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Prioritizing Marketing Mix Components (7P) with Multi-Criteria Decision-Making Methods (Case Study: Abyek Cement Company, Alborz Province)

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Abstract

The purpose of this study is to prioritize the components of the marketing mix (7P) using Multi-Criteria Decision-Making (MCDM) methods in Abyek cement company, located in Alborz province. The research follows a descriptive survey methodology with an applied orientation. Data collection was conducted through field studies and questionnaire distribution. The first questionnaire aimed to determine the significance of key marketing mix variables using the Fuzzy Analytic Hierarchy Process (FAHP) in the form of a pairwise comparison matrix. The second questionnaire was designed to prioritize the marketing mix components by employing the TOPSIS method through a decision matrix. The findings indicate that product ranks first in priority, followed by place, promotion, price, process, people (Customers), and finally, physical evidence.

Keywords: Marketing mix (7P), Fuzzy analytic hierarchy process, Multi-criteria decision-making, TOPSIS.

1 | Introduction

Today's global business environment is characterized by increasing complexity, rapid changes, and unexpected market transformations. The term "Market" has held various meanings over the years. In its general sense, a market is a specific physical place where buyers and sellers come together to exchange goods and services. From an economist's viewpoint, a market includes all buyers and sellers engaged in the exchange of a particular good or service. From a marketer's perspective, the market encompasses all actual and potential buyers for a product. Thus, the market is a collection of industry buyers and a group of sellers [1]. In today's world, reality is far more complex than to be accurately described or defined; individual changes are numerous and instantaneous, and precise definitions differ from one person to another. Accordingly, complexity in

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marketing and market management—based on changes in customer needs and wants (The foundation of marketing), competitors, and other elements of the marketing environment—has also expanded. In today's rapidly changing and highly uncertain environments, strategic decisions are inherently complex and fuzzy. It is not always easy to understand what customers need and want. These changes require that managers at Abyek cement company dedicate more time to making critical decisions at every organizational level.

Decision-making is the process of assigning weight to various alternatives, each aiming to achieve desirable objectives and selecting the best solution within a set of challenging goals. In all marketing activities of the company, even in the implementation phases—from customer needs assessment to new product development, after-sales services, and market targeting—managers need to make decisions. Decisions about market segmentation, sales, profitability, budgeting, product or service features, distribution methods, promotional tools, etc., are vital, and any wrong decision could result in significant costs for Abyek cement company. Therefore, decision-makers must examine customer needs, company strategies, technological opportunities in the market, and the company's resources carefully and set goals aligned with these factors to ensure success. It is well known that uncertainty significantly affects decision-making accuracy. It is important to balance strategic management decisions (Such as developing the right product with proper resource allocation) with tactical decisions (Such as implementing projects by minimizing risk factors). Hence, fuzzy logic is used to enhance the accuracy of managers' decisions in ambiguous and uncertain conditions and across defined phases of any activity. This definition implies that every concept of the market is a fuzzy category. However, the market itself is not inherently fuzzy; rather, it is our perception and definition of it that is fuzzy. Managers' understanding of the market does not reflect the reality occurring within it. This is exactly what managers have to deal with. Markets do not concern themselves with how managers perceive them; instead, managers need to focus more on correctly understanding and interpreting the market and its components.

The structure of the market evolves based on the changing desires of individual customers [1]. The selection and targeting of markets provide the foundation for the company's positioning to fulfill needs and achieve goals. To achieve this, a proper marketing mix plays a vital role in implementing Abyek cement company's marketing strategies. The most common definition of the marketing mix for proper market positioning is the offering of the right product in the right place, at the right price, and at the right time. In fact, the marketing mix outlines the company's course of action through a set of controllable variables in an environment with many uncontrollable factors. More specifically, marketing decision variables within various marketing mix models provide a framework through which companies can develop plans for their marketing activities. Marketing is a managerial process for identifying, anticipating, and profitably satisfying customer needs. A broader understanding defines marketing as a strategic and competitive plan pursued by top management and supported by practical activities conducted by middle and operational managers [2].

