

The Evolving Marketing Mix in the Digital Age and Customer Mix: How Does It Affect Purchase Intention?

Tedi Pitri^{1*}, Irman Firmansyah², Raden Rijanto³, Deri Firmansyah^{4*}

^{1,2,3,4}Department of Management STIE PASIM Sukabumi, West Java, Indonesia.

ABSTRACT

The era of technological disruption in the 21st century is increasingly challenging the traditional 4P marketing mix concept to evolve to facilitate the creation of hybrid communication and services in the digital environment. This study aims to explore the causality predictive model between the evolution of the 4P marketing mix model and the customer mix considered in the modern business landscape of the digital age, by analyzing how it affects the purchase intention?, the mediating effect of the customer mix is examined. Quantitative research with a survey type is developed in predictive causality modeling, relying on the power of prediction. The statistical analysis applied Partial Least Squares-Structural Equation Modelling 4 (PLS-SEM4). The survey was conducted to 89 selected respondents with a purposive sampling technique approach. The findings of the study show that the evolution of the 4P marketing mix positively and significantly has a direct and indirect effect on purchase intention. The customer mix has a positive and significant effect on purchase intention. The customer mix has a positive mediating effect with moderate predictive power. These findings can fill the gap and expand the recognition that the evolution of the 4P marketing mix that is aligned with technological developments has relevance to the modern business landscape based on digital platforms. The evolution of the 4P marketing mix in the digital age, which integrates the customer mix as an important mediator in customer-centric platform-based business operations, plays a major role in attracting purchase intention.

Keywords:

Evolving Marketing Mix; Customer Mix; Purchase Intention; PLS-SEM Prediction

INTRODUCTION

The rapid advancement of technology in the era of the industrial revolution 4.0 is closely related to the increasingly massive digital revolution which has fundamentally affected the latest business models, even various aspects of human life globally. Disruptive technology has an intervention on the importance of an organization's agility in its business practices to create products to communicate them to customers through various increasingly innovative marketing techniques and management (Firmansyah, Wahdiniwati, et al., 2023). The framework in the 4Ps has been well established in traditional marketing models for decades and is the foundation of marketing, which allows businesses to have an adequately structured approach to managerial decision-making in the field of marketing (Philip Kotler & Armstrong, 2017). seems that now it has begun and continues to experience a shift in marketing approaches, this trend is not spared from the impact of the revolution that occurred (Bezhovski, 2025). Where the marketing mix is a set of managerial communication tools that are applied in the establishment at the expected level of conformity from time to time to meet market needs to maintain and improve the company's competitive advantage. Therefore, the adaptation of new business models and processes in the era of the digital economy in the form of a viral business process transition with the so-called "digital transformation" of business, to respond to various digital platforms that continue to emerge in line with changes in

consumer behavior in a complex digital marketing environment, allows the 4Ps model framework to require adjustment and continue to be in evolution.

Interestingly, the evolution of the 4Ps marketing mix into a basic framework for developing and formulating marketing strategies has occurred from the traditional era to the modern era, even marketing in the digital landscape. The development of different marketing mixes over time, for example, there is a 4Ps motive replaced by the 4Cs (McCarthy et al., 1979; Lauterborn, 1990), where the 4C marketing model consists of customer needs, company skills, competition, collaborators, and context (Lauterborn, 1990) which was later developed into the 7C model – customers, competitors, channels, costs, company, constraints, and contacts. Model 7Ps (Booms, 1981; Constantinides, 2002; Constantinides, 2004) which has been acknowledged (Phillip Kotler & Keller, 2012) is outlined in one of his books that is familiar to the world and has become a reference for many times. The 8Ps model proposed by Goldsmith (1999) which includes product advantages, price, venue, promotion, participants, physical evidence, process, and customization (Bitner et al., 1990; Morgan, 1994; Lovelock & Gummesson, 2004; Lindgreen & Wynstra, 2005; Sulaj & Pfoertsch, 2024). The SIVA model (Dev & Schultz, 2005), the SAVE model (Ettenson et al., 2013), the SIVA and SAVE mix models (Constantinides, 2006). There are also other new marketing models that have been introduced that may still be in a conceptual framework and have not yet been widely empirically proven, such as 5E (Constantinides, 2014), and the experiential marketing mix – Batat 7E (Batat, 2024).

Even the promotional mix of one of the P's developed from the components of the 4Ps marketing mix is often associated with communication that has a broader meaning in its scientifically critical from marketing experts, known as the IMC concept – integrated marketing communication, which includes media advertising, sales promotion, public relations, packaging design, personal sales, and direct marketing. In the digital marketing environment with regard to various digital platforms, the definition of IMC 2.0 is proposed by encompassing the use of social media and viral marketing communication campaigns (e.g., Jackson & Ahuja, 2016). Many other P's continue to be developed and included in the marketing mix model. However, it is inseparable from the concept of the marketing mix which refers to marketing components in general which are combined as instruments in marketing strategies and are under the company's internal control to be applied and utilized in exploiting market growth and expanding the intended relative market share.

Interpreting the endless evolution trend of the 4Ps model, such as the current perspective of digital age marketing represented by these three elements in the 3P model – product, platform, and promotion (e.g., Bezhovski, 2025), it seems that the concept of place in the traditional marketing mix model, has now been disrupted by digital platforms as digital marketing platforms in e-marketplaces and social media platforms as an operational foundation that supports the development of the business of the times digital. However, the elements in the marketing mix that continue to undergo adjustments do not seem to be much different from the aspect of goals and objectives. Where the marketing mix is generally related to the managerial aspect in combining marketing variables which generally emphasize more on the achievement of internal company goals. One of the main objectives is to increase sales volume through the presence of real customers who increase from

additional potential customers which shows an increasing share along with the growth of the market and the attractiveness of the industry owned by the company with all strategic business units in a differentiated manner and with all the variety of products it offers. This is inseparable from the response of customers and the wider market that is targeted, who are touched by motivation, and the growth of buying interest that ends with the decision to make a purchase, as a positive result of the performance of marketers in implementing the marketing mix as part of the instruments in marketing strategy and management. Purchasing interest can be seen from transactional interest, referential interest, preferential interest, and exploratory interest (Charlesworth, 2018; Wahdiniwaty et al., 2023:p.52-54; Kotler & Keller, 2016; Assael, 2002; Indriani & Firmansyah, 2020).

