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The Influence of marketing on customer satisfaction - A Case of mini supermarkets in Nairobi County

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The Influence of Marketing Mix Strategy on Customer Satisfaction: a Case of Mini Supermarkets in Nairobi County.

Moses Lukhanyu

Thesis submitted in partial fulfilment of the requirements

For the Master's degree in Commerce

Strathmore University

June 2017

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DEDICATION

This work is devoted to my family especially my wife Linda Mbanda for the motivation and inspiration they have given me throughout my studies.

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This research proposal would not have been achieved without the great and continual guidance, support and encouragement from my university supervisor Dr. Tabitha Waitthaka. She has been very friendly and has directed me with a lot of commitment. Special thanks to her. I also thank my friends especially Josphat Wagura and Caroline Kamau for their continued support and encouragement. Finally I thank my classmates for the moral support and encouragement.

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ABSTRACT

The study investigated what influence does marketing mix strategies have on customer satisfaction in the Mini Supermarkets in the county of Nairobi. The aim of the research was to establish the marketing Mix element most valued by Customers and also to determine the connection between the marketing mix strategies and the satisfaction of customers. The marketing mix strategies included the 7Ps of marketing which are Price, Process, place, product, promotion, people and physical evidence strategies. The sample size included 100 respondents who were the customers from the selected 20 supermarkets in Nairobi. Data collection for this study was administered using questionnaire. The research was faced with challenges during data collections where some respondents were busy and not willing to respond. Data was analyzed descriptively with the aid of SPSS software (version 21). This helped to yield mean, standard deviation, tables and charts which were used in the analysis of the data and presentation.

Data analysis entailed preparation of the collected data, coding, editing and cleaning of data in readiness for processing using SPSS and Microsoft office excel. Findings on the marketing mix strategy that most influence customers to shop in mini supermarkets in Nairobi County revealed that price was the most influential marketing mix element followed by place and product respectively. The least influential Marketing mix strategy was promotion. On the other hand, process was found to be the most significant element when it comes to what contributes more to satisfaction of customers. It was followed by price and place. Physical evidence was found to be significant at 10% but at 1% it was not significant. This study recommends additional study to find out why people have no significant influence on customer satisfaction in mini supermarkets when all the variables are tested together.

In this study, marketing mix strategy will be used interchanging with marketing mix elements.

CHAPTER ONE

INTRODUCTION

1.1. Background of the study

Supermarkets are among the most important strategic industries in the retailing sector as they participate in playing a big role building the economy and supplying labor market (Joseph et al., 2004). However, supermarkets are experiencing stiff competition both locally and global hence the need to device strategy for competition. One such strategy is the marketing mix strategy. The strategy involves a set of organized, specific marketing tools which a company utilizes to raise a desired feedback from its planned market, McCarthy and Perreault (1987). It includes all the activities than an organization can do so as to increase the demand of the product or service. According to Beckwith, (2001), these key elements of marketing mix strategy include place, promotion product and price, generally applied in the marketing strategy of tangible goods. The service marketing mix on the other hand adds three more elements into the marketing mix, that is process ,people, and physical evidence (Chai lee Goi, 2009).In the modern concept, marketing mix extends up to seven elements which are: people, promotion, price, place, process, product and physical evidence. Goi, (2009) argues that marketers should target their market for blending the mix elements. To achieve their goals, marketer should turn elements of marketing mix to work in the changing environment and ensure that customers are satisfied.

Customer satisfaction is used in marketing to gauge how services along with goods supplied by a firm meets the expectation of a customer or surpasses it. Satisfying customers is important since it enables suppliers and business owners with a base to manage and improve their levels of businesses. (Kent, 2003).

Most supermarkets are involved in retailing of goods. Supermarkets builds customer relations by offering attracting services, good products, ample environment, reduce risks of shopping and managing price fluctuations (Tony and Ogenyi, 2003). For company to retain its customers, there must be good business relationships, services that promotes loyalty among customers (Armstrong and Kotler, 2003). Nowadays most supermarkets use different kinds of strategies to raise their sales and market growth. Because of this reason, and in these times of high

competition, tools such as elements of marketing mix are used to try to gain advantage against the other competitors (Mártinez, 2007).

The connection involving marketing mix strategies and customer satisfaction has been observed in several studies. AlMuala et al. (2012) found strong correlations between elements of marketing mix and customer satisfaction. The studies reviewing the influences of marketing mix on customer satisfaction responses has not been adequately covered especially in the supermarkets. Mutegi (2013) researched on the competitive strategies adopted by supermarkets in Nairobi, Kenya and found out supermarkets regularly use unique strategies which entails marketing and modernization techniques to enable the company stay competitive in the market for a little extent. There were challenges with implementation of competitive strategy, creation of transformation strategies and coming up with lasting strategies due to several dynamics in the market and bearing that the price of implementing similar strategies was restrictive.

A considerable number of researches have argued that marketing mix strategy is a crucial determinant of customer satisfaction Cengiz&Yayla, (2007) on customer satisfaction in shopping malls established that all the 7ps are significant.; Norsyaheera Abd Wahab (2012) on customer satisfaction on Hijab customers established a significant and positive connection between marketing mix and the satisfaction of buyers, but its exact association has remained unclear in mini supermarkets hence the need for this research which seeks to find out the influence of marketing mix strategies on customer satisfaction in mini supermarkets in Nairobi county.