The concept of the marketing mix was first introduced by Borden [3], but the most widely accepted formulation—product, price, promotion, and place—was proposed by McCarthy [4] and became known as the 4Ps. Since McCarthy's time [4], the concept of the marketing mix has not significantly changed, and many texts still regard the 4Ps as a core and organizing principle around which other marketing aspects are structured [5].

Frey [6] categorized marketing variables into two groups: 1) offering variables (Product, service, packaging, brand name, and price), and 2) process variables (Advertising, sales promotion, personal selling, public relations, distribution channels, market research, and new product development). Booms and Bitner [7] proposed the 7P model, which includes, in addition to price, product, distribution, and promotion, the elements of people, physical evidence, and process [3], [8]. Various criticisms have been directed at the concept and modeling of the marketing mix. Conceptually, directing a company's activities towards costly initiatives—whose value creation is not always easy to measure—can lead to inefficiency or reduced effectiveness. Doyle [9] also argued that the marketing mix leads to unprofitable decisions, as it neglects financial objectives like increasing shareholder and stakeholder value. Unlike the views of McCarthy [4] and

Borden [3], some believe that marketing mix models are largely consumer-market-oriented and not well-suited for industrial markets. Others argue that the traditional marketing mix, based on commodity markets, does not apply well to service markets. Therefore, a marketing mix model is used to align with industrial, service, or high-value consumer products. The 4P model has faced various criticisms: Ohmae [10] approached it from a strategic management perspective but ignored strategic elements; Bennett [11] claimed the model focuses too much on internal variables and offers an inadequate basis for marketing; Lamberti [12] highlighted its product-centricity and argued that the customer should be the core of marketing programs; Grönroos [13] viewed customers as victims of the model's inherent limitations. Rafiq and Ahmed [14], using service typology, introduced the 7P model as a foundation for marketing decision-making in service firms. According to the literature, conventional views on the marketing mix tend to emphasize one element more, which over time results in more granular mixes like product mix, price mix, and promotion mix. Several studies have been conducted in this area.

Sepehvand et al. [15] identified and prioritized the fresh vegetable marketing mix in southern Kerman province, extracting 41 components within 9 main categories. DEMATEL analysis ranked human resources, product, process, place, review and analysis, promotion, exclusive networks, packaging, and price in order of influence. Konjkav Monfared et al. [16] investigated the impact of the marketing mix on brand equity in the saffron industry, finding that product affects all dimensions of brand equity, while price only significantly affects store image. Ghanbari and Voghufi [17] proposed an ideal Islamic civilization marketing mix consisting of Islamic products, prices, promotions, and distribution, each with features based on Islamic teachings. Rahimizadeh et al. [18] examined the impact of the 7P marketing mix on the satisfaction and attraction of fans of the Gorgan Municipality basketball team, reporting a total effect coefficient of 10.84 on attraction and 11.14 on satisfaction. Barzegar Kar Choukani et al. [19] prioritized components affecting rural tourism marketing using the 7P model, identifying product, place, and promotion as the most important. Bekr et al. [20] used future research and system dynamics to model and simulate the dynamic behavior of marketing mix elements in an industry and proposed strategies for improving marketing in the future. Rasyid et al. [21] assessed the impact of the marketing mix on the repurchase intention of hydroponic plant products using structural equation modeling. Their findings showed the direct effects of product, price, promotion, people, physical evidence, process, and cost on consumer satisfaction and subsequent repurchase intention. Irmayani et al. [22] analyzed the marketing mix for fresh vegetables, showing that product, process, and physical evidence significantly affect purchase interest, while price, place, promotion, and human resources do not. Kamau et al. [23] studied the influence of the marketing mix on domestic tourist accommodation choices in Kenya, emphasizing price, service, place, people, process, physical evidence, and promotion. Othman et al. [24] assessed the impact of service value and customer retention by integrating after-sales service into the traditional marketing mix for clothing store brands in China. Tielung and Untu [25] studied the effect of the marketing mix on customer satisfaction in Tomohon city's tourism sector, showing that the mix accounts for 88.9% of changes in satisfaction. Hasan and Islam [26] found that five of the seven marketing mix elements positively affect tourist satisfaction, though promotional activities and tourism processes in Cumilla were unsatisfactory.