The combination of personal elements of the customer integrated in the customer mix model, allows it to complement the marketing mix model in its latest evolution, which has the potential to integrate the company's internal goals with external needs to be considered to encourage the growth of purchase intention. Customer mix is a set of important elements of the customer as a determinant of demand drivers, purchase references, behavior and consumption patterns, and the relationship between consumers and goods or services, and their experiences (Jackson & Ahuja, 2016). Where the main characteristics consist of people, personality, perception, and participation. The digital landscape offers a change in marketing techniques in the evolution of the marketing mix that suits the technology for modern-day businesses. The evolution of the marketing mix in increasing customer participation and interest as a target audience through sophisticated interactive marketing communications on websites, e-marketplaces and various social media platforms, is also inseparable from the characteristics of each customer personally which is reflected in the customer mix.

Responding to the challenges and complexities of marketing in the digital landscape, this study tries to expand the relevance and recognition of the evolution of the 4P model marketing mix that supports the success of marketing techniques in an effort to increase audience participation and purchase intention for business perspectives in the era of technology disruption. The 4P model in the evolution of the marketing mix is adopted by still considering products, prices, and promotions as core elements as originally in the traditional model, but the 'P' for the 'place' is adjusted to become a platform as a sophisticated communication channel that underlies the smooth operation of business in the digital age. Not only does the evolution of the marketing mix model from the managerial aspects and marketing objectives within the company be expanded, but this study is also expanded by considering the external customer mix factor from customer characteristics as an important mediator that can strengthen the growth of purchase intention. The current literature examines more of the evolution of the goal-based 4P marketing mix as a managerial implication within the company and its impact on audience participation to purchase intention, but it is still limited in studies that consider the customer mix as an important facilitator of external aspects that bring together and improve the relationship between the evolution of the 4P marketing mix and purchase intention in the business environment in the era of technological disruption. To fill the gap, this study empirically explores the predictive model of causality between the evolution of the 4P marketing mix model and the customer mix considered in the modern

customer-centric business landscape of the digital era, by analyzing how it affects purchase intention?, where the mediating effect of the customer mix is also examined. This model offers an adaptive marketing framework in the complexity of a dynamic marketing environment in line with technological developments, meeting the criteria of a digital ecosystem that can bring together the internal interests of the company and external needs as the target market in real-time. Practically, this study also expands the empirical evidence on the relevance of the evolution of the marketing mix in the new customer-centric marketing landscape based on digital platforms as a viral marketing medium.

METHOD

This research is quantitative research, using theoretical foundations in predictive modeling of causality between each construct. The development of theory and statistical analysis applied Partial Least Squares-Structural Equation Modelling 4 (PLS-SEM4) (Hair et al., 2011b). Hypothesis testing in the model relies on the power of prediction (Firmansyah & Wahdiniwati, 2023), with a reflective model applied. The research design uses an explanatory survey method (Strydom, 2013; Ginsberg, 2001; Firmansyah et al., 2024). The survey was conducted to 89 selected respondents by applying a purposive sampling technique developed from the nonprobability sampling method (Firmansyah, 2022). The subject of the study is a used car showroom in Sukabumi, West Java, Indonesia, with e-marketplace-based marketing practices on social media platforms more dominant in the latest operations and marketing activities. The criteria and profiles of respondents were obtained based on participation, reviews and responses of followers as an audience that interacted with advertising services and offers in the social media platforms owned by the used car showroom that was the subject of the study. The responses of respondents who could be fully accepted were dominated by men compared to women who were in the ratio of 74,16%: 2,85%, with the age between 41 years to 50 years old as much as 57,30%, other responses from respondents between 31 years and 40 years old, respondents over 50 years old, and respondents less than 30 years old showed minority responses. Predominantly respondents have permanent jobs, both affiliated with institutions and other organizations, including those who run their own businesses, with social status having an average monthly income in the upper-middle class category.

The research objects consist of the 4P marketing mix, customer mix, and purchase intention. The 4P marketing mix (MM) – product, price, platform, and promotion, which is operationalized with ten indicators (MM1-MM10). The customer mix (CM) consists of people, personality, perception, and participation, which is operationalized with ten indicators (CM1-CM10). Purchase intention (PI) includes transactional interest, referral interest, preferential interest, and exploratory interest, which are operationalized with twelve indicators (PI1-PI12). All indicators were developed as primary data collectors in the form of research questionnaires with a likert scale of 1 to 7 points, which were compiled in the google form application and distributed to selected respondents, through social media and the more widely used WhatsApp application.

Data analysis is generally applied to SmartPLS-SEM through two phases, namely the measurement model phase and the hypothesis testing phase (Hair et al.,

2011). Evaluation of convergent validity and discriminant validity is an important part of the measurement model phase. Convergent validity assesses the criteria for validity indicators in the standard value of the weight factor; $\lambda > 0,7$ (Ghozali, 2014) and construct reliability ($C\alpha$), as well as the average variance extracted (AVE) value $\geq 0,5$ (Hair, Anderson, et al., 2010; Firmansyah & Wahdiniwati, 2023), and Composite Reliability (C.R) $\geq 0,7$ (Dijkstra & Henseler, 2015; Măță et al., 2020; Firmansyah, Ahman, et al., 2023). While divergent validity is to be carried out by evaluating the value of cross loadings, Fornell-Larcker criteria (Fornell & Larcker, 1981), and Heterotrait-Monotrait (HTMT) $< 0,90$ (Hair et al., 2021; Franke & Sarstedt, 2019) or less than 1 (Henseler et al., 2016; Budiarti & Firmansyah, 2024). Full collinearity was also applied between the parameters of each construct and collinearity between constructs at the cut-off VIF $< 3,3$ (Kock & Lynn, 2012), and the predictive correlation between latent variables in the constructed model was also evaluated at the threshold value of $r < 0,85$. The overall fit test of the model (Goodness of Fit/GoF) was carried out by evaluating the prediction strength on the parameter criterion R^2 (Henseler et al., 2016; Hair et al., 2019); in Budiarti & Firmansyah (2024), and the magnitude of the effect size on criterion f^2 (Cohen, 1988; Hair et al., 2019); in Firmansyah et al., (2024), as well as a fit model with the Standardized Root Mean Residual (SRMR) criterion at the cut-off SRMR $< 0,90$; SRMR $< 1,0$, and Normed Fit Index (NFI) at the NFI threshold $\geq 0,90$ model goodness criteria are met (Henseler et al., 2016; and Hair et al., 2017); in Firmansyah et al., (2024). The hypothesis testing phase is carried out by applying the bootstrapping procedure. Direct effect and indirect effect or mediation effect are carried out by evaluating the t-statistics value at the significance level $p = 0,05$, with the criteria of t-stat value being greater than the critical $t = 1,96$, then the hypothesis proposed is acceptable (Firmansyah, 2024).