1.1.1 Marketing Mix Strategy

Kotler (2011) explained marketing mix as a set of apparatus that administration may employ to impact on its sales. The marketing mix mainly comprises of four key elements that are crucial in ensuring that a product is successful in the market. These key elements are product, price, place and promotion that are practiced in the marketing of tangible goods generally. The service marketing mix on the other hand adds three more elements into the marketing mix, which are people, process and physical evidence. An appropriate marketing mix is crucial for the organizational success. Oloko, Anene, Kiara, Kathambi and Mutulu (2014) did a study to explore the marketing strategies employed by Safaricom Ltd to spur its remarkable growth. The research established a number of marketing mix techniques employed included new market

creation, animation, pricing, place (distribution channels), localization of content, brand alliance and use of celebrities and constant promotions resulted to increased revenue and profitability.

There exists a strong relationship between marketing mix strategies and competitiveness. Muchohi (2015) concluded that management of marketing mix strategies to enhance competitiveness is essential in order to produce a variety of relevant product classes; charge competitive prices, ensure visibility in promotion of products, offer efficient processes, and supportive physical evidence. This study will focus on the 7ps of marketing namely price, product, promotion, place, people, process and physical evidence.

1.1.2 Customer Satisfaction

Usually, satisfaction refers to the evaluation based on experience of shopping knowledge of using a certain product or service for the duration of time (Lee, & Back, 2010). Customer satisfaction is the customer's attitude regarding specific products or services which may influence their behavior. When the buyers are contended with some goods and services they tend to buy the more (Ryu, Han and Kim, 2008). The main emphasis of marketing is on detecting and meeting the needs of customers. The business that recognizes forming marketing mix components by acknowledging expectation of the customers receives in return customer loyalty and profit. By firms measuring customer satisfaction, they get knowledge about the customers as well as from the competitors in the market. (Cengiz 2010).

Kangogo and Manyasi (2013) in their study found that purchase intentions, customer loyalty and referrals are positively influenced by the satisfaction of customers. This in return results to reduced price sensitivity and complaints from customers which is a strong forecaster of future measurement of how the business is doing. (Nam, Ekinici, & Whayatt, 2011) established that long term success of a business is dependent on customer satisfaction. Stronger competitive position, increased market share and profitability results from placing great emphasis on satisfaction of customers. Increased customer satisfaction reduces price elasticity, reduces business costs, prevents breakdown of cost, minimizes cost of attracting new customers and increase lifetime of the existing customers. (Bayraktar, Tatoglu, Turkyilmaz, Delen, & Zaim, 2012; Torres & Tribó, 2011). This study will concentrate on customer satisfaction measures of customer loyalty, positive word of mouth, customer retention and referrals.

In general, satisfaction is explained as the assessment founded on shopping knowledge and the use of a specific product or service for the duration under valuation (Lee, & Back, 2010). Customer's attitude towards products or services that affect their behavior is what is being referred to as customer satisfaction. Satisfied customers will probably buy the same product again and again (Ryu, Han and Kim, 2008). Identifying and meeting customer needs is the key reason for marketing. The businesses should direct all their efforts to meeting customer needs after identifying a target market.

In providing and maintaining an upper hand in completion measurement of customer satisfaction is very important. It is acknowledged that the companies creating modules of marketing mix by recognizing the buyers anticipations, get in return customer loyalty and high profits.

Satisfaction of customers in the hotel industry is driven by the speediness and nature experienced by customers is transferred and use social media to recommend services experienced in the hotel to their peers, friends and other potential customers of the hotels (Kagongo & Manyasi 2013). Zhang and Pan (2009) in their study established that organisations should not only concentrate on financial measures but also focus on non -financial measures of customer satisfaction that affects future financial position of the organization. In addition the companies that have a higher level of customer satisfaction benefits from higher profits by increasing unit profit instead of increasing sales volume.

This study places much emphasis on customer satisfaction measures of customer loyalty, positive word of mouth, customer retention and referrals.

1.1.3 Supermarkets in Nairobi

The first supermarkets in Kenya had their beginnings in the 1970's with only a few set up in the 1960s. The first supermarket in Kenya was the Westland's General store (1960), Ebrahims self-service store (1970) and Uchumi supermarkets (1975) all in Nairobi before they later spread to other towns in Kenya. Later on Nakumatt, Jack and Jill, Jamia, Shaflus, Sunbeam, Tusker and Ukwala among others were established (Mugambi, 2008).

Major supermarkets within the retail sector in Kenya encounter competition as the greatest challenge. Supermarkets have to employ winning strategies that are unique to specific market in

order to cope with the increasing completion both from within and global (Mithamo and Marwa, 2015). Companies employed strategies to respond through lower pricing of goods than competitors, advertising, strategic location and communication mix.

Entry of foreign supermarkets and mini supermarkets in the country has led to an upsurge in the level of competition in the retail industry hence need for a strategy to ensure supermarkets survival. Marketing mix strategy is one of these strategies that supermarkets can adopt to remain competitive. The marketing mix strategy focuses on the 7ps namely price, product, promotion, place, process, people and physical evidence.