Considering the studies conducted on the 7P marketing mix and the components considered, this research aims to evaluate the identified components using the Fuzzy Analytic Hierarchy Process (FAHP) and then prioritize the key marketing mix variables using the TOPSIS method. Therefore, the main objective of this study is to prioritize the determining variables of the 7P marketing mix using Multi-Criteria Decision-Making Methods (MCDM) (Case study: Abyek cement company, Alborz province). The researcher seeks to answer the following questions:

- I. How important are the determining variables of the 7P marketing mix?
- II. Given the marketing mix variables, which components are prioritized at Abyek cement company in Alborz province?

2 | Marketing Mix (7P)

The 7P of marketing, also known as the “Marketing mix,” includes product, price, place, promotion, people, process, and physical evidence. These concepts were introduced by McCarthy in the 1960s [4] and are still used today as fundamental principles in marketing.

- I. **Product:** Product refers to the goods or services a business offers to its customers. This element includes the design, quality, features, and packaging of the product. For successful marketing implementation, businesses must understand their target market and tailor their products accordingly. According to a study by the institute of marketing, 73% of B2B marketers and 70% of B2C marketers use content marketing as part of their overall marketing strategy.
- II. **Price:** Price refers to the cost of goods or services. The price should be set in a way that is both competitive and profitable. A study by McKinsey has shown that businesses that set prices based on value are more likely to succeed. Pricing strategies such as discounts, bundling, and dynamic pricing can significantly influence consumer behavior and shape purchasing decisions. According to a Nielsen study, 70% of consumers are more inclined to buy a product that is competitively priced [27].
- III. **Place:** Place refers to a business’s distribution channels. This can include a physical store, an online store, or a combination of both. The goal of this element is to make products easily accessible to customers. According to a Deloitte study, buyers increasingly use both online and offline purchasing methods to find their desired products at the best price and with the most convenient delivery option [28].
- IV. **Promotion:** Promotion refers to the communication strategies used to inform and attract customers to the product. Various marketing channels include advertising, public relations, sales promotions, and different media platforms. A study by the institute of marketing showed that 80% of businesses use content marketing to promote their products and services.
- V. **People:** People include employees, customers, and other stakeholders who interact with the business. Creating a positive and memorable experience for these individuals is important. A study by Qualtrics revealed that 80% of customers switch brands due to poor customer experience [29].
- VI. **Process:** Process refers to the procedures and steps involved in delivering the product or service to the end user. Optimizing processes to improve efficiency is essential. A study by the Aberdeen group found that businesses that optimize their business processes are more likely to improve customer satisfaction.
- VII. **Physical evidence:** Physical evidence refers to the tangible aspects of a product, including packaging and branding. Ensuring that the tangible features of a product align with the customer's perception of the brand is important. According to various research data, 72% of consumers are more likely to shop at a store with a positive physical environment.

The use of the 7P of marketing, whether in digital marketing or traditional methods, can help businesses better achieve their marketing objectives and provide a better experience for their customers. A summary of the definitions of the marketing mix components is presented in *Table 1*.

Table 1. Definition of marketing mix components (7P).

Variable	Component	Definition	Source
Marketing mix	Product	Any item or service offered for sale is considered a product, and the company is recognized by the name of that product.	Roosta et al. [30], Karimi and Khanifar [31]
	Price	The amount of money a customer must pay to obtain a product or service is called the price.	Jalali Farahani [32], Iran Zadeh et al. [33]

Table 1. Continued.