RESULTS AND DISCUSSION

Measurement Model

Measurement model estimation ensures that respecification and improvement of the constructed model needs to be carried out, referring to the results of the initial estimate which shows that some of the criteria of the measurement model are not met in several indicators between each construction. The findings from the results of the estimation of the measurement model after respecification and model improvement (see figure 1), show that the marketing mix (MM) is formed by ten indicators (MM1-MM10), where there are nine indicators that meet the *standardized loading factors* (λ) greater than 0,7 ($\lambda > 0,7$), but one indicator, namely MM2, is forced to be removed because it has $\lambda < 0,7$, so that the MM construction leaves nine indicators that are maintained. The customer mix (CM) is formed by ten indicators (CM1-CM10), but there are nine indicators having $\lambda > 0,7$, and one indicator (MM8) should be eliminated from the model because it is not within the recommended λ criteria, ensuring the remaining nine indicators are maintained for the CM construction. Purchase intention (PI) is measured by twelve constituent indicators (PI1-PI12), where ten indicators meet the standardized loading factors (λ) greater than 0,7 ($\lambda > 0,7$), but there are two indicators (PI4 and PI10) that are forced to be eliminated and discarded because they have $\lambda < 0,7$, finally the latent PI variable leaves ten indicators that are maintained.

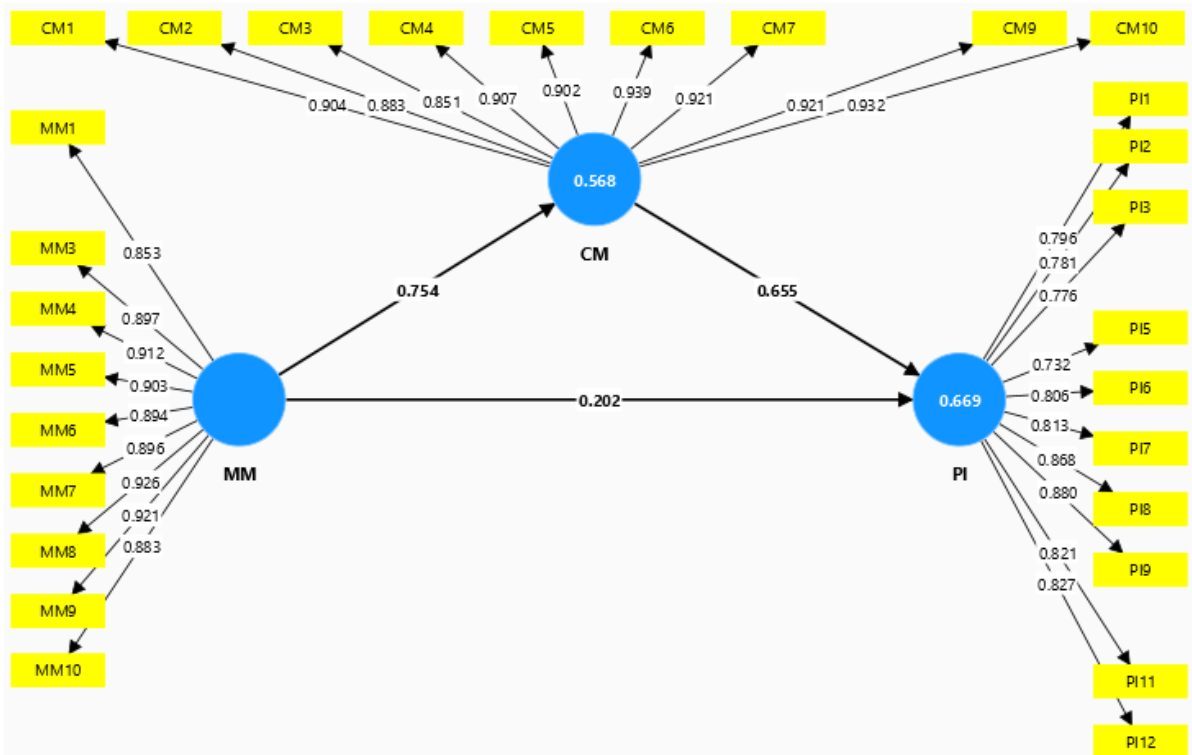


Figure 1: Estimation Results of Post-Respecification and Repair Measurement Models

The evaluation of the test results was also carried out by assessing Cronbach's Alpha ($C\alpha$), Composite Reliability (C.R), AVE, Cross Loadings values, Fornell-Larcker criteria, HTMT, and multicollinearity indications, all of which were re-evaluated to ensure that convergent validity and discriminant validity could be met so that the overall model fit criteria were achieved and predictive causality at the hypothesis testing stage could be carried out. The results of the convergence validity evaluation can be seen in table 1. The construction parameters MM, CI, and PI have λ value; $C\alpha$; and C.R>0,70, with an AVE>0,5 value, the recommended $C\alpha$, C.R, and AVE criteria can be met. The constituent indicators of each construction also have a value of VIF<3,3, so that the full collinearity criterion can be achieved. Therefore, the convergent validity for each construct in the model can be met according to the recommended criteria (see table 1).

