchase is influenced by product varieties	207	101	4	5	3	320
6 Customers loyalty is influenced by product packaging	230	75	6	5	4	320
Average total	**193.2**	**112.3**	**5**	**5**	**4.2**	**320**

Source: Fieldwork 2025

The result suggest that more respondents strongly agreed and agreed that packaging impact customers buying decision in Zamfara North. The table shows that the cluster of mean of items for packaging is 3.91 above the cut point of 3.0 (5+4+3+2+1 = 15/5 = 3 for a five- point summation Likert scale). Based on the objective, respondents agreed and strongly agreed that product packaging affect customers buying decision in Zamfara North Markets. This implies that packaging affects customers buying decision in Zamfara North Senatorial District.

Table 4.2 Objective two: to examine how pricing strategies influence customers' purchasing decisions.

Effect of pricing	Customers buying decision ratings					
	SA	A	U	D	SD	Total
1 Perceived price fairness influences customers buying decisions	202	104	3	3	8	320
2 Price sensitivity influence customers buying decisions	205	99	5	4	7	320
3 Competitor price comparison influence customers buying decision	159	138	8	10	4	320
4 Brand switching is influenced by product price	187	114	5	10	4	320
5 Purchase frequency is influenced by product price	205	102	4	4	5	320
6 Customers loyalty is influenced by product price	200	104	6	5	5	320
Average total	**193**	**110**	**5**	**6**	**6**	**320**

Source: Fieldwork 2025

The above suggest that more respondents agreed and strongly agreed that pricing strategies customers buying decision in Zamfara North. The table shows that the cluster of mean of items for pricing strategy is 3.96 above the cut point of 3.0 (5+4+3+2+1 = 15/5 = 3 for a five- point summation Likert scale). Based on the objective, respondents strongly agreed that pricing strategy affect customers buying decisions in Zamfara North. This implies that pricing affect customers buying decisions in Zamfara North Senatorial District.

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4.3 Hypotheses testing

Hypothesis one
Hi: Product attributes (quality, variety, and packaging) have significant effect on customers' buying behaviour in Zamfara North markets.

H_{01}: Product attributes (quality, variety, and packaging) have no significant effect on customers' buying behaviour in Zamfara North markets.

Table 4.3 Descriptive Statistics

	Mean	Std. Deviation	N
Product attributes	1.7000	.84021	320
Customers buying decision	1.7063	.77255	320

Table 4.4 Correlations

		Product attributes	Customers buying decision
Product attributes	Pearson Correlation	1	.931[**]
	Sig. (2-tailed)		.000
	N	320	320
Customers buying decision	Pearson Correlation	.931[**]	1
	Sig. (2-tailed)	.000	
	N	320	320

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

Table 4.3 presents the descriptive statistics for product attributes and entrepreneurial business growth. The mean response for product attributes is 1.700 with a standard deviation of 0.84021, while customers buying decision has a mean response of 1.7063 with a standard deviation of 0.77255, based on 320 respondents. The standard deviation values are quite similar, indicating comparable variability in the data between the dependent and independent variables.

Table 4.4 displays the Pearson correlation coefficient for product attributes and customers buying decision, showing a correlation coefficient of 0.931. This suggests a significant positive relationship between product attributes and customers buying decision at the 0.05 level (two-tailed). The computed correlation ($r = 0.931$) exceeds the table value of $r = 0.195$, based on 318 degrees of freedom ($df = n-2$) at the alpha level for a two-tailed test ($r = 0.931$, $p < 0.05$). Therefore, the null hypothesis is rejected, and it is concluded that product attributes has a positive and significant relationship with customers buying decision in Zamfara North Senatorial District ($r = 0.931$, $p < 0.05$).

Hypothesis two
Hi: Pricing strategies significantly influence customers' purchasing decisions in Zamfara North markets
Ho: Pricing strategies do not significantly influence customers' purchasing decisions in Zamfara North markets

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Table 4.5 Descriptive Statistics

	Mean	Std. Deviation	N
Pricing strategies	2.1969	1.27010	320
Customers' purchasing decision	2.2469	1.20539	320

Table 4.6 Correlations

		Pricing Strategies	Customers' purchasing decisions
Pricing strategies	Pearson Correlation	1	.955**
	Sig. (2-tailed)		.000
	N	320	320
Customers' purchasing decision	Pearson Correlation	.955**	1
	Sig. (2-tailed)	.000	
	N	320	320

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

Table (4.5) presents the descriptive statistics for pricing strategies and customers' purchasing decision. The mean response for pricing strategies is 2.1969 with a standard deviation of 1.27010, while the mean response for customers purchasing decision is 2.2469 with a standard deviation of 1.20539, based on 320 respondents. The similar standard deviation values suggest a comparable variability between the dependent and independent variables.