Mini supermarkets are unique set of supermarkets in that other than being small in size, most of them occupy space of less than five hundred square feet, they serve a large number of the population as they are located in the residential places making them easily accessible to many at convenient time. Most of these supermarkets are congested inside in that there is no enough space for customers to move between the shelves, they have less payment points and some with no receipts and machine to read bar codes hence having long queues. They also do not have parking space and good road network for driving customers. Despite the above challenges, these supermarkets are preferred by many customers because of ease of accessibility. The current study focuses on the influence of marketing mix strategy on customer satisfaction in the mini supermarkets in Nairobi County.

1.2 Statement of the Problem

The environment of businesses is unstable and disorderly in nature which calls for speedy response strategies to guarantee survival of the business in the competitive environment. Intensified competition has resulted to some leading retail chain of supermarkets profitably perform poorly leading to eventual closure or down size their operations. (Kithinji, 2012). There is therefore need for a strategy to ensure survival. One such strategy is the marketing mix strategy.

There is no consensus on the influence of marketing mix strategy on customer satisfaction as some studies have established positive relationship while others established no relationship at all. AlMuala et al. (2012) have found strong correlations between elements of marketing mix and customer satisfaction in tourism industry. Mohammed et al. (2012) found strong and direct

causal paths involving general marketing mix and satisfaction. Some studies in other countries like Nigeria have worked in identifying the effect of market mix on banking industry. For instance, a study by Mohammad (2015) to analyze customer satisfaction using 7ps on retail bank customers in North East Nigeria established that product, process and physical evidence have significant relationship with customer satisfaction but price, promotion, place and people are not significantly related to customer satisfaction. However, there seems to be few such studies done on the context of retail industry in Nairobi which is the business hub in Kenya. This research as a result seeks to find out the effect of marketing mix strategy on the satisfaction of customers specifically among mini supermarkets in Nairobi.

Jayant Anand (2009) in the study on the increase of number of supermarkets in developing countries established that by creating a segment market in terms of income levels and product groupings, all organizations can survive profitably. Research done by Ganguli, Shirshendu and Kumar, V (2008) established that vital metrics of customer loyalty and satisfaction for Indian customers of retail supermarkets. Efforts have been made to realize the effect of those constraints on allegiance and fulfillment of the consumer. Some studies have shown that marketing mix strategies have influenced customer satisfaction. For instance, Li Fei, Li Xiang, Mi Bu & Wang Gao (2010) in their study established that Chinese Supermarkets have unique positioning points in the form of Product/ service or price and they can employ any of these marketing mix strategies. Additionally, Skallerud & Grønhaug (2010) in the study of Chinese food supermarket marketing strategies established some essential factors connected to the nature of the supply and demand connection of food that could be influenced by the positioning strategies of supermarkets.

The framework of marketing mix has become suitable marketing model in all industries together with retailing industry, because of the extraordinary effect on marketing practices (Kotler, 2005). However, there seems to be few such studies done on the context of retail industry in Nairobi which is the business hub in Kenya. This research as a result seeks to find out the influence of marketing mix strategy on customer satisfaction specifically among mini supermarkets in Nairobi.

1.3 Objectives of the study

1.3.1 Main Objective

The key objective is to investigate the influence of marketing mix strategy on customer satisfaction among mini supermarkets in Nairobi.

1.3.2 Specific Objectives

The specific objectives of the study will be:

- i. To find out the marketing mix elements most valued by customers in the mini supermarkets in Nairobi County.
- ii. To establish the association between the marketing mix strategy and customer satisfaction in mini supermarkets in Nairobi County.

1.4 Research Questions

The study was directed by the following questions:

- i. What marketing mix elements that are most valued by customers in the mini supermarkets in Nairobi County?
- ii. What is the relationship between marketing mix strategy and customer satisfaction?

1.5 Significance of the Study

The research intends to notify the supermarket decision making board on the strategies to employ so as to increase the market share and also to spot a strategy that attracts and keeps customers as compared to competitors. Customers will gain by appreciating that supermarkets employ different strategies and this helps them to relate themselves with supermarkets that have strategies that give them more satisfaction. The study will also assist the government and non-governmental organizations to ensure that supermarkets do not employ strategies that are directed towards killing competition so as to shield customers from being oppressed by business persons. This study also serves as a catalyst for improvement by supermarkets, policy makers, industry association and customer advocacy groups, as they develop policies geared at enhancing customer satisfaction. Researchers and academicians will use the data to expose further on the study topic. The study data and information obtained will be to explore further the

topic for more understanding. This will be used for referencing on the topic and guide interested persons on the same for details and deliberations.

1.6 Scope of study

This study was carried out on various mini supermarkets in Nairobi County which are registered and licensed. The City Council of Nairobi 2014/15 License granting has categorized the various applicants based on the nature of the businesses they operate and the area they occupy, location of the business. The supermarkets have been categorized as either small or large based on the area in which they occupy. The large supermarkets occupy an area greater than five thousand square feet. The study will focus on the small supermarkets.

CHAPTER TWO:

LITERATURE REVIEW

2.1 Introduction

This section includes a review of the literature pertinent to the research highlighting the knowledge that already exists in relation to the topic under study. Also it provides theoretical foundation of the study. Additionally it has a conceptual framework which is a graphic presentation showing various variables and how they interact as well as the direction of the outcomes from such interactions. Finally, it has a summary of literature review which will help to bring out the existing knowledge gaps in the study.

