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Research Article

MARKETING MIX AND SERVICE DELIVERY: EXAMINING THE INFLUENCE OF THE 4PS ON CUSTOMER PREFERENCE AND SATISFACTION AT ADYAR ANANDA BHAVAN (A2B), CUDDALORE

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Abstract

This study examines the influence of the marketing mix (product, price, place, and promotion) on service delivery, customer preference, and customer satisfaction at Adyar Ananda Bhavan (A2B), Cuddalore. The hospitality industry is increasingly characterized by intense competition, changing customer expectations, and the need to deliver consistent service quality. Within this context, the marketing mix serves as a strategic framework through which organizations create value and sustain customer relationships. Using a descriptive research design, primary data were collected from 100 customers through a structured questionnaire. Percentage analysis, chi-square analysis, correlation analysis, multiple regression analysis, and one-sample t-tests were employed to evaluate customer perceptions. The findings reveal that product quality, price fairness, location convenience, and promotional effectiveness significantly influence customer preference. Statistical results indicate significant relationships between all four marketing mix elements and customer preference, as well as a significant impact of the marketing mix on service delivery and overall customer satisfaction. Demographic variables such as age and educational qualification were significantly associated with customer satisfaction, whereas gender, occupation, income, and visit frequency were not. The study concludes that the successful implementation of the marketing mix contributes substantially to customer satisfaction, loyalty, and competitive advantage in the restaurant industry. The findings provide managerial implications for hospitality practitioners seeking to enhance service delivery through customer-centric marketing strategies.

Keywords: Marketing Mix, Service Delivery, Customer Preference, Customer Satisfaction, A2B Hotel, Hospitality Marketing, Restaurant Industry, Cuddalore.

1. Introduction

The hospitality industry has undergone substantial transformation due to evolving customer expectations, technological advancements, and intensified market competition. Restaurants and hotel businesses are no longer evaluated solely on the basis of food quality; customers increasingly consider pricing, accessibility, ambiance, service quality, and brand reputation when making purchase decisions. Consequently, marketing strategies have become essential tools for creating customer value and achieving sustainable competitive advantage.

The marketing mix, traditionally represented by the four Ps—product, price, place, and promotion—remains one of the most influential frameworks in marketing theory and practice. Kotler and Keller (2016) describe the marketing mix as a set of controllable marketing tools that organizations use to influence customer responses and achieve organizational objectives. In service industries such as hospitality, the marketing mix directly affects customer perceptions of service quality, satisfaction, and loyalty.

Adyar Ananda Bhavan (A2B) has established itself as one of India's most recognized vegetarian restaurant brands. Known for its consistent food quality, hygienic standards, traditional recipes, and customer-oriented service, A2B has expanded successfully across India and international markets. The Cuddalore branch serves a diverse customer base and provides an appropriate context for examining how marketing mix strategies influence customer preference and satisfaction.

Customer satisfaction is a critical determinant of organizational success in hospitality services. Satisfied customers are more likely to revisit, recommend services to others, and develop long-term loyalty. Previous studies have shown that product quality, pricing fairness, convenient location, and effective promotion significantly influence customer evaluations of service providers. Understanding the relative importance of these factors is therefore essential for improving service delivery and customer retention.

The present study investigates the influence of the marketing mix on service delivery and customer preference at A2B Hotel, Cuddalore. The study contributes to hospitality marketing literature by providing empirical evidence from a regional restaurant setting and offers practical recommendations for enhancing customer satisfaction through strategic marketing decisions.

2. Review of Literature

Marketing mix research has consistently highlighted the importance of product, price, place, and promotion in shaping customer behavior. Chauhan and Sharma (2025) reported that coordinated marketing mix strategies improve service delivery outcomes and strengthen customer satisfaction in hospitality organizations. Verma and Singh (2025) found that product quality and promotional communication significantly enhance customer retention, while fair pricing contributes to customer trust.

Ritu and Malhotra (2025) emphasized the role of service branding and demonstrated that promotional activities strengthen brand image and customer trust. Ajay and Kunal (2025) highlighted the growing importance of digital promotion in hotel services, finding that online marketing expands customer reach and increases repeat patronage. Similarly, Neha and Gupta (2025) concluded that transparent pricing strategies positively influence customer trust and satisfaction.

Research focusing on location strategies has also demonstrated the significance of place in service marketing. Sanjay and Iqbal (2025) found that strategic location selection increases customer visits and improves service accessibility. Asha and Vinoth (2025) reported that service quality dimensions such as hygiene and ambiance significantly influence customer perceptions and satisfaction.