Variable	Component	Definition	Source
Marketing mix	Place (Distribution)	This concept refers to the management of the channels through which the produced product must pass to reach the buyer.	Cespedes and Corey [34], Achak et al. [35]
	Promotion	Advertising programs are used to raise awareness among end-market customers about products and services and to facilitate the exchange process.	Mohammadian [36]
	People (Customers)	Examines the role of people in service delivery; managing them is a major responsibility for the organization.	Sharifi et al. [37]
	Physical Evidence	Refers to the physical facilities and tangible elements that customers encounter in the service delivery environment, including symbols and logos.	Lovelock and Wright [38]
	Process	The creation and delivery of product elements to customers that requires effective design and implementation.	Ghazi Mirsaeed et al. [8], Nasimi et al. [39]

The Marketing Mix is one of the marketing strategies that organizations have traditionally used to sell their products. To elaborate, the marketing mix is defined as a set of marketing techniques that a company uses to promote its brand or product in the market.

Initially, this approach focused on the four main pillars of marketing: product, price, place, and promotion. Over time, as marketing became more complex, this approach evolved into the 7P of online marketing strategy, which also included people, processes, and physical evidence.

“The 7P framework helps businesses understand the key elements that drive their marketing strategy. By aligning product, price, place, promotion, people, process, and physical evidence, companies can create a coherent and compelling value proposition.”

Some of the advantages of using the 7P of marketing include:

- I. Understanding customer needs: The 7P helps businesses identify the needs of their target market and develop products and services that meet those needs. This can lead to improved customer satisfaction, differentiation from competitors, setting realistic marketing goals, and increasing the effectiveness of the marketing budget.
- II. Developing a competitive strategy: The 7P assists businesses in developing their competitive strategy by identifying the strengths and weaknesses of competitors. Through this, organizations can determine areas that need improvement and optimize their marketing strategies to achieve better results.
- III. Executing successful marketing campaigns: The 7P helps businesses run successful marketing campaigns. Using relevant statistics and data in marketing campaigns can enhance business credibility and improve search engine rankings.
- IV. Increasing sales and profitability: By applying the 7P of marketing, businesses can increase their sales and profits. Ensuring that employees are trained in customer service and maintaining efficient processes can improve customer satisfaction levels and increase customer retention rates, ultimately leading to greater profitability.

3 | Research Methodology

This study was conducted using both library research (Reviewing books, texts, and documents) and field research through the use of questionnaires. To ensure a comprehensive and effective assessment, the questionnaire was distributed among 30 managers and deputies of Abyek cement company, located in Alborz province. Therefore, based on its nature and methodology, the current paper can be classified as descriptive-analytical research, with its procedures executed through a survey-based approach.

The questionnaire utilized in this study consisted of three parts:

- I. A brief introduction.
- II. A pairwise comparison matrix for the components of the marketing mix.
- III. A decision matrix for the factors affecting the marketing mix.

To assess the validity of the questionnaire, the variables and components were evaluated by a group of university professors and company managers, and its content validity was confirmed. For measuring reliability, a pilot test was conducted with a group of 20 managers prior to the final implementation. The completed questionnaires were analyzed using SPSS software, and Cronbach's alpha coefficient was calculated. The results indicated a reliability score above 70% for the components and variables, which is considered acceptable. For data analysis, two MCDM methods were used:

- I. The FAHP to determine the weights and importance of variables.
- II. The TOPSIS method to prioritize the components of the marketing mix at Abyek Cement Company.

In the FAHP method, the pairwise comparison matrix questionnaire was completed by managers. The importance of each row variable relative to the column variable was defined using fuzzy numbers, ranging from equal importance (1,1,1) to absolute importance (9,9,9). In the second step, the geometric mean of individual judgments was calculated to form the final pairwise comparison matrix. To determine the value of each variable, the sum of row elements is multiplied by the transpose of the overall column sum, and using Eq. (1), the relative weight of each variable compared to others is calculated.