2.2 Theoretical Review

This study is build on the following theories: cognitive dissonance theory, marketing orientation theory and equity theory.

2.2.1 Cognitive Dissonance Theory

Cognitive dissonance is an uncomfortable sense caused by having two opposing ideas at the same time. The theory of cognitive dissonance propose that people have a motivational drive to decrease discord by adjusting their attitudes, beliefs, and behaviors, or by justifying or rationalizing them. It was advanced by Leon Festinger (1957), and it deals with the relationships among cognitions. According to cognitive dissonance theory, there is a tendency for individuals to seek consistency among their cognitions (i.e., beliefs, opinions). When there is an contradiction between attitudes or behaviors (dissonance), it is most likely that the attitude will change to accommodate the behavior. This theory applies to the study since different customers have different attitudes and beliefs towards an organization marketing strategy mainly product, price, place, promotion, people, process and physical evidence. The theory relies on the attitude of people to determine their choices and preferences. This may not necessarily be the case for customers in supermarkets since some of them may be attracted branding of products. However, the cognitive dissonance theory has a strong influence on the choice and preferences of products by customers since some of them may have a positive or negative attitude towards a product hence affecting its sales.

2.2.2 Market orientation theory

Reviewed literature also reveals that Kohli and Jaworski (1990) and Narver and Slater (1990) were the founders of this market orientation theory. According to these pioneers, market orientation consists of a focus on customers (customer orientation), an intimate understanding of competitors (competitor orientation), and integration of all functions within the company to create superior customer value (inter-functional coordination). Providing superior customer value is key for maximizing long-term profit and sustainable competitive advantage. Active integration of functional groups within the company to create superior value results in a behavioral culture that guides the way employees think and act.

Hunt and Lambe (2000) point out that market orientation is placed as marketing contribution to business strategy and is looked as a significant strategic orientation. Empirical evidence presents different results with regard to market orientation. Von (2002) reports that buyers are progressively challenged with strong market place rivalry. Saturation, overstoreing and a fast proliferation of new arrangements have changed rivalry dynamics in retail markets. Low cost produced by price rivalry would change customer's insights of all prices. Customers may be influenced to shift to the new low cost supplies unless loyalty retains them from shifting. He nevertheless points out that, although price is the only single feature of the determinant mix, the numerous theories of search behavior and choice still do not explain how customers use price in the decision process, particularly when the price is not known at all or where their price prediction is beyond the allowable range of price information. This theory enables the firm to look into the needs of customers (customer orientation) so as to meet them hence have satisfied customers who become loyal to the organization products in the long run. The weakness of the theory is that some supermarkets may not match the needs of their individual customers and provide loyalty programmes to all, this may not satisfy all the customers. However, when the supermarkets identifies the specific needs of their customers by improving customer orientation, customer satisfaction is developed and there is strong and stable relationship hence loyalty among customers.

2.2.3 Equity theory

This theory is constructed on the basis that a person's gains in exchange with others need to equal to the cost made. Oliver, R.L. & J.E. Swan (1989a). This theory was advanced by Stouffer and his co-workers in military organisation. They referred to 'relative deprivation'

(equity) as the reaction to an imbalance or difference between what a person gets exactly and what he expects to have received, particularly where he is concerned himself, Oliver H.M. Yau & Hanming You (1994). The equity idea proposes that the ratio of rewards to sacrifice need to be continuous across members in an exchange. As used to consumer satisfaction investigation, satisfaction is assumed to be existent when the buyer considers that his rewards to sacrifice ratio is proportionate to that of the exchange person, Adee Athiyaman (2004). The implication of this theory is that customer satisfaction exists when inputs or what they pay is equal to the rewards they receive. Equity theory is built on the tenets of investment to get maximum output in customers which most supermarkets may not invest on customers.

2.3 Empirical Review

The following section provides an empirical literature on the marketing mix strategy and their relationship with customer satisfaction. The marketing mix elements include product, price, place, people, process, promotion and physical evidence.

2.3.1 Customer satisfaction

Customer satisfaction has superior power and influence on any organization strategy of marketing. Satisfaction of customers enables the organisation to remain grow and develop in a successful way. Consumers take a very vital part of any company particularly those in the grocery retail segment and many researchers have also put more effort on the significance of consumers. Zairi (2000) cited in Singh (2006) said, consumers are the reasons for what businesses do and instead of them depending on businesses, businesses depend on them. Businesses should retain customers as letting them go will put the business future and security into danger. That is the major purpose why companies nowadays focus more on the satisfaction of consumers and loyalty. According to Hansemark & Albinsson (2004) cited in Singh (2006), satisfaction is an general approach towards a supplier or an expressive response to the variance between what the consumers anticipate and what they actually obtain concerning the satisfaction of a necessity. Kotler (2000) has also explained satisfaction as a person's feelings of happiness, pleasure, delight or frustration which results from comparing a products alleged performance to his or her expectations. Some studies indicate that decision about where to shop precede brand choice (Millan and Howard, 2007). There are several key factors that can influence consumer choice and retailer perception. Purchase knowledge, variety, promotion, price, advertising, store

brand quality, service and modernization are key variables that decide the image of supermarket on the consumers.

