**Demystifying McCarthy’s 4 P’s Of The Marketing Mix; To Be Or Not To Be**

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**INTRODUCTION**

Marketing mix refers to a mixture of elements useful in determining a certain market response. Borden (1964) stated that the marketing manager must consider the following variables when developing a marketing mix: trade behavior, governmental behavior, consumer buying behavior and competitor position and behavior.

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**PRICE**

Price is the amount paid by customers for a product or service. Charging customers the best price allows for greater revenue and improved sales. (McGrath, 1986) suggested that by offering a low pricing strategy with high quality will win loyal customers.

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**PLACE**

Place is the most convenient location for customers (Davies & Brush, 1995).

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**PRODUCT**

Product is a necessary component/element required to satisfy a customer’s demands (Davies & Brush, 1995).

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**PROMOTION**

Promotional materials are vital as it illustrates the merits of the products and services (Kotler & Armstrong, 2014).

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**MORE P’S**

A number of authors have rejected the 4Ps altogether proposing alternative frameworks and suggested that additional P’s be added to the marketing mix (McGrath, 1986).

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**CONCLUSION**

Marketing entails a variety of different methods of marketing products/services. The marketing mix remains vital based on McCarthy’s 4 P’s. Despite its limitations and perhaps because of its simplicity, the use of this framework remains strong and many marketing textbooks have been organized around it. This research investigated the McCarthy marketing mix in conjunction with investigating other models to enhance the current model. The proposed model by various authors demonstrated there is a need to incorporate additional elements.