Table (4.6) shows the Pearson correlation coefficient for pricing strategies and customers' purchasing decision. The correlation coefficient of 0.955 indicates a significant positive relationship between the two variables, which is statistically significant at the 0.05 level (2-tailed). The computed correlation coefficient exceeds the table value of 0.195, with 318 degrees of freedom, at an alpha level of 0.05 for a two-tailed test ($r = 0.955$, $p < 0.05$). Therefore, since the computed r- value is greater than the table value, we reject the null hypothesis and conclude that a significant positive relationship exists between pricing strategies and customers' purchasing decision of businesses in Zamfara North Senatorial District ($r = 0.955$, $p < 0.05$).

4.3 Discussion of Findings
From the result of the data analysis, the following findings as regards the subject of marketing mix elements and customers' buying behaviour in Zamfara north have been deduced.

Assess the effect of product attributes (quality, variety, packaging) on customers' buying behaviour in Zamfara North markets.
The study revealed that product attributes have a positive significant relationship with customers buying behaviour in Zamfara North senatorial district ($r = .931$, $P < .05$). The finding is consistent with the documentation of Rundh, (2005) who noted that consumer's buying behaviour also stimulated by the packaging quality, colour, wrapper, and other characteristics of packaging. Packaging is a whole package that becomes an ultimate selling proposition, which stimulates impulse buying behaviour. Packaging increases sales and market share and reduces market and promotional costs. According to Rundh (2005) package appeals consumer's attentiveness towards a certain brand, increases its image, and stimulates consumer's perceptions about product. Furthermore, packaging conveys distinctive value to products as opined by (Underwood, 2003;

Silayoi, & Speece, 2007), packaging works as an instrument for differentiation, and helps consumers to decide the product from wide range of parallel products, packaging also stimulates customer's buying behaviour (Wells, Farley & Armstrong, 2007) found that product influences customers' buying behaviours.

Examine how pricing strategies influence customers' purchasing decisions in Zamfara North markets.
The study revealed that A positive significant relationship exists between pricing and customers' purchasing behaviour in Zamfara North senatorial district (r =.955, P<.05). The finding is consistent with the documentation of Kotler & Keller, (2016) who noted that the price a company charges directly affects a consumer's ability and willingness to purchase. They further opine that pricing mix elements significantly influence customer buying behaviour by affecting purchase decisions, demand, and brand perception (Monroe, 1990; Kotler et al., 2019) also noted that key elements like price levels, promotions, discounts, psychological pricing, and competitive strategies determine a product's perceived value and appeal Nagle & Müller, (2018), also noted that customers are price-sensitive, especially with abundant goods, and use readily available online information to compare prices, making competitive pricing and well-timed promotions crucial for attracting and retaining them, this has also been the view of Grewal et al., (2011).

5.1 Conclusion
This study examined the impact of marketing mix elements on customers' buying behaviour in markets within Zamfara North, with particular focus on product attributes (quality, variety, and packaging) and pricing strategies. Findings from the study indicate that product-related factors play a critical role in influencing consumer decisions, as customers are more likely to purchase when products meet their quality expectations, are available in sufficient variety, and are attractively packaged. Similarly, pricing strategies were found to significantly affect consumer purchasing behaviour, as competitive and fair pricing enhances customers' willingness to buy.

Overall, the study concludes that an effective marketing mix especially product and price strongly shape consumer behaviour in the region's markets. Businesses and marketers in Zamfara North can improve sales performance and customer satisfaction by ensuring high product quality, offering diverse options, adopting appealing packaging, and using fair, transparent, and competitive pricing strategies. Strengthening these elements will not only increase customer loyalty but also enhance market competitiveness and business growth.

5.2 Recommendations
Based on the findings, the following recommendations were made:

i)   Market traders and business owners in Zamfara North should consistently improve product quality, offer multiple product options, and ensure adequate stock availability to meet diverse customer preferences.

ii)   Businesses should invest in appealing packaging that protects the product and communicates value. Good packaging enhances customers' perception of quality and makes products more desirable.

iii)   Sellers should adopt fair and competitive pricing strategies by considering market conditions, customer purchasing power, and cost structures as this can build trust and encourage more consistent buying behaviour.

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iv) To attract and retain customers, marketers can offer discounts, bulk-purchase incentives, or loyalty-based price reductions, especially during peak market days. This will motivate customers to buy more and strengthen their relationship with sellers

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