2.3.2 Product and Customer Satisfaction

Product/ service refers to what a firm or an individual is offering. In marketing mix, product is explained as what is being offered to market for sale that may meet a need. Product may include a physical object, service, place, organization, or even an idea (FakhimiAzar et al., 2011). The market share of a business summarizes its performance and economic profits. Product improvement has considerable effects as it is the main source of differential advantage. Isoboke (2000) while addressing the responses of oil industry players highlighted that many companies were developing new market as well as carrying out market segmentation too.

Ubeja (2012) concluded that customer satisfaction was a personal view and people own perceptions and reactions about the products in the shopping malls in the study about concept and satisfaction of shopping from shopping malls in Sweden. Marx and Erasmus (2006) identified that customers are satisfied with product-related attributes while they are dissatisfied with process-related and personnel- related aspects. Noel and Donald (2003) examined the quality of products on Japanese supermarkets in Hong Kong and its impact on the satisfaction of customers and their consumption behavior in future. The aspects of product are revealed to be the outstanding elements in determining customer satisfaction and future consumption behavior. According to Da Silva (2010) consumers buy both brand image and the image of the product or service associated with it. Malls images of their brands should be encouraging, inimitable, instant and not created but formed. Consumers purchase product/ service and its image.

Wan and Schell (2013) established that customer previous experience and overall evaluation on the consuming experience of the product/ service is used to measure customer satisfaction. They established that an organization offering good quality service satisfies diverse needs of customers. Ray (2009) pointed out that satisfaction of customers is as a result of the customer buying and using the product or service. When the product or service met customer expectations, the customer felt satisfied and vice versa. Abdullah, Abdullah, & Abdullah, (2016) the study intended to establish the connection between the marketing mix components and customer satisfaction in the tourism industry in Malaysia. The results of the research show the existence of positive significance connection among all the 7ps of marketing mix and customer

satisfaction. Furthermore the results suggest that tourism industry in Malaysia should consider the importance of marketing mix while designing their marketing strategy.

2.3.3 Price and Customer Satisfaction

David (2008) defined the price as the sum of money charged for a product or service or the amount of the values that buyers exchange for the rewards of having or consuming the product or service. Ohei, (2015) in the paper that sought to advise bank retailers on the part of the marketing mix (4P's) framework as an essential tool in satisfying and keeping their consumers in the current improving phase of the worldwide financial catastrophe. Results of the study shows that marketing mix is very important instrument in satisfying and keeping customers of the bank. Price was the most influential aspect that customers relate to most. A review on the determinants of customer satisfaction towards supermarkets in Thai Nguyen city, Vietnam established that positioning constructs, price, product, personal interactions and convenience have a direct impact on the satisfaction of consumers. Price has the most influence on the supermarket, followed by product. The least positive influence is caused by the positioning construct personal interaction. (Reynold and Beautty, 2009).

Hanif, Hafeez and Riaz (2010) on the study on factors that affect customer satisfaction, results showed that independent variables which are customer services and price fairness play a very important role in making customer satisfied. Satisfied customers would be able to make long term profitable relationship with brand thus adding value to it by speaking positive words on the brand and assist to build good standing of the brand. If any firm wants to succeed for a long period of time, it must satisfy its customers by charging them fair prices and good customer service that they can remember for the organization to maintain the lead in the market.

Marketing mix plays a key role in the performance of any institution. Murangiri (2014) assessed the role of marketing mix on performance of MFIs. Poor pricing strategies result to inflated interest rates that turn away potential clients and reduce the amount of loan demanded.

2.3.4 Promotion and customer satisfaction

Promotion is defined by Merriam Webster as the actions taken to furtherance acceptance and increase sales of products or services through advertising, publicity or discounting (Merriam-Webster, 2010). Nowadays, promotion has developed to include co-ordination of all promotional activities (media advertising, direct mail, personal selling, sales promotion, public

relations, packaging, store displays, website design, and personnel) so as to produce a unified, customer-focused message (Ferrell & Hartline, 2008). The main aspect of promotion is advertising which is the one part most visible of an integrated marketing communication program (Ferrell & Hartline, 2008).

Growth of sales promotion is limited by the firm's creativity team. Sales campaigns are normally done in the form of tokens, rebates, samples, loyalty programs, point-of-purchase promotions, premiums, contests and sweepstakes, and direct mail (Ferrell & Hartline, 2008). The most common sales promotion method used by most organisations is the loyalty programs, that compensates customers who buy again and again by using credit cards that customers earn points on every purchase they make. (Cummins, 1998). Supermarkets such as Tesco Lotus have their own customer loyalty programs with their own loyalty credit cards.

The reason for promotion is to spread benefits of using a product or service so that more customers are attracted to buy (Lamb et al, 2009) to gain attention, remind and trying to push the customer towards final action of customer loyalty (Cummins, 1998). Strategies used are advertisement, merchandise promotion (sales promotion) and direct selling (Lamb et al, 2009; Kotler and Keller, 2009; Kevin et al, 2009). Promotion is done to remind users about the product and to increase product demand. (Jager, 2007) Each product or service needs a distinctive mix of promotional activities to yield maximum results. Therefore, each organization must customize promotion of their products to suit the market segment and product itself. Some customers are influenced by product characteristics and others are influenced by discount prices (Jager, 2007).

