

**DETERMINANTS OF CONSUMER PURCHASE INTENTION: A
MARKETING MIX ANALYSIS**

(With Special Reference to Northern Province Telecommunication Sector)

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in Entrepreneurship and Management*



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ABSTRACT

This study involves the marketing environment consumer are the key factors. So first we must study the marketing mix on consumer purchase intention of consumer and proceed with others things find out what extent the telecommunication consumers are considering the factors, which determine the marketing mix strategies on consumer purchase intention in Northern Province. Therefore identify the determinants of customer purchase intention between marketing mix strategies.

The third chapter is research method is hold population and sample selection data collected method questionnaire administration, and data analysis and evaluation in SPSS 16.0 and spread sheet were used for the feather analysis. Further analyzing used Descriptive statistics and discriminant analysis.

In this study found the results of SPSS output in the descriptive analysis of marketing mix strategies overall higher means value consist orderly Etsalat, Hutch,Airtel, Mobitel and Dialog. Mostly good marketing mix in Dialog and Mobitel because they have less mean value than other network provider for the consumer purchase intention also high. Overall in this table shows the each marketing mix variables are significance at 0.05 levels. According to that in here all the variables are not exceed of 0.75. Therefore there does not seem to be any serious problem of multicollinearity. And the square of the canonical correlation which means 57.6% of the variance in the discriminating model between the consumer purchase intention due to changes in each marketing mix variables.