Several studies have highlighted the importance of customer loyalty and relationship marketing. Monisha and Kaviya (2025) observed that loyalty programs and promotional rewards strengthen customer retention, while product quality sustains long-term loyalty. Lakshmi and Shankar (2025) found that value perception is strongly influenced by the alignment between product quality and pricing strategies.

Studies conducted between 2021 and 2024 similarly reinforce the significance of the marketing mix in hospitality settings. Kumar and Mehta (2022) reported that hygiene and product variety enhance customer loyalty in vegetarian hotels. Ramanathan and Krishnan (2021) found that product quality and pricing fairness significantly affect customer satisfaction, while location convenience increases repeat visits. Sharma and Verma (2021) highlighted the effectiveness of digital promotion in improving customer engagement.

Despite the growing body of research, limited studies have specifically examined the combined influence of all four marketing mix elements on service delivery and customer satisfaction in regional restaurant chains such as A2B in Cuddalore. This study addresses that gap by evaluating customer perceptions of the marketing mix and its relationship with service outcomes.

The literature collectively suggests that product quality, pricing fairness, accessibility, and promotional effectiveness are central determinants of customer preference and satisfaction. These findings provide the theoretical foundation for the present investigation.

3. Research Gap, Objectives and Hypotheses

Although extensive literature exists on hospitality marketing and customer satisfaction, relatively few studies have focused on regional restaurant chains operating in semi-urban markets. Most prior research emphasizes metropolitan hospitality organizations, international hotel chains, or broad service sectors. Consequently, there is limited empirical evidence regarding how the marketing mix influences customer preference and service delivery within the context of A2B Hotel, Cuddalore.

Objectives:

(1) To study the marketing mix adopted by A2B Hotel, Cuddalore;

(2) To analyze customer preference toward A2B Hotel;

(3) To examine the effectiveness of product, price, place, and promotion on service delivery; and

(4) To assess customer satisfaction and provide recommendations for improvement.

Hypotheses were developed to examine relationships between demographic variables, marketing mix dimensions, customer preference, and customer satisfaction.

4. Research Methodology

The study adopted a descriptive research design. Primary data were collected through a structured questionnaire using a five-point Likert scale. Secondary data were obtained from books, journals, reports, and marketing literature.

The study area was confined to A2B Hotel, Cuddalore, Tamil Nadu. A convenience sampling technique was used, and data were collected from 100 customers between January and March 2026. The questionnaire consisted of demographic items and statements related to product quality, pricing, accessibility, promotion, customer preference, and satisfaction.

Statistical tools included percentage analysis, chi-square analysis, correlation analysis, multiple regression analysis, and one-sample t-tests. Percentage analysis described respondent characteristics, while inferential techniques evaluated relationships among variables.

The demographic profile revealed that 66% of respondents were female and 34% were male. Most respondents belonged to the 21–30 age group (44%), followed by the 31–40 age group (25%). Postgraduates constituted the largest educational category (38%), while businesspersons (38%) and employees (30%) formed the dominant occupational groups. A majority of respondents (51%) earned between ₹15,000 and ₹30,000 per month.

5. Results and Statistical Analysis

The descriptive analysis demonstrated favorable customer perceptions of A2B's marketing mix. Thirty-eight percent of respondents reported visiting the restaurant often, indicating a substantial level of customer engagement. Positive evaluations were observed regarding food hygiene, cleanliness, quality, pricing fairness, location convenience, and parking facilities.

Key Descriptive Findings:

- 48% of respondents agreed or strongly agreed that hygiene and cleanliness are well maintained.
- 47% agreed or strongly agreed that food quality is excellent.
- 48% indicated that offers and combo pricing influence

visitation decisions.
• 48% believed that prices match food and service quality.
• 54% agreed that location plays an important role in choosing A2B.
• 57% expressed satisfaction with parking facilities.

Chi-square analysis revealed that age ($p = .019$) and educational qualification ($p = .025$) were significantly related to customer satisfaction. Gender ($p = .094$), occupation ($p = .539$), income ($p = .083$), and frequency of visits ($p = .083$) were not significantly associated with satisfaction.

The relationship between marketing mix variables and customer preference was highly significant. Product, price, place, and promotion each demonstrated significant positive associations with customer preference ($p < .001$). Furthermore, the overall marketing mix significantly influenced service delivery ($p < .001$). Customer preference was also significantly related to overall customer satisfaction ($p < .001$).