2.3.5 Place and Customer Satisfaction

A delivery networks are sets of independent companies taking part in the course of making a product or service get to the consumers.(Armstrong & Kotler, 2006).Kevin et al (2009) established that customers benefit from effective and well managed distribution network. Study by Ferdons and Towfique (2008) showed a significant connection between distribution (place) and customer satisfaction. A recent study by Ataman, Mela, and Van Heerde (2008) established that place (distribution) plays a vital role in building new brands. Wairachu (2000) established that firms should ensure accessibility to their products and services through establishment of convenience stores. Simplicity of accessibility of products and services ensures customers

flexibility and perceives the purchase as easy. This perception has an overall effect on company sales that affects its market share.

Lu and Lukoma (2011) established that customers are satisfied by location, staff curtesy and reliability of the supermarket when they investigated the satisfaction levels of buyers in the supermarkets. They reported that additional services are the lowest in rank in customer satisfaction. Because of these results, effect of these attributes on Customer satisfaction must not be ignored. In a study on the influence of place on performance of shopping malls in Nairobi county Kenya by Kanoga, Njugana & Bett (2015) respondents were observed to agree that place mix: strategic location of mall, mall operating hours, accessibility of mall by public service vehicles, security and safety of mall and availability of parking space had impact on the shoppers visits, quality of service and purchase decision.

2.3.6 People and Customer Satisfaction

This are human actors that take part in the deliverance of services and thus have an effect on the buyers perception. Use of an appropriate staff and people is a very important component for the provision of service to customers. A research by Cengiz and Yayla (2007) that tested the relationship between marketing mix, seeming value, quality, customer satisfaction and loyalty with positive word of mouth. Akroush (2011) revisited the classification of the services marketing mix of the 7ps. The research established that services marketing mix elements are 5ps in Jordan and not 7ps. There exists a strong empirical evidence to support the traditional 4ps of marketing mix elements and just people from the additional 3ps of marketing mix elements of services.

Due to undetachability character of services, many shareholders take part in the buying and selling who are customers, other customers and organisation's staff (Zeithamlet *al.*, 2006). People cannot be detached from from the total service delivery generally. In tourists experience where first class services is required since the service has a direct effect on the overall consumer satisfaction, staff 's appearance, knowledge and attitude should be improved to enhance the tangibility of the combination of product –service (Rodriguez, 2013) In addition, tourism is labor intensive and the tourism experience depends on the tourist's dealings with indigenious communities and well skilled staffs employed in those places (UNWTO, 2007).

2.3.7 Process and Customer Satisfaction

Implementation of an effective process is required to create and deliver product elements to customers. A process is defined as the way and order of actions in the performance of a service. Mucai, Mbaeh & Noor (2013) on expanded marketing mix and customer satisfaction in non star hotels in the municipality of Meru established that physical evidence in the hospitality industry has no significant influence but process marketing mix has. The study concluded that organization strategy should be based on core values of discipline that is achievable that is the firm should not try to be all things round to all people. The company needs to specialize in something that it can offer to a specific market with exclusive sense of fulfilment.

Mohammad (2015) found out that satisfaction of customers is not a one off thing. It is continuous hence management need to engage in it. This study on retail bank customers in North east Nigeria used 7ps to analyse the satisfaction of consumers. The research found out that product, process and physical evidence had significant relationship with customer satisfaction but price, promotion place and people had no significant relationship with customer satisfaction. This study established that process is the most influential drive to customer satisfaction while price is the least influential. Customer satisfaction is a pivotal indicator of how well the retail chain store owners and managers in Bangladesh are meeting the expectations of the customers (Rana, Osman, and Islam, 2014).

Owuor and Waiganjo (2014) did a study to determine factors affecting customer satisfaction in retail chains focusing on Defense Forces shopping mall, Nairobi. From the findings, the study concludes that customer satisfaction should be maximized through focusing on product supply and offering value for money and quality customer oriented services. The study recommended that customers need to be perceived that they receive value for money as a way to satisfy them. IFAD (2007) in their study in Uganda, Tanzania and Kenya on rural micro-finance institutions established that customers are satisfied when they have unlimited access to their savings and also want to get the loan amounts that they request for at realistic price and elastic settlement terms when it comes to credit facilities. The study concluded that staff who offer financial services should be courteous and should not be swapped or changed more often as customers prefer dealing with one staff that understands their situation and needs.

2.3.8 Physical Evidence and Customer Satisfaction

Physical evidence refers to physical appearance of the premises, security, decorations and ambiance. Physical evidence has perception on customers on how the services are delivered by an organization. If an organization operates in unclean environment, poorly maintained buildings, customers will perceive the service of the organization as inferior and may not even try to experience it. Mucai, Mbaeh and Noor (2013) in the study on the expanded marketing mix and customer satisfaction in supermarkets in Meru municipality established that physical evidence has no significant influence on customer satisfaction. The study concluded that organization strategy should focus on core values of discipline that the firm can achieve. Also Thị & Thuong, (2016) in their study could not prove that service and physical appearance positively affect customer satisfaction. Miriti (2016) did a study to assess the influence of the marketing strategy on consumer choices of classified retail brands in Nairobi. The study revealed that among the marketing strategies, place positively influence consumers' preference of private retail brands in Nairobi. Kapferer (2011) established that customer satisfaction can be measured from different angles among them price ,efficiency of services, staff attitude, overall company performance and its closeness.