Table 1: Convergent Validity of MM, CM, and PI Constructs

Variables	Indicators	λ	$C\alpha$	C.R	AVE	VIF
Marketing Mix (MM)	MM1	0,853	0,973	0,977	0,822	2,045
	MM3	0,897				2,409
	MM4	0,912				2,957
	MM5	0,903				2,217
	MM6	0,894				2,412
	MM7	0,896				2,149
	MM8	0,926				2,488
	MM9	0,921				2,193
	MM10	0,883				2,193
Customer Mix (CM)	CM1	0,904	0,970	0,974	0,807	3,046
	CM2	0,883				2,763
	CM3	0,851				2,440
	CM4	0,907				2,668

Variables	Indicators	λ	$C\alpha$	C.R	AVE	VIF
Purchase Intention (PI)	CM5	0,902	0,943	0,950	0,658	2,581
	CM6	0,939				3,115
	CM7	0,921				3,096
	CM9	0,925				3,122
	PI1	0,796				2,556
	PI2	0,781				2,589
	PI3	0,776				2,481
	PI5	0,732				2,204
	PI6	0,806				2,851
	PI7	0,813				2,856
	PI8	0,868				2,987
	PI9	0,880				2,945
	PI11	0,821				2,835
	PI12	0,827				2,997

Note: λ = SLF; $C\alpha$ = Cronbach's Alpha; CR, Composite Reliability; AVE, average variance extracted.

The results of the evaluation of the validity of the discriminant based on the cross loading criteria show the correlation of each parameter of one construction with another construction to ensure that the required criteria are met in the model. Meanwhile, the results of the Heterotrait-Monotrait Ratio (HTMT) assessment and the Fornell-Larcker criterion, are presented in table 2.

Table 2: HTMT and Fornell-Larcker Criterion

Heterotrait-Monotrait Ratio (HTMT)				Fornell-Larcker Criterion			
Variables	CM	MM	PI	Variables	CM	MM	PI
CM	-			CM	0,907	-	
MM	0,775	-		MM	0,754	0,899	-
PI	0,881	0,716	-	PI	0,807	0,695	0,811

Note: HTMT criterion<0.90; Fornell-Larcker criterion, comparing the AVE root of each construct with other constructs diagonally.

The HTMT between MM construction and PI construction = 0,716 is smaller by 0,90 (0,716<0,90), as well as for the correlation between constructs in the structural model, each has HTMT<0,90 (see table 2, sub HTMT). The Fornell-Larcker criterion can be met (see table 2, sub Fornell-Larcker criterion), each construction (CM, MM, and PI) diagonally has a larger AVE root compared to the correlation with other constructions (Hair et al., 2021; Franke & Sarstedt, 2019; Henseler et al., 2016); in Budiarti & Firmansyah (2024). These findings ensure that the criteria for discriminant validity can be met. Predictively, the magnitude of correlation (r) at the construction level in the structural relationship of the model between each construct was also evaluated on the criterion of $r<0,85$, see table 3.

Table 3: Predictive Correlation of Causality between MM, CM, and PI

Variables	CM	MM	PI
CM	-	0,754	0,807
MM	0,754	-	0,695
PI	0,807	0,695	-

Note: maximum correlation height at r criterion ≤ 0.85 .

Predictively, the structural relationship between each construction model has a value of $r<0,85$. These findings conclude that the predictive correlation of causality of each construct in the constructed model has a good and positive validity level at the

level of $r < 0,85$. Each relationship between constructions is sure to occur in the same direction. This finding completes the fulfillment of the criteria of convergent validity and discriminant validity.

Evaluasi Goodness of Fit

The overall model fit (GoF) was assessed from the criteria of parameters f^2 and R^2 , SRMR and NFI in the fit sub-model.

Table 4: Evaluation of Criteria f^2 and R^2

Structural Model	f^2	R^2
CM \rightarrow PI	0,559	0,669
MM \rightarrow PI	0,053	
MM \rightarrow CM	0,615	

Note: f^2 , magnitude of effect size; and R^2 , predictive power.

The predictive relationship between MM and PI had an f^2 of 0,053 greater than the criterion of $f^2 = 0,02$, in the low effect size category. CM with PI has an f^2 of 0,559 greater than the criterion of $f^2 = 0,15$, the category of moderate effect size towards a strong size effect on the criterion of $f^2 = 0,75$. Likewise, MM with CM has an f^2 of 0,615 greater than the criterion of $f^2 = 0,15$, a moderate effect size points strongly to the criterion of $f^2 = 0,75$.

The findings show that the prediction of causality among each construction in the structural model of this study has a moderate effect size. At the same time, the customer mix (CM) has an R^2 value of 0,568, so the construction of the structural model in the construction relationship that predicts CM has a prediction model match that is leading to the strong category, at $R^2 = 0,568 > 0,50$; $R^2 < 0,75$. The same finding occurred in the construction of the structural model in the construction relationship that predicts the purchase intention (PI) has a prediction model match that is approaching the strong category, with a value of $R^2 = 0,669$.

Table 5: Fit Model on SRMR and NFI Criteria

GoF Criteria	Estimates Model Fit	Cut-Off	Evaluation Results
SRMR	0,081	$< 0,90$; $< 1,00$	Fit
NFI	0,928	$> 0,90$	Fit

Note: Model fit at $SRMR < 0,90$; and $NFI > 0,90$.

The fit model (table 5), ensures that the SRMR has a value of 0,081 less than 0,90; 1,00 ($SRMR = 0,081 < 0,90$; $< 1,00$) so that the fit model is achieved, and the NFI is 0.928 greater than 0,90 (fit). The criteria for good model compatibility (GoF) with the fit model at $SRMR < 0,81$ and $NFI > 0,90$, then it can be concluded that the GoF criteria can be met in the construction of the structural model of this study.

Hypothesis Testing

The construction of the PLS-SEM structural model is based on the theory that will be tested and developed in this study, by proposing four hypotheses that need to be proven. Where, there are three hypotheses of direct effect (H1, H2, and H3), and one hypothesis for indirect effect (H4), with predictions relying on the strength of mediation effects. The results of the direct effect test were analyzed based on the data in table 6.

Table 6: Direct Effect Test Results

Hypothesis	Structural Model	Coeff.	t-Statistics	p-value	Results
H_1	MM \rightarrow PI	0,202	2,061*	0,039	Accepted
H_2	CM \rightarrow PI	0,655	7,262***	0,000	Accepted
H_3	MM \rightarrow CM	0,754	10,850***	0,000	Accepted

Note: *.Significant level at $p < 0,05$; ***.Significant level at $p < 0,001$.