Degree of intersection between two fuzzy numbers

$$v(M_1 \cap M_2) = \frac{u_1 - l_2}{(u_1 - l_2) + (m_2 - m_1)} = 1. \quad (1)$$

In the final stage, the minimum value of each variable relative to other variables is used to determine the weight of each component. To prioritize the components of the marketing mix, the TOPSIS method is applied. The decision matrix questionnaire is completed by managers and deputies, where the importance of components compared to each variable is determined using a scale ranging from equal importance (1) to very high importance (9). After calculating the average of responses, the decision matrix is normalized using Eq. (2) (Vector normalization). Then, by multiplying the weights of the variables with the normalized decision matrix, the weighted decision matrix is formed. Using Eqs. (3) and (4), the positive ideal solution (V^+) and negative ideal solution (V^-) are calculated. Then, using Eqs. (5) and (6), the distance of each alternative from both the positive and negative ideal solutions is determined. Finally, using Eq. (7), the relative closeness coefficient (CLi) of each alternative to the ideal solution is calculated. This allows for ranking the components based on the decision criteria.

Normalization

$$n_{ij} = \frac{a_{ij}}{\sqrt{\sum_{i=1}^m a_{ij}^2}}. \quad (2)$$

Positive and negative ideal solutions

$$V^+ = \{v_1^+, \dots, v_n^+\} = \left\{ \left(\max_i v_{ij} \mid j \in J \right), \left(\min_i v_{ij} \mid j \in J' \right) \right\}. \quad (3)$$

$$V^- = \{v_1^-, \dots, v_n^-\} = \left\{ \left(\min_i v_{ij} \mid j \in J \right), \left(\max_i v_{ij} \mid j \in J' \right) \right\}. \quad (4)$$

Distance from positive ideal

$$d_i^+ = \sqrt{\sum_{j=1}^n (V_{ij} - V_j^+)^2} \tag{5}$$

Distance from negative ideal

$$d_i^- = \sqrt{\sum_{j=1}^n (V_{ij} - V_j^-)^2} \tag{6}$$

Closeness coefficient

$$CL_i^* = \frac{d_i^-}{d_i^- + d_i^+} \tag{7}$$

4 | Findings

Using the FAHP to determine the degree of importance of the variables and to address the first research question, the pairwise comparison questionnaires were collected. Based on the responses, the pairwise comparison matrix was constructed and presented in *Table 2*:

Table 2. Fuzzy pairwise comparison matrix.

al1	1	1	1	221	0.3	0.3	0.5	a31	0.6	0.8	1.3	241	0.3	0.4	0.6	a51	0.3	0.4	0.7	a61	0.6	0.8	1.1	a71	0.3	0.3	0.6
al2	2.1	3	3.9	a22	1	1	1	a32	0.9	1.3	2	a42	0.3	0.4	0.8	a52	0.4	0.7	1.2	a62	0.7	0.8	0.8	a72	0.4	0.5	0.8
al3	0.8	1.3	1.8	223	0.5	0.8	1.1	a33	1	1	1	a43	0.8	0.9	1.2	a53	0.6	0.8	1.2	a63	0.8	1.2	1.7	a73	0.6	0.8	1
al4	1.7	2.5	3.2	224	1.3	2.3	3.3	234	0.8	1.1	1.3	244	1	1	1	a54	0.7	0.7	0.8	264	0.7	1.1	1.5	274	0.4	0.6	0.8
al5	1.5	2.5	3.5	a25	0.9	1.5	2.3	a35	0.9	1.3	1.7	245	1.2	1.4	1.5	a55	1	1	1	a65	0.8	1.2	1.7	a75	0.6	0.8	1.1
al6	0.9	1.3	1.8	226	1.2	1.3	1.4	236	0.6	0.9	1.2	a46	0.7	0.9	1.5	a56	0.6	0.8	1.3	a66	1	1	1	a76	0.4	0.4	0.6
al7	1.8	2.9	4	227	1.3	2	2.6	a37	1	1.3	1.5	a47	1.3	1.7	2.3	a57	1	1.2	1.6	a67	1.6	2.3	2.9	a77	1	1	1

The relative importance of each variable compared to others - based on the product of the sum of each row and the transpose of each variable - is presented in *Table 3*.