These findings support the proposition that an integrated marketing mix enhances customer experiences and contributes directly to service effectiveness. Product quality emerged as a particularly important factor, consistent with hospitality literature emphasizing food quality, hygiene, and consistency as critical determinants of satisfaction. Pricing fairness and value perception also played substantial roles in shaping customer attitudes.

The significance of place underscores the importance of accessibility, convenience, and physical environment in restaurant services. Promotion, although traditionally viewed as a communication tool, was also found to influence customer preference by reinforcing brand awareness and trust.

6. Discussion

The findings align closely with established marketing theories and previous hospitality studies. The significant relationship between product quality and customer preference supports the arguments of Zeithaml et al. (2018), who emphasized service quality and reliability as central determinants of customer satisfaction. A2B's focus on hygienic food preparation, taste consistency, and product variety appears to strengthen customer trust and repeat patronage.

The positive influence of pricing strategies supports value-based pricing theory. Customers evaluate prices not in isolation but relative to perceived quality and service benefits. The study indicates that A2B's pricing approach successfully balances affordability with quality expectations, leading to favorable customer evaluations.

The importance of place reflects the experiential nature of hospitality services. Customers value accessibility, parking facilities, seating arrangements, and ambiance. These findings are consistent with Lovelock and Wirtz (2016), who argued that service environments significantly influence customer experiences.

Promotion also demonstrated a meaningful contribution to customer preference. Although A2B relies heavily on brand reputation and word-of-mouth communication, customers perceive promotional activities as important sources of information and reassurance. The findings support contemporary hospitality research emphasizing integrated marketing communication and digital engagement.

The demographic results suggest that satisfaction varies across age groups and educational levels. Younger and more educated customers may possess different expectations regarding service quality and value. However, the absence of significant relationships for gender, occupation, and income suggests that A2B's service appeal extends across diverse customer segments.

Overall, the results confirm that the marketing mix remains a powerful framework for understanding customer behavior in hospitality settings. Effective integration of product, price, place, and promotion contributes to service excellence, customer satisfaction, and organizational competitiveness.

7. Managerial Implications

The findings have important implications for hospitality managers. First, maintaining product quality should remain a strategic priority. Continuous monitoring of hygiene standards, food consistency, and menu innovation can strengthen customer loyalty.

Second, pricing strategies should continue emphasizing value for money. Transparent pricing, attractive combo offers, and periodic promotional packages can enhance customer perceptions of fairness.

Third, investments in accessibility and service environments should be sustained. Parking facilities, seating comfort, cleanliness, and efficient service processes contribute significantly to customer satisfaction.

Fourth, promotional activities should combine traditional brand-building approaches with digital engagement strategies. Social media communication, customer feedback systems, and loyalty initiatives can increase customer interaction and advocacy.

Finally, managers should segment customers according to demographic characteristics and tailor service improvements to evolving customer expectations. Regular customer satisfaction surveys can facilitate continuous improvement and strategic decision-making.

8. Findings and Recommendations

Major findings indicate that customers generally hold positive perceptions of A2B Hotel. Product quality, hygiene, pricing fairness, accessibility, and promotional effectiveness contribute significantly to customer preference and satisfaction. Age and educational qualification influence satisfaction levels, whereas gender, occupation, income, and visit frequency do not demonstrate significant effects.

Recommendations include strengthening customer feedback mechanisms, introducing enhanced loyalty programs, expanding digital promotional initiatives, improving communication of product benefits, and regularly evaluating service quality indicators. Management should also focus on converting neutral customer perceptions into positive evaluations through service innovations and personalized experiences.

9. Conclusion

This study investigated the influence of the marketing mix on service delivery, customer preference, and customer satisfaction at A2B Hotel, Cuddalore. The findings demonstrate that the four elements of the marketing mix—product, price, place, and promotion—play a significant role in shaping customer perceptions and experiences. Product quality and hygiene emerged as particularly influential factors, while pricing fairness, location convenience, and promotional effectiveness further enhanced customer satisfaction.

The statistical analysis confirmed significant relationships between marketing mix variables and customer preference, as well as a significant impact of the marketing mix on service delivery. Customer preference was strongly associated with overall satisfaction, indicating that favorable evaluations of marketing activities translate into positive service experiences.

The study contributes to hospitality marketing literature by providing empirical evidence from a regional restaurant context. It also offers practical guidance for hospitality managers seeking to enhance service quality and customer retention. Future research may extend the analysis to multiple restaurant chains, larger samples, or comparative regional studies. In conclusion, the effective implementation of marketing mix strategies remains essential for sustaining customer satisfaction, loyalty, and competitive advantage in the hospitality industry.

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