



Influence of Marketing Strategies on Customer Purchase Intentions: A Study with Special Reference to Ojin Bakes, Calicut

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<https://doi.org/10.55041/ijst.v2i4.244>

Cite this Article: Nivedha, & Nashidha, (2026). Influence of Marketing Strategies on Customer Purchase Intentions: A Study with Special Reference to Ojin Bakes, Calicut. International Journal of Science, Strategic Management and Technology, 02(04). <https://doi.org/10.55041/ijst.v2i4.244>

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ABSTRACT

This study investigates the influence of marketing strategies on customer purchase intentions with special reference to OJIN Bakes, a well-established bakery brand located in Calicut (Kozhikode), Kerala. In an intensely competitive food and bakery market, effective marketing strategies are critical for attracting and retaining customers. The research adopts a descriptive research design, and primary data were collected from 100 respondents through a structured questionnaire using convenience sampling. The study focuses on four key marketing variables: product packaging, product quality, service quality, and pricing strategy. Data were analyzed using percentage analysis and presented through tables and charts. Findings reveal that packaging, product quality, and service quality each positively influence about 73–75% of customers' purchase intentions, while reasonable pricing influences approximately 71% of customers. Product variety emerged as the most influential marketing strategy (30%), followed by social media promotion and customer service (25% each), and advertising (20%). The study concludes that an integrated marketing approach encompassing quality products, attractive packaging, courteous service, and competitive pricing significantly shapes customer purchase intentions at OJIN Bakes.

Keywords: *Marketing strategies, Purchase intention, OJIN Bakes, Packaging, Product quality, Service quality, Pricing, Bakery industry, Consumer behaviour, Calicut.*

1. INTRODUCTION

In today's highly competitive business environment, marketing strategies play a crucial role in influencing customer behaviour and shaping purchase intentions. Businesses across industries continuously design and implement various marketing strategies such as product quality improvement, pricing policies, promotional activities, branding, customer service, and distribution methods to attract and retain customers. Effective marketing strategies not only create awareness about products and services but also build customer trust, satisfaction, and long-term loyalty.

In the food and bakery industry, where customer preferences are dynamic and competition is intense, understanding how marketing strategies affect purchase intentions becomes especially important. OJIN Bakes, located in Calicut, is a well-



known bakery brand that caters to a diverse customer base by offering a variety of baked products. The bakery adopts multiple marketing strategies including attractive product displays, quality assurance, competitive pricing, promotional offers, social media presence, and personalized customer service to enhance customer experience and increase sales.

As customers are exposed to numerous choices in the market, their purchase decisions are influenced by how effectively these marketing strategies meet their needs, preferences, and expectations. This study focuses on analyzing the influence of marketing strategies on customer purchase intentions with special reference to OJIN Bakes, Calicut. The research aims to understand how different marketing elements impact customers' willingness to purchase and what factors play a significant role in shaping their buying decisions.

2. STATEMENT OF THE PROBLEM

In the present competitive bakery and food service market, customers are offered a wide range of choices, making it challenging for businesses to attract and retain customers. Marketing strategies such as pricing, product quality, promotions, branding, customer service, and overall customer experience play a vital role in influencing customer purchase intentions. However, the effectiveness of these strategies may vary depending on customer preferences, perceptions, and expectations.

Without a clear understanding of how different marketing strategies impact customer purchase intentions, businesses may fail to achieve desired sales growth and customer loyalty. OJIN Bakes, Calicut, implements various marketing strategies to enhance customer awareness and encourage repeat purchases. Despite these efforts, there is a need to assess whether these strategies effectively influence customers' purchase intentions and which specific strategies have the greatest impact on their buying decisions. The lack of systematic analysis on the relationship between marketing strategies and customer purchase intentions creates a gap in understanding customer behaviour.

3. OBJECTIVES OF THE STUDY

- To examine how marketing strategies including advertising, social media promotion, product variety, and customer service influence the purchase intention of customers at OJIN Bakes.
- To examine the impact of product packaging on customer purchase intentions at OJIN Bakes.
- To assess the influence of product quality on customers' purchase decisions.
- To analyze the role of service quality in shaping customer purchase intentions.
- To study the effect of pricing strategies on customer purchase intentions.
- To understand customer perceptions regarding packaging, product quality, service quality, and price offered by OJIN Bakes.
- To identify the most influential factor among packaging, product quality, service quality, and price affecting customer purchase intentions.