The findings show that the coefficient value in the structural model between the evolution of the 4P marketing mix (MM) with a purchase intention (PI) of 0,202 with $p\text{-value} = 0,039 < \alpha = 0,05$ and t-statistic of 2.061 is greater than t-critical 1.96 (t-stat = 2,061 > t-critical = 1,96; $p < 0,05$). The findings confirm that H_1 is accepted, that the evolution of the 4P marketing mix has a significant direct effect on purchase intention. Customer mix (CM) with purchase intention (PI) of 0,655 with $p\text{-value} = 0,000 < \alpha = 0,05$ and t-statistic of 7,262 greater than t-critical 1,96 (t-stat = 7,262 > t-critical = 1,96; $p < 0,05$). So H_2 is accepted, that the customer mix has a positive and significant effect on purchase intention. The results also found that H_3 was accepted, with a coefficient value between the evolution of the 4P marketing mix (MM) and the customer mix (CM) of 0,754 with $p\text{-value} = 0,000 < \alpha = 0,05$ and t-statistics of 10,850 greater than t-critical of 1,96 (t-stat = 10,850 > t-critical = 1,96; $p < 0,05$), so that the marketing mix had a positive and significant effect on the customer mix. The results of the indirect effect test by considering the mediation effect of the customer mix (CM), are presented in table 7.

Table 7: Indirect Effect Test Results

Hypothesis	Structural Model	Coeff.	t-Statistics	p-value	Results
H_4	MM \rightarrow CM \rightarrow PI	0,494	6,576***	0,000	Accepted

Note: ***.Significant level at $p < 0,001$.

The evaluation of the mediation model on the indirect effect model (table 7), shows that the value of the structural coefficient between the evolution of the 4P marketing mix (MM) and the purchase intention (PI) through the customer mix (CM) is 0,494 with $p\text{-value} = 0,000 < \alpha = 0,05$ and the t-statistic of 6,576 is greater than the t-critical 1,96 (t-stat = 6,576 > t-critical = 1,96; $p < 0,05$). The results of the study found that H_4 was accepted, that the customer mix had a positive mediating effect on the relationship between the marketing mix and purchase intention, and was significant at $\alpha = 0,05$. The findings of this study can also fill the existing gap and expand the recognition that the evolution of the 4P marketing mix that is in line with technological developments has relevance to the modern business landscape based on digital platforms.

Discussion

Product, price, and promotion as the 4P elements in the traditional marketing mix remain important elements in marketing practices in the era of business transformation and digitalization in a platform-based digital ecosystem that expands from the P element for place. The relevance of the evolution of the 4P model by considering the Platform as a communication channel that represents digital relationships, is able to increase participatory interest, interaction and attract customer engagement, and allows product offerings with fast services in meeting the needs of customers who are more connected to the internet and websites on various social media platforms can encourage effective and efficient business operations with a greater market reach broad. The increasing market area is increasingly widespread, allowing for an increase in market share to sales volumes that facilitate

faster cash flow beyond traditional marketing models, this is the differentiator. Customer responses and reviews of various product offers with price levels and promotional models implemented on the platform have influenced customer engagement and their interest in exploring offers interactively or even interested in buying them which ends with a real transaction.

Convincing of this, the research findings prove that the evolution of the 4P marketing mix that considers digital platform elements in line with technological advances has a positive impact on purchase intention, so that H_1 can be accepted. Although the used car market has a certain market demographically and geographically, in fact customer participation and engagement have wider connectivity through digital platforms on social media, and target customers can be quickly mapped. This condition validates the effectiveness and recognition of the platform in the evolution of the 4P model that supports the success of marketing techniques in the business landscape in the digital age. In line with Bezhovski (2025), his findings emphasize that the relevance of the platform can expand the elements of the 4P marketing mix model, prioritizing centralized interaction in the digital ecosystem in channeling, managing, and facilitating engagement interactions with customers without having to face to face, increasing marketing activities in the virtual realm, products and services in real-time. As mentioned by Chaffey & Ellis-Chadwick (2019), digital platforms facilitate real-time interaction with customers, allowing information to be presented with highly personalized content so that companies can target consumers more precisely beyond traditional media. The impact of technological advances is influencing changes in the environment, business entities, customers and the broader market to the point of a shift in marketing-based practices that emphasize the importance of a "phygital" ecosystem (Batat, 2024), which combines physical and digital features that can improve the efficiency of distribution and business operations.

The growth of purchasing interest in the digital ecosystem is inseparable from the attention to the customer mix as an important prerequisite in marketing practices. A good understanding of the profile of a person with all his personality, perception and participation in the product offered divides the external elements that must be learned from the aspect of the target market strongly supports success in integrated marketing practices. The results of the study adequately found that the customer mix had a positive effect on purchase intention, so H_2 was acceptable. In fact, the followers who are interactive on social media platforms have this used car showroom as large as potential customers who can become real customers in the future. Some of these customer characteristics can be identified as more focused advanced market targets. Reinforcing these findings, (Jackson & Ahuja, 2016), it was found that certain personalities that customers have, their perceptions and their relationship with a particular brand are the main factors in influencing their interests and purchasing decisions. Even in the digital age, the way customers interact with a brand can be influenced by their individual personality traits. It is widely acknowledged that most customers today are dominantly intelligent and master digital literacy, everyday access to information is successfully obtained from navigation and search using the internet, including consumption and shopping behavior, which can be started from product marketing content received online from various connected social media platforms.

The latest trend of increasing customer capabilities, internet literacy, and information globally can be easily accessed through digital platforms, finally becoming a potential target market for various modern era organizations operating in a highly competitive business environment with various flexibility that entails it. Smart marketers on the basis of being able to devise the right marketing programs based on the information gathered about specific consumer profiles (Jackson & Ahuja, 2016; Jain et al., 2012). Where their ability to explore the digital realm, manage behaviors and habit shifts offers a choice between ease and challenge for marketers to learn it personally before the intensity of further bidding is carried out in an effort to increase customer participation. Such a trend, which is adopted and developed by maximizing the presence of the latest social media platforms to support digital marketing practices, is effectively able to facilitate the success of used car marketing with the activities of the audience that is connected to actively participate. However, interest, pleasure and satisfaction, the intensity of participation and customer interaction, to being willing to be a reference, conveying various positive things by word of mouth about the product and the company's reputation that supports e-commerce activities, even beyond online marketing performance through various appropriate platforms, of course, all reflect the intelligence and agility of marketers in creating effective marketing programs.