Physical evidence have effect on the impression customer form about the service they receive from an organization. (Bitner, 2012).Physical evidence that is ambience, background music, comfort of the seating's and service facility physical layout greatly affects customer satisfaction with a service experience. (Bitner, 2012). The outward show of the employees, including how they cloth and grooming may be used as clues (Lovelock, 2006).

2.4 Research Gaps

Marketing mix strategy and customer satisfaction has been established in several studies. AlMuala et al. (2012) have found strong correlations between elements of marketing mix and customer satisfaction in tourism industry. The connection between marketing mix and customer satisfaction was established to be dependent on the product, price, promotion and place of the local product drug. The study on the effects of marketing mix on customer satisfaction responses has received very limited attention in the marketing industry according to (Me –line et al., 2011). Mohammed et al. (2012) found strong and encouraging causal paths between overall marketing mix and satisfaction.

A considerable number of researches have argued that marketing mix strategy is an important determinant of satisfaction (Cengiz &Yayla, 2007; Hani et al., 2012; Wang et al., 2012 and Semeer, 2009), but its exact relationship has remained unclear in retail industry.

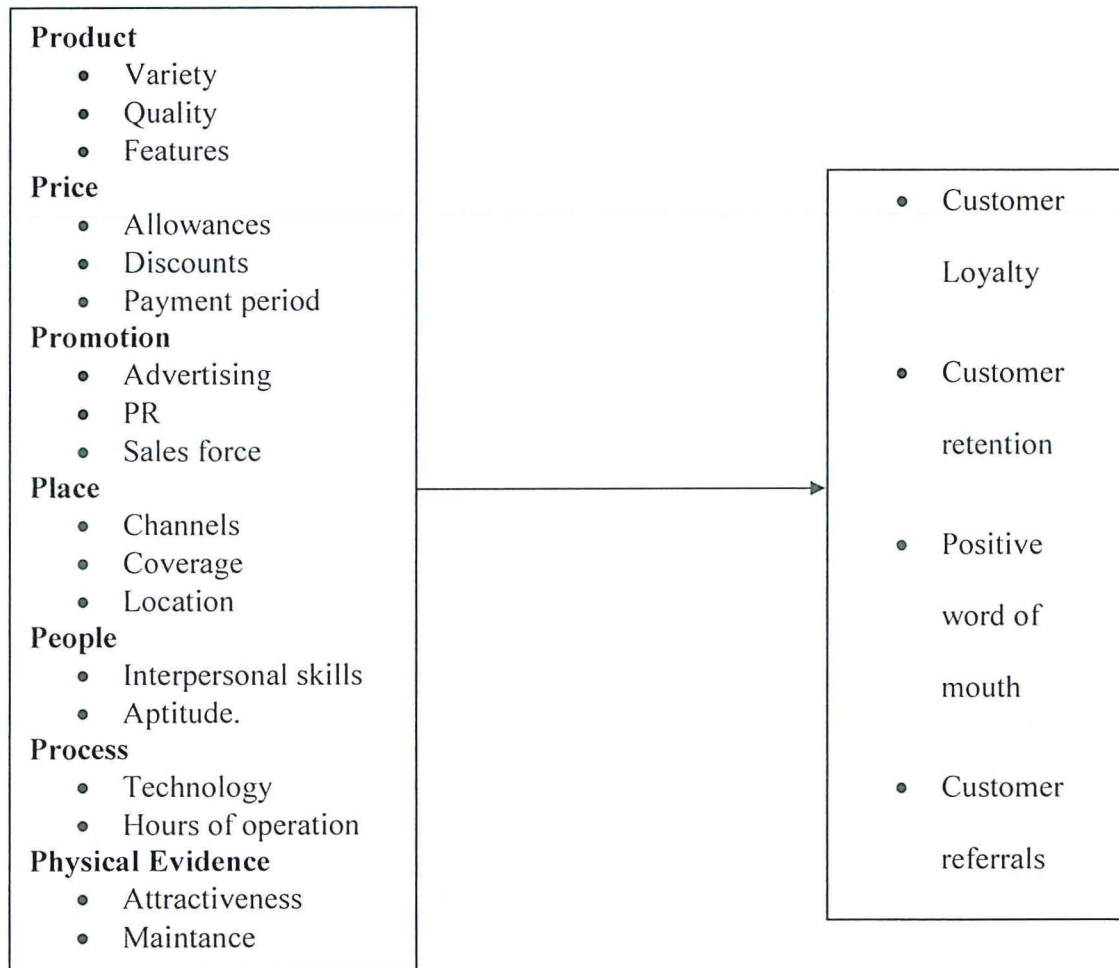
Research carried out by Ganguli, Shirshendu and Kumar, (2008) established important parameters of consumer reliability and satisfaction for the Indian retail supermarket customer. Effort has been made to know the impact of those parameters on loyalty and customer satisfaction. Li Fei, Li Xiang, Mi Bu & Wang Gao (2010) in their study established that Chinese Supermarkets have unique positioning points in the form of Product/ service or price and they can employ any of these marketing mix strategies. Skallerud & Grønhaug (2010) in the study of Chinese food supermarket marketing strategies established some important factors connected to the nature of the supply and demand relationship of food that could be influenced by the positioning strategies of supermarkets.