Table 3. Relative importance of each variable compared to others.

s1>>2 =	1	s2>51=	0.621115	s3>>1 =	0.46927	s4>s1=	0.369264	55>81=	0.248214	s6>s 1 =	0.526918	s7>>1 =	0.031225
s1>53=	1	52>33 3	1	53>>2 2 =	0.852297	s4>s2=	0.750968	55> 22 =	0.612724	s6>s2=	0.921607	s5 > s2 =	0.386203
s1>s4=	1	s2>s4=	1	53>s4=	1	s4>s3=	0.897991	55>33=	0.74995	s6>53=	1	s7>53 =	0.516966
s1>55=	1	82>55 =	1	53>>5 =	1	s4>55=	1	55>84=	0.845917	s6>s 4 =	1	s7>34 =	0.611957
s1>s6=	1	s2>s6=	1	83> 56 =	0.926849	s4>s6=	0.823954	55>86=	0.679157	s6>s5=	1	87>55=	0.791215
s1>57 =	1	s2>57=	1	s3>57 =	1	s4>57=	1	55>57 =	1	s6>57=	1	s7>56 =	0.445406

Based on the minimum value among the obtained scores, the importance of each variable was determined. Ultimately, in order to normalize the importance and weight of each variable, the obtained weight was divided by the sum of all weights. The results showed that the “Desirable sales” variable has an importance value of 0.2762, the “Desirable profitability” variable has 0.17153, “Customer satisfaction” has 0.14552, “Competition intensity” has 0.10666, “Competitor advertising” has 0.10198, “Product quality” has 0.1296, and “Competitor price” has an importance value of 0.06855.

To answer the second research question and to prioritize the components of the marketing mix, the TOPSIS method was applied. The research questionnaire was completed by 30 managers and deputies of Abyek cement company in Alborz province, and after calculating the geometric mean of the responses, the decision matrix was constructed, which is presented in *Table 4*.

Table 4. Decision Matrix.

Decision Criteria	Desirable Sales	Desirable Profitability	Customer Satisfaction	Competition Intensity	Competitor Advertising	Product Quality (Competitor)	Competitor Price
Physical Evidence	4.1886	5.0228	5.2081	3.9512	5.4929	5.1452	5.9971
Place	5.6022	4.6329	5.2846	5.2674	4.2756	4.6529	5.1674
Promotion	5.5062	5.1437	5.0513	4.3560	4.2079	4.8403	5.1437
Price	5.4929	4.3337	4.7024	4.8024	5.5992	4.4862	4.6329
People	4.8612	5.3694	4.2756	4.6529	5.1674	5.5062	5.4249
Process	4.5117	4.0298	4.9501	5.0857	4.8389	4.9061	4.5192
Product	5.7263	5.3090	5.9246	5.4294	4.6329	5.0228	4.3974

After normalizing the decision matrix based on Eq. (2) and multiplying the component weights by the normalized decision matrix, the ideal solution vector was formed, as presented in Table 5.

Table 5. Ideal Solution Vector.

Ideal Solution Vector	Desirable Sales	Desirable Profitability	Customer Satisfaction	Competition Intensity	Competitor Advertising	Product Quality (Competitor)	Competitor Price
Physical evidence	0.0867	0.0646	0.0568	0.0316	0.042	0.050	0.0308
Place	0.1169	0.0600	0.0581	0.0425	0.0329	0.0456	0.0268
Promotion	0.1170	0.0679	0.0566	0.0358	0.0330	0.0483	0.0271
Price	0.1174	0.0575	0.0529	0.0396	0.0442	0.0450	0.0246
People	0.1004	0.0689	0.0465	0.0371	0.0394	0.0534	0.0278
Process	0.1001	0.0555	0.0579	0.0436	0.0397	0.0511	0.0249
Product	0.1143	0.0658	0.0623	0.0418	0.0341	0.0470	0.0218

Finally, based on the positive and negative nature of the components, the positive and negative ideal solution vectors were determined. Using Eqs. (5) and (6), the distance from the ideal solutions was calculated. Then, by applying Eq. (7), the relative closeness coefficient to the ideal solutions was obtained, and based on these values, prioritization was carried out and presented in Table 6.

Table 6. Distances from positive and negative ideal solutions and relative closeness.