The era of technological disruption in the 21st century increasingly challenges the concept of the traditional 4P marketing mix to continue to evolve to facilitate the creation of hybrid communication and services in the digital environment. Apart from the free services and premium features in the platform, the popularity of marketing may set it apart in the digital ecosystem. However, the limitations of characteristics and centrality of "place" in the traditional 4P model have been blurred by evolution, and even the limitations of products and prices with various promotions allow them to be offered at different levels quickly to be accepted by the intended customer, thus influencing the behavior and personality, perception, and participation that are integrated in the customer mix, allowing them to be more interactive leading to purchase intention. The findings of the study show that the evolution of the 4P marketing mix has a positive impact on the customer mix, so H_3 is acceptable. These findings are in line with Sulaj & Pfoertsch (2024) that the adaptation of the 4P model in the marketing landscape of the digital age, has affected the connectivity and participation of customers in a more market-oriented orientation to them. (Chaffey & Ellis-Chadwick, 2019), said that various platforms in the digital-based economy environment have surpassed activities in distribution channels, every customer activity is a strategic asset in the platform, both on e-commerce websites, social media networks, and applications in smart smartphones, now affecting customer value perceptions. Even information and direct input allow customers to be accepted in real-time in the digital space where the marketing platform is located (Powers & Loyka, 2010). The main business system in the practice of business transformation and digitalization allows it to be integrated through a hybrid platform in the modern 4P marketing mix model by interpreting customer mix information as an important element to be developed so as to improve the smooth operation of effective business operations in providing services and experiences that satisfy customers.

The evolution of the 4P marketing mix model in the modern business landscape that has entered the era of society 5.0 and integrating it with a known mix

of customers from connected customer profiles and actively participating in social media platforms allows marketers to successfully bring together marketing managerial goals with customer interests and needs based on their navigation, communication direction and response. The findings of the study prove that the evolution of the 4P marketing mix has a positive indirect effect on purchase intention through the marketing mix as an important mediator that strengthens the relationship between the two, thus proving that H_4 is acceptable. It is convincing that the customer mix has a positive mediating effect with the power of prediction that is in the medium category in strengthening the relationship between the marketing mix and purchase intention in the business landscape in the digital economy era. The findings of this study can also fill the existing gap and expand the recognition that the evolution of the 4P marketing mix that is in line with technological developments has relevance to the modern business landscape based on digital platforms. Where services are increasingly centered on customers as the intended market audience, by paying attention to the customer mix provides valuable evidence that the evolution of the marketing mix has a significant positive impact in influencing the growth of purchase intention. Customer mix as an important prerequisite for a marketing mix centered on customer value participation and customer intention in a technology-inspired 21st century marketing environment (Jackson & Ahuja, 2016).

Similarly, with marketing practices for other types of products, the best time for a car product offering program with a good understanding of the customer mix shared through posts and links on social media platform accounts allows marketers to be more targeted at more potential customers. Audience interaction in the platform network may provide a great opportunity for the growth of buying demand, but it rarely ends up in a purchase decision, because realistically car products cannot be used as consumption by all people or audiences based on social class. A good understanding of customer profiles reflected in customer mixes can provide direction for marketers in mapping the distribution of target markets on the platform by classifying them on various criteria and levels of social class. Marketing activities like this allow the implementation and development of platform-based 4P marketing mix to be more focused and focused on the goal referring to the characteristics and classifications of customers identified in the network, taking into account the priority scale in marketing prospects, but without the need to ignore the less priority response to attract broad purchase intention.

The evolution of the marketing mix in the digital age, and the customer mix have proven to have a positive effect that plays a big role in influencing the growth of buying interest. The existence of transactional interests, referential interests, preferential interests, and exploratory interests are inseparable from customer behavior and personality (Wahdiniwaty et al., 2023; Indriani & Firmansyah, 2020), people's perception and participation as the shapers of the customer mix (Jackson & Ahuja, 2016), In every search activity and fulfilling their needs through virtual domains, online communities and social media on various digital platforms are increasingly challenging the implementation of the most suitable 4P marketing mix. Therefore, the existence of an understanding of consumer needs and participation is important to improve the effectiveness of services in the contemporary marketing domain. The evolution of the 4P marketing mix model by expanding the 'P' element to become a platform as a medium of communication, content distribution and

customer engagement that strongly supports product offerings at a fixed price level with more targeted innovative promotional strategies is very relevant to marketing practices in the era of customer-centric information technology, as it allows for responses, comments/inputs, customers' perspectives and interests can be quickly accepted by marketers in the platform. The relevance of the evolution of the 4P marketing mix means that 'P' is positioned as a centralized platform for other 3Ps in effective business operations, which is able to invite audiences, facilitate customer interaction and participation, and attract customer perception and interest. In fact, the application of a platform-based marketing mix as an online marketing medium is an integral component of strategic differentiation, value creation, customer engagement, customer experience and satisfaction (Bezhovski, 2025; Sulaj & Pfoertsch, 2024; Wichmann et al., 2022; Jackson & Ahuja, 2016).

A well-articulated customer mix by marketers can support the mechanism of implementing a platform-based targeted marketing mix, there by influencing customer perception, and increasing the intensity of interaction and motivating the growth of customer purchase intention in the digital ecosystem, which reduces operational challenges in the modern business landscape. The implication is that agility, intelligence, digital competence of marketing personnel, data analytics capabilities, information extraction capabilities in big data, and exploration of artificial intelligence (AI), optimization and automation, support of internal and managerial resources of companies need to be carefully prepared in implementing marketing strategies integrated with technology for customer-centric viral marketing communication, where various social media platforms as the medium. Of course, this is closely related to the increasing consumer ownership of computers, ownership and experience of android-based smartphones, and other high-tech equipment that are widely spread. As for the aspects that bring together the company's goals with the interests of customers or the wider market in the process of business transformation and digitalization, inseparable from the type of products offered, the price level applied, promotional programs, platform features (free or premium) used, and the level of social class as the target market that is mapped according to customer behavior patterns and characteristics are some important aspects that must be considered, studied, and well managed, to support marketers' success in engaging customers in the digital realm.