Locally, Hidayat (2014) examined the connection between marketing strategies and financial performance of supermarkets in Nairobi County. The research established that financial performance of supermarkets in Nairobi County is affected by the stock collection period, leverage and fixed turnover ratio. Mathai (2012) in the examination of the connection between management of working capital and retail supermarkets in Nairobi. The study found that relationship between WCM and retail profitability of retail supermarkets do exist. However, the two studies focused on six supermarkets. A study by Nyamao (2012) found out that though more money will be tied into the working capital, retail supermarkets need to invest heavily in the working capital so as to generate more sales

2.5 Conceptual framework

The conceptual framework below represents the relationship between marketing mix strategies and customer satisfaction.

**Fig 2.1 Conceptual Framework
Marketing mix strategies**



Independent variables

Dependent variable,

Source: Researcher (2017)

2.6 Operationalization of Study Variables

This research revolves around concept of market mix elements and customer satisfaction. Market mix elements are the dependent variables while customer satisfaction is independent variable.

Table 2.2 Operationalization of variables

Variable	Operational Definition	How it is measured	Source
Independent Variable : Product	Freshness Durability Variety Product features	5-point Likert scale to be used. (1=strongly disagree; 2=disagree;3=somewhat agree;4=agree;5 = strongly agree).	Bahia &Nantel (2000)
Price	Visibility of price list Availability/frequency of discounts Free or value- added element Positioning	5-point Likert scale to be used.	Bahia &Nantel (2000)
Promotion	Sales persons Direct Marketing Public Relations Sales Promotion Advertising	5-point Likert scale to be used.	Bahia &Nantel (2000)
Place	Location Display and decorations Clean and spacious atmosphere Music/ interior Accessibility Branches	5-point Likert scale to be used.	Zeithaml, V. A., Parasuraman, A., & Berry, L. L. (1990).
People	Friendliness Knowledgeable	5-point Likert scale to be used.	Bahia &Nantel (2000),

	Quick performance Readiness of staff to offer help		
Process	No. of checkout counters Accuracy of receipts Hours of operation queues waiting at counters IT Support	5-point Likert scale to be used.	Zeithaml, V. A., Parasuraman, A., & Berry, L. L. (1990).
Physical Evidence	Product packaging Display and decorations Clean and spacious atmosphere	5-point Likert scale to be used.	Bahia & Nantel (2000),
Dependent Variable Customer Satisfaction	Customer retention Customer Loyalty Positive customer feedback	5-point Likert scale to be used.	Edvardsson et al. (2000), Onditi et al. (2012). Anderson, et al. (2004)

Source (Researcher, 2017)

2.7 Summary of Literature Review

The literature review focused on the theories that explain relationship between marketing mix strategy and customer satisfaction. It also focuses on the previous studies that show relationship between marketing mix strategy and customer satisfaction. A diagrammatic connection between marketing mix elements and satisfaction of customers is also show

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the research methodology used to carry out this research. It details the research design used, population of the study, sampling size and design, data collection methods, the validity and reliability of the data as well as showing how the data will be analyzed and presented.

3.2 Research philosophy

This research adopts positivism research philosophy. This means that the study assumes that only factual knowledge is trustworthy (Bajpai, 2011). Unlike social constructionism philosophical approaches that have provision for human interest and subjection, positivistic studies only require the researcher to collect data and interpret it (Crowther & Lancaster, 2008). Research findings generated are observable and statistically quantifiable (Wilson, 2010). Positivism relies on theory to develop hypothesis to be tested during the research process (Easterby, Thorpe & Jackson, 2008).

Quantitative research methods flow from the positivist theory and serve to test theory (Friedman, 1953). Highly structured studies, large samples and quantitative measurement characterize the positivism philosophy. This research adopts this characteristic of positivism to analyze the influence of mass customization capabilities on operational firm performance. This is in a bid to establish the connection between the variables from in a deductive manner from existing theories.

3.3 Research Design

This study used a descriptive research design to analyze the objectives of the research where the characteristics of the respondents were defined, analyzed the trends in the data and drew comparison between groups of respondents so as to give correct and valid picture of the factors that were significant to the study as well as to determine the direct relationship between the

independent and dependent variables. Previous studies on customer satisfaction that have used the same research designs are (Cuban, 2003; Anglin, 2005; Adegoke, 2014; Adewale, 2014).

3.4 Population of study

Orodho (2005) defines target population as set of all elements and cases in the universe that possess the information sought by the researcher. The population for this study were customers of the mini supermarkets in Nairobi. The target population of this study comprised of twenty seven mini supermarkets registered by Nairobi City County.

3.5 Sampling design

According to Ogula (2005) sampling design is a process or technique of choosing a sub-group from a target population to participate in the study. There are an unknown number of customers who visit the Mini supermarkets, as such; a sample of five customers was picked from each of those 20 selected mini supermarkets which are the representative of the population. Convenience sampling was used to select the customers for the study. The researcher sought to find out which days and time customers frequently visit the mini supermarkets from the managers. This information is useful to the researcher as it informs the decision of when to visit the supermarket in order to first conduct a mock interview with the customers and eventually administer the final questionnaire. The researcher administered a test questionnaire to ten customers at one of the mini supermarkets. Based on the information collected, the researcher then visited the Mini supermarkets identified above and administered the questionnaire to the customers from each of the twenty seven mini supermarkets.

3.6 Data collection methods

Data was collected using self-administered semi-structured questionnaires accompanied by