

Appropriate marketing mixes

Businesses should adapt the marketing mix to meet the needs of the target market and the marketing objectives. Common marketing objectives were outlined in [Subtopic 4.1 \(/study/app/y12-business-management-a-hl-may-2024/sid-351-cid-174702/book/the-big-picture-id-37435\)](#).



Figure 1. The seven Ps of the marketing mix.

Adjusting the marketing mix to achieve marketing objectives

The marketing mix of a particular product will depend on some of the following factors:

- whether or not the business is providing a good or service
- the type of business organisation and the resources available for creating and implementing a specific marketing mix
- the characteristics of the market in which the business operates and the possibilities for it to grow and increase market share
- the characteristics of the target market
- the legal and cultural aspects of the country in which the business is located

Concept

Ethics



Ethics are the moral principles that govern the behaviour of a person or group. Ethics is a key element for determining the marketing mix of a product. Some marketing strategies may increase sales but take advantage of human weakness. These strategies can be considered unethical.



For example, some countries have decided to ban or limit advertising of unhealthy food during children's television shows. Fashion brands are reconsidering their use of models with unhealthy body mass indices to promote clothing. The beauty

industry is reconsidering unrealistic photo editing of models, which may lead to an unhealthy body image.

As an example, **Table 1** shows the marketing mix of Etihad Airways, an airline from the United Arab Emirates.

Table 1. The marketing mix of Etihad Airways.

Product	<div></div> <div><p>Source: Mark Harkin (https://www.flickr.com/photos/markyharky/35542950791/in/photolist-zeBpuy-dZP1mx-HREHY3-6u1WvQ-UKy8bt-9DgZRR-2mf2YZy-ujZkyW-DGfZR6-2bV1x4q-eacAjz-zeCGi9-zeHe1z-tK78nk-W4Ny99-u3N7Pm-E7FijD-dXD2yL-TK4d7W-m1DbKh-2b5PrvT-2kTYMiz-EmSD13-HXotqL-8oLQiP-oFictE-zx7uyx-2iRG84m-qNoSmv-W9NUYp-W8kV8N-zweujk-yzmkza-Zw3XNt-zx7EZH-2fQP1aH-7XcW4h-G3C3pF-a5fdyR-yzmsh8-T4smXG-7XCnkJ-RMYqB8-dAXHs5-ozeDG6-zezygq-ELnAzz-J1pyW4-aVHg5n-H5C1fi), CC BY 2.0 (https://creativecommons.org/licenses/by/2.0/), via Flickr</p></div>
Price	<div></div> <div><p>Source: Travelarz (https://commons.wikimedia.org/wiki/File:A380_First_Class_Apartment_Etihad_Airways_ITB_2015_(1).JPG), CC BY-SA 4.0 (https://creativecommons.org/licenses/by-sa/4.0/), via Wikimedia Commons</p></div>

Promotion	<div></div> <div>Source: Little Savage (https://commons.wikimedia.org/wiki/File:City_of_Manchester_Stadium,_October_2015_-_26.JPG), CC BY-SA 4.0 (https://creativecommons.org/licenses/by-sa/4.0), via Wikimedia Commons</div>
Place	<div></div> <div>Credit: Buena Vista Images</div>

People



Source: [BreakingTravelNews](#)
(<https://www.flickr.com/photos/breakingtravelnews/14112034805/in/photolist-nv2ShV-5qQjcr-53Lhdm-ndx9aT-ndxoFC-8ep3Ko-nwNJgX-2hLE5uS-ndxond-nuK7Jv-nwNHGF-ndx9Ax-nv2Szt-nv4HYq-nuL5Z7-ndxovu-ndxdga-nsZcch-2drTVXG-ndx9pa-nwNJ2D-nuK7Nt-ndxoGu-nuK7Ec-ndxcWx-eb4eBE-ndx9yD-ndx9qH-ndxpcC-nv2SXT-ndxpfJ-ndx9AH-WJ4LC2-ndxoRs-nuK7tF-nv4JaC-e97AiT-QpkfUG-ndxd7c-go2erp-JkR3E7-nv4Jcb-nv2SMT-nsZcem-cL1PLU-QjmD1Q-2mc8ogb-e97yyD-5eZTfr-e97zGi>), CC BY 2.0 ND (<https://creativecommons.org/licenses/by-nd/2.0/>), via Flickr

Processes



Credit: Taras Grebinets, Getty Images

Physical evidence



Source: [Konstantin von Wedelstaedt](#) (https://commons.wikimedia.org/wiki/File:Airbus_A340-541_Etihad_Airways_AN1168209.jpg), GFDL 1.2 (<http://www.gnu.org/licenses/old-licenses/fdl-1.2.html>), via Wikimedia Commons

Concept

Change

Change is defined as an act or process through which something becomes different. Businesses must change their marketing mix regularly to ensure that the needs and expectations of the target market are met. Businesses may also make changes to the marketing mix in response to internal and external factors.

Remember that you learned about internal and external factors through the SWOT/STEEPLE analysis in [Section 1.1.6 \(/study/app/y12-business-management-a-hl-may-2024/sid-351-cid-174702/book/tool-business-plan-id-36505\)](https://study/app/y12-business-management-a-hl-may-2024/sid-351-cid-174702/book/tool-business-plan-id-36505). It can also happen that changes to one element of the marketing mix may affect other elements of the marketing mix.

Activity

Learner profile: Communicator

Approaches to learning: Thinking skills (critical thinking)

Think about your favourite restaurant.

Write a review of the restaurant that mentions all aspects of the marketing mix. Use specific examples to support your claims.