CONCLUSION

The era of technological disruption in the 21st century increasingly challenges the concept of the traditional 4P marketing mix to continue to evolve to facilitate the creation of hybrid communication and services in the digital environment. The findings of the study concluded that the evolution of the 4P marketing mix has a direct positive and significant effect on purchase intention. The mix of customers has a positive and significant effect on purchase intention. The evolution of the 4P marketing mix has a positive and significant effect on purchase intention. The findings also conclude that the evolution of the 4P marketing mix has a positive and significant indirect effect on purchase intention through the marketing mix. The mediation effect of customer mix has moderate predictive power in strengthening the relationship between marketing mix and purchase intention. These findings can fill the gap and expand the recognition that the evolution of the 4P marketing mix that is

aligned with technological developments has relevance to the modern business landscape based on digital platforms. The evolution of the marketing mix that has relevance to the business landscape in the digital age, by integrating the customer mix as an important mediator in customer-centric platform-based business operations, has been proven to have a positive effect that plays a major role in influencing the growth of purchase intention.

This research enriches the literature on marketing management, especially related to the evolution of marketing mixes that are relevant to business trends in the era of technological disruption and recognizes the validity of predictive relationships with customer mixes and purchase intentions in a dynamic business environment. This research model also offers an adaptive marketing framework in the complexity of a dynamic marketing environment in line with technological developments, meeting the criteria of a digital ecosystem that can meet the company's internal interests and external needs as a target market in real time. In practice, this research also expands empirical evidence on the relevance of the evolution of marketing mixes in a new customer-centric marketing landscape based on digital platforms as a viral marketing medium. Research limitations, the causality prediction model built in modeling only explores the relationship between the evolution of the 4P marketing mix in the current perspective, customer mix, and purchase intention, with a sample limited to one subject, referring to the type of used car product with digital platform-based marketing practices on several social media, making it difficult to generalize that is free from statistical bias. In addition, the type, type, or brand of car based on the year or luxury class category or vice versa marketed by the showroom in this study was not explored in detail. The methodological aspect approach, sample size expansion, comparison model, standardization, and classification of marketed products, taking into account other relevant variables that have the potential to increase perception, participation, and attract purchases to lead to purchasing decisions in the business landscape in the modern era, can be considered for future research development.

Acknowledgment

Gratitude is expressed to the authors team and parties who participated and were involved in the operationalization of this research. It is hoped that the findings of this study will provide relevant and useful results for academics, researchers, practitioners, and the global community who are interested in revealing the eternity of the traditional marketing mix model that is increasingly developing in marketing practices along with the social and technological revolution in the business landscape in the modern era that is centered on increasingly educated customers.

Reference

- Assael, H. (2002). *Consumer Behavior and Marketing Action. Fourth Edition.* Boston : PWS-Kent Publishing Company.
- Batat, W. (2024). Why is the traditional marketing mix dead? Towards the “experiential marketing mix”(7E), a strategic framework for business experience design in the phygital age. *Journal of Strategic Marketing*, 32(2), 101–113. <https://doi.org/10.1080/0965254x.2022.2129745>
- Bezhovski, Z. (2025). The New 3P Model in Digital Marketing: Redefining the Marketing Mix for the Digital Age. *Asian Journal of Management*,

- Entrepreneurship and Social Science*, 5(01), 78–100.
- Bitner, M. J., Booms, B. H., & Tetreault, M. S. (1990). The service encounter: diagnosing favorable and unfavorable incidents. *Journal of Marketing*, 54(1), 71–84. <https://doi.org/10.1177/002224299005400105>
- Booms, B. (1981). Marketing strategies and organizational structures for service firms. *Marketing of Services*.
- Budiarti, I., & Firmansyah, D. (2024). Innovation capability: Digital transformation of human resources and digital talent in SMEs. *Journal of Eastern European and Central Asian Research (JEECAR)*, 11(3), 621–637. <https://doi.org/10.15549/jeecar.v11i3.1709>
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing*. Pearson uk.
- Charlesworth, A. (2018). *Digital marketing: A practical approach* (3rd ed.). Routledge.
- Cohen, J. (1988). Statistical power analysis for the behavioural sciences, 2nd edn New York. NY: Lawrence Erlbaum Associates.
- Constantinides, E. (2002). The 4S web-marketing mix model. *Electronic Commerce Research and Applications*, 1(1), 57–76. [https://doi.org/10.1016/s1567-4223\(02\)00006-6](https://doi.org/10.1016/s1567-4223(02)00006-6)
- Constantinides, E. (2004). Influencing the online consumer's behavior: the Web experience. *Internet Research*, 14(2), 111–126. <https://doi.org/10.1108/10662240410530835>
- Constantinides, E. (2006). The marketing mix revisited: towards the 21st century marketing. *Journal of Marketing Management*, 22(3–4), 407–438. <https://doi.org/10.1362/026725706776861190>
- Constantinides, E. (2014). Foundations of social media marketing. *Procedia-Social and Behavioral Sciences*, 148, 40–57. <https://doi.org/10.1016/j.sbspro.2014.07.016>
- Dev, C. S., & Schultz, D. E. (2005). Simply siva. *Marketing Management*, 14(2), 36–41.
- Dijkstra, T. K., & Henseler, J. (2015). Consistent partial least squares path modeling. *MIS Quarterly*, 39(2), 297–316.
- Ettenson, R., Conrado, E., & Knowles, J. (2013). Rethinking the 4 P's. *Harvard Business Review*, 91(1), 26–27.
- Firmansyah, D. (2022). Teknik Pengambilan Sampel Umum dalam Metodologi Penelitian: Literature Review. *Jurnal Ilmiah Pendidikan Holistik (JIPH)*, 1(2), 85–114. <https://doi.org/10.55927/jiph.v1i2.937>
- Firmansyah, D. (2024). *Model Peningkatan Daya Saing Ekonomi UMKM Berbasis Pendidikan dan Pelatihan Sektor Industri Kreatif Di Jawa Barat* (pp. 1–721). Universitas Pendidikan Indonesia. <http://repository.upi.edu/id/eprint/118028>
- Firmansyah, D., Ahman, E., Disman, D., Mulyadi, H., Rifa'i, A. A., & Suryana, A. (2023). Model for Increasing the Economic Competitiveness of MSMEs in the Creative Industry Sector in Indonesia. *Journal Of Advanced Zoology*, 44(S6), 1355–1365. <https://doi.org/10.17762/jaz.v44iS6.2482>
- Firmansyah, D., Ahman, E., & Wahdiniwati, R. (2024). Economic Competitiveness of SMEs: Digital Literacy, The Mediating Role of Digital Transformation and Innovation Capability. *MIX: JURNAL ILMIAH MANAJEMEN*, 14(2), 294–318. https://doi.org/10.22441/jurnal_mix.2024.v14i2.002