4. SCOPE OF THE STUDY

The scope of the study is limited to analyzing the influence of marketing strategies on customer purchase intentions with special reference to OJIN Bakes, Calicut. The study focuses specifically on selected marketing factors such as product packaging, quality of the product, quality of service, and pricing strategies, as these elements play a significant role in shaping customer buying behaviour in the bakery industry.

The research covers customers who visit OJIN Bakes and have experience purchasing its products, thereby providing insights based on actual customer perceptions and experiences. The study aims to understand how these marketing strategies affect customers' willingness to purchase and their preference for OJIN Bakes over competing bakeries. It does not include other marketing aspects such as advertising media comparison, competitor analysis, or supply chain efficiency.

5. REVIEW OF LITERATURE

Dodds, Monroe, and Grewal (1991) examined the relationship between price, perceived product quality, and consumer purchase intention. The study found that price plays a dual role — higher prices may signal quality, but excessive pricing reduces purchase willingness. Perceived quality is a key mediator between price and purchase intention, urging marketers to balance pricing with quality communication.

Fournier (1998) explored brand relationships and emotional connections between consumers and brands. The research highlighted that brand trust strengthens consumer-brand relationships, encouraging repeat purchase behaviour and long-term loyalty, especially when brands deliver consistent quality and value.

Armstrong and Kotler (2017) emphasized that promotional strategies effectively communicate product benefits to consumers, thereby influencing their purchase decisions. The study stressed that combining strong promotional activities with high product value creates positive perceptions and increases purchase confidence.

Shankar (2018) investigated the role of digital marketing technologies in improving consumer interaction and purchase intention. Digital platforms such as social media, mobile applications, and online advertising allow businesses to reach consumers through personalized, interactive communication, significantly enhancing brand visibility and consumer confidence.

Widyaningrum, Sudarmiati, and Rahayu (2025) conducted a study at Bu Lastry Bakery in Indonesia, finding that well-designed marketing campaigns combined with reliable product quality significantly enhance customers' willingness to buy bakery items. The study stressed the importance of integrating advertising creativity, product excellence, and customer communication for better market positioning.

Ulfitriana et al. (2025) analyzed digital marketing and product pricing on purchase intentions at bakeries in Mataram City. The researchers found that competitive pricing had a stronger effect on purchase intention than digital marketing alone, but an integrated approach yielded the best outcomes.

Ibrahim and Rahman (2025) examined factors affecting cake purchase intentions via Facebook commerce, finding that trust and price value are significant positive predictors of consumers' intentions to buy cakes via social commerce, emphasizing the role of price competitiveness and trust-building in online bakery marketing.

6. RESEARCH METHODOLOGY

The research methodology adopted for this study is designed to analyze the influence of marketing strategies on customer purchase intentions. The study is descriptive in nature, as it aims to describe and analyze customer perceptions regarding packaging, product quality, service quality, and pricing strategies.

Both primary and secondary data are used. Primary data are collected directly from customers of OJIN Bakes through a structured questionnaire designed to gather information on customer demographics, buying behaviour, and opinions related to packaging, quality of products, quality of service, and price. Secondary data are collected from books, journals, websites, and previous research studies to provide theoretical background and support the analysis.

The target population consists of customers of OJIN Bakes, Calicut. Convenience sampling is adopted to select respondents, with a sample size of 100 respondents, considered adequate for obtaining reliable insights. The collected data are analyzed using percentage analysis and frequency distribution, presented in the form of tables and charts.

Table 1: Research Design Summary

Parameter	Details
Research Design	Descriptive
Data Type	Primary & Secondary
Population	Customers of OJIN Bakes, Calicut
Sampling Method	Convenience Sampling
Sample Size	100 Respondents
Data Collection Tool	Structured Questionnaire
Analysis Tools	Percentage Analysis, Frequency Distribution
Study Period	21 Days

7. DATA ANALYSIS AND INTERPRETATION

7.1 Demographic Profile

Table 2: Gender Distribution of Respondents

S.No	Gender	Frequency	Percentage (%)
1	Male	48	48%
2	Female	50	50%
3	Other	2	2%
	Total	100	100%

The table reveals that 50% of respondents are female and 48% are male, with 2% belonging to other categories, indicating an almost equal gender representation with a slight female majority.