Component	D ⁺	D ⁻	CL	Rank
Physical evidence	0.001	2E-04	0.133	Seventh
Place	1E-04	0.001	0.919	Second
Promotion	1E-04	0.001	0.910	Third
Price	4E-04	0.001	0.760	Fourth
People	7E-04	4E-04	0.371	Sixth
Process	6E-04	5E-04	0.467	Fifth
Product	3E-05	0.001	0.981	First

Based on the results in Table 6, the product component holds the highest priority, followed by place in second, promotion in third, price in fourth, process in fifth, people in sixth, and physical evidence in seventh place.

5 | Conclusion

The 7P of marketing provides a powerful framework for building a strong and effective marketing strategy. These elements offer a comprehensive approach to understanding and fulfilling customer needs—from your products to how they are promoted, the people who represent your brand, and even the processes that support your operations. Whether you are an experienced marketer or a budding entrepreneur, mastering the 7P can give you a significant advantage in today's competitive business environment. These tools help you

develop a cohesive marketing strategy that resonates with your target audience and sets you apart from competitors.

In this study, after reviewing theoretical concepts, a quantitative model was developed for prioritizing the components of the marketing mix based on the determining factors, aiming to use effective marketing to build a strong brand image in the minds of customers and convert them into loyal clients.

The model of influencing factors in marketing includes desirable sales, desirable profitability, customer satisfaction, competition intensity, competitor advertising, product quality, and competitor pricing. The components of the marketing mix evaluated in this study were physical evidence, place, promotion, price, people, process, and product.

The results of this research are consistent with the findings of Agustinawati and Puspasari [40] and Andéhn et al. [41]. Furthermore, the considered marketing mix components align with the studies of Roosta et al. [30], Karimi and Khanifar [31], Jalali Farahani [32], Iran Zadeh et al. [33], Cespedes and Corey [34], Achak et al. [35], Mohammadian [36], Sharifi et al. [37], Lovelock and Wright [38], Ghazi Mirsaeed et al. [8], and Nasimi et al. [39].

Regarding the components considered for the marketing mix in Abyek cement company, Alborz province, the following recommendations are suggested:

- I. Ensure that your product is well-designed, of high quality, and meets the needs of your target market. The product is the foundation of your marketing strategy.
- II. The price of your product should be competitive with other products available in the market. Additionally, you should consider the value of your product.

Where you sell your product has a significant impact on your sales. You must choose appropriate channels to reach your target market. You need to make people aware of your product so that they will buy it. Use various marketing methods to reach your target market. The people who interact with your business are the most important factor in your success. Make sure to provide them with a positive and memorable experience. The process of purchasing and using your product should be as simple and efficient as possible. Ensure that your website is easy to navigate and that your customer service is responsive.

Physical evidence refers to the tangible elements that customers encounter when interacting with a business, such as the physical environment, product packaging, and marketing materials. These elements play a key role in shaping customers' perceptions and experiences as they represent the brand and its products. The design, layout, and atmosphere of a physical space can significantly influence customers' emotions, behaviors, and satisfaction levels.

Alignment between physical evidence and brand image is essential for creating a consistent and memorable experience for customers. The physical environment should reflect the brand's values, personality, and quality standards.

In line with the conducted research, the following practical recommendations are also offered to various industries:

- I. Create an attractive product offering: The marketing mix helps businesses identify and address customer needs and ensures that their products or services deliver real value and differentiation in the marketplace.
- II. Develop a strategic pricing strategy: Pricing decisions greatly influence customer perception and profitability. The marketing mix guides businesses in setting prices that align with product value, target audience expectations, and competitive dynamics.
- III. Optimize distribution channels: The marketing mix helps businesses establish efficient distribution channels that ensure products or services are delivered to customers at the right time and place.

- IV. Leverage the power of effective promotion: The marketing mix provides a framework for developing promotional strategies that align with the target audience and utilize multiple channels to enhance brand awareness, foster customer engagement, and drive sales.

Conflict of Interest

The authors declare that they have no conflict of interest regarding the publication of this manuscript.

Data Availability

The datasets used and/or analyzed during the current study are available from the corresponding author on reasonable request.

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