- Firmansyah, D., & Wahdiniwaty, R. (2023). Prediction of Innovation Capability: the Role of Mediation in the Relationship between Digital Transformation and Competitiveness with the PLS-SEM Model. *International Journal of Management and Business Intelligence*, 1(2), 125–142. <https://doi.org/10.59890/ijmbi.v1i2.238>
- Firmansyah, D., Wahdiniwaty, R., & Budiarti, I. (2023). Entrepreneurial Performance Model: A Business Perspective in the Digital Economy Era. *Jurnal Bisnis, Manajemen, Dan Ekonomi*, 4(2), 125–150. <https://doi.org/10.47747/jbme.v4i2.110>
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39–50. <https://doi.org/10.1177/002224378101800104>
- Franke, G., & Sarstedt, M. (2019). Heuristics versus statistics in discriminant validity testing: a comparison of four procedures. *Internet Research*, 29(3), 430–447. <https://doi.org/10.1108/IntR-12-2017-0515>
- Ghozali, I. (2014). *Structural Equation Modelling, Metode Alternatif dengan Partial Least Square (PLS)* (4th ed.). Semarang: Badan Penerbit Universitas Diponegoro.
- Ginsberg, L. H. (2001). *Social work evaluation: principles and methods*. Boston: Allyn and Bacon.
- Hair, J. F, Anderson, R. E., Tatham, R. L., Black, & C., W. (2010). *Multivariate Data Analysis* (5th ed.). New Jersey: Prentice-Hall International, Inc.
- Hair, J.F, Hult, G. T. ., Ringle, C. ., & Sarstedt, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling, PLS-SEM. *Sage. Thousand Oaks, CA*.
- Hair, Joe F, Ringle, C. M., & Sarstedt, M. (2011a). PLSSEM: Indeed a Silver Bullet *Journal of Marketing Theory and Practice*. *Journal of Marketing Theory and Practice*, 19(2), 139–152. <https://doi.org/10.2753/MTP1069-6679190202>
- Hair, Joe F, Ringle, C. M., & Sarstedt, M. (2011b). PLS-SEM: Indeed a Silver Bullet. *Journal of Marketing Theory and Practice*, 19(2), 139–152. <https://doi.org/10.2753/MTP1069-6679190202>
- Hair, Joseph F, Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage publications.
- Henseler, J., Hubona, G., & Ray, P. A. (2016). Using PLS path modeling in new technology research: updated guidelines. *Industrial Management & Data Systems*, 116(1), 2–20. <https://doi.org/10.1108/IMDS-09-2015-0382>
- Indriani, M., & Firmansyah, D. (2020). Pengaruh Strategi Pemasaran Terhadap Minat Beli Konsumen Pada Calysta Skin Care Clinic Kota Sukabumi. *E-Journal Directory Universitas Islam Syekh-Yusuf*, 87–97.
- Jackson, G., & Ahuja, V. (2016). Dawn of the digital age and the evolution of the marketing mix. *Journal of Direct, Data and Digital Marketing Practice*, 17(3), 170–186. <https://doi.org/10.1057/dddmp.2016.3>
- Jain, N., Ahuja, V., & Medury, Y. (2012). Internet marketing and consumers online: Identification of website attributes catering to specific consumer intents in a digital paradigm. *International Journal of Online Marketing (IJOM)*, 2(3), 70–

82. <https://doi.org/10.4018/ijom.2012070105>
- Kock, N., & Lynn, G. (2012). Lateral collinearity and misleading results in variance-based SEM: An illustration and recommendations. *Journal of the Association for Information Systems*, 13(7).
- Kotler, Philip, & Armstrong, G. (2017). *Principles of marketing* (17th ed.). Pearson.
- Kotler, Philip, & Keller, K. L. (2016). *Marketing Management, Global Marketing*, 15 th Editon (15 th Edit). Pearson Education Limited. Inc.
- Kotler, Phillip, & Keller, K. L. (2012). *Marketing Management* (14th ed.). Pearson Education, London.
- Lauterborn, B. (1990). New marketing litany: four Ps passé: C-words take over. *Advertising Age*, 62(41), 26.
- Lindgreen, A., & Wynstra, F. (2005). Value in business markets: What do we know? Where are we going? *Industrial Marketing Management*, 34(7), 732–748. <https://doi.org/10.1016/j.indmarman.2005.01.001>
- Lovelock, C., & Gummesson, E. (2004). Whither services marketing? In search of a new paradigm and fresh perspectives. *Journal of Service Research*, 7(1), 20–41. <https://doi.org/10.1177/1094670504266131>
- Măță, L., Clipa, O., & Tzafilkou, K. (2020). The development and validation of a scale to measure university teachers' attitude towards ethical use of information technology for a sustainable education. *Sustainability*, 12(15), 6268. <https://doi.org/10.3390/su12156268>
- McCarthy, E. J., Shapiro, S. J., & Perreault, W. D. (1979). *Basic marketing*. Irwin-Dorsey Ontario.
- Morgan, R. M. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3). <https://doi.org/10.1177/002224299405800302>
- Powers, T. L., & Loyka, J. J. (2010). Adaptation of marketing mix elements in international markets. *Journal of Global Marketing*, 23(1), 65–79. <https://doi.org/10.1080/08911760903442176>
- Strydom, H. (2013). An evaluation of the purposes of research in social work. *Social Work/Maatskaplike Werk*, 49(2). <https://doi.org/10.15270/49-2-58>
- Sulaj, K., & Pfoertsch, W. (2024). Introducing 5es marketing-mix: A new framework for effective marketing in the digital age. *Academy of Strategic Management Journal*, 23(2), 1–15.
- Wahdiniwaty, R., Firmansyah, D., & Suryana, N. (2023). *Strategi Pemasaran Digital: Perspektif Teoritis dan Praktik* (1st ed.). Eureka Media Aksara: IKAPI Jawa Tengah.
- Wichmann, J. R. K., Uppal, A., Sharma, A., & Dekimpe, M. G. (2022). A global perspective on the marketing mix across time and space. *International Journal of Research in Marketing*, 39(2), 502–521. <https://doi.org/https://doi.org/10.1016/j.ijresmar.2021.09.001>