Table 3: Age Group Distribution

S.No	Age Group	Frequency	Percentage (%)
1	Below 20	18	18%
2	21–30	42	42%
3	31–40	25	25%
4	Above 40	15	15%
	Total	100	100%

The majority of respondents (42%) belong to the 21–30 age group, followed by 31–40 years (25%), below 20 (18%), and above 40 (15%), indicating that young adults form the primary customer base of OJIN Bakes.

7.2 Packaging and Purchase Intention

Table 4: Impact of Packaging on Purchase Intention

Packaging Variable	Agree/Strongly Agree (%)	Neutral (%)	Disagree/Strongly Disagree (%)
Packaging attracts attention	75%	15%	10%
Design & colour influence purchase	75%	15%	10%
Packaging reflects quality	75%	14%	11%
Attractive packaging motivates purchase	74%	16%	10%

Across all packaging-related variables, approximately 74–75% of respondents agree that packaging positively influences their purchase decisions. This underscores packaging as a powerful non-verbal marketing tool that communicates product quality and brand value at the point of purchase.

7.3 Influence of Marketing Strategies

Table 5: Influence of Marketing Strategies on Purchase Intention

S.No	Marketing Strategy	Frequency	Percentage (%)
1	Advertisement	20	20%
2	Social Media Promotion	25	25%
3	Product Variety	30	30%
4	Customer Service	25	25%
	Total	100	100%

Product variety is the most influential marketing strategy (30%), followed equally by social media promotion and customer service (25% each), with advertising at 20%. This indicates that customers prioritize product diversity and personalized service over traditional advertising

8. FINDINGS

- The customer base is almost equally gender-distributed, with a slight female majority (50% female, 48% male).
- Young adults aged 21–30 constitute the dominant customer segment (42%) of OJIN Bakes.
- 75% of respondents agree that packaging design, colour, and appearance positively influence their purchase decisions.
- 74% of respondents affirm that attractive packaging motivates them to purchase OJIN Bakes products.
- 74% of respondents agree that taste is the primary product quality factor influencing their purchase intention.
- 74% of respondents state that product freshness critically affects their buying choice.
- 73% of respondents are satisfied with ingredient quality, reflecting positive product quality perception.
- 73% of respondents agree that staff behaviour significantly influences their purchase decision.
- 71% of respondents perceive OJIN Bakes' pricing as reasonable and fair.
- Product variety (30%) is the most influential marketing strategy, followed by social media promotion and customer service (25% each).



- 73% of respondents agree that discounts and promotional offers influence their purchase decisions.
- 62% of respondents disagree that the packaging is unattractive, confirming positive packaging perception.

9. SUGGESTIONS

- OJIN Bakes should design inclusive marketing strategies that appeal to both male and female customers, leveraging digital platforms for broader reach.
- The company should continue investing in attractive packaging design and colour schemes to strengthen purchase motivation.
- Maintaining and enhancing product taste, freshness, and ingredient quality should remain a top priority to retain customer loyalty.
- Conducting regular staff training programs to improve interpersonal skills and service quality will further enhance customer satisfaction.
- The company should expand its product variety to meet evolving customer tastes and preferences, as product variety is the most influential marketing strategy.
- Social media marketing efforts should be intensified with engaging content, testimonials, and interactive posts to increase brand visibility and purchase intention.
- Seasonal discounts, loyalty programs, and promotional offers should be introduced to attract new customers and retain existing ones.
- Maintaining competitive and transparent pricing will help OJIN Bakes sustain its market position in a price-sensitive customer base.

10. CONCLUSION

This study examined the influence of marketing strategies on customer purchase intentions at OJIN Bakes, Calicut. The analysis demonstrates that product packaging, product quality, service quality, and pricing are all significant determinants of customer purchase intentions in the bakery industry. Among these factors, product variety, social media promotion, and customer service are the most impactful marketing strategies influencing buying decisions.

The findings reveal that approximately 73–75% of customers acknowledge positive influence from packaging and product quality factors, while 71% appreciate the reasonableness of pricing. Promotional activities like discounts also play a role in driving purchase decisions. Overall, OJIN Bakes has successfully aligned its marketing strategies with customer expectations, as evidenced by the predominantly positive responses across all marketing dimensions studied.

To sustain and further strengthen its competitive position, OJIN Bakes should adopt a holistic and integrated marketing approach that continuously monitors customer preferences, leverages digital channels, maintains superior product quality, and offers value-added services. This study contributes to understanding how small and medium-sized bakery enterprises can effectively employ marketing strategies to influence consumer behaviour in competitive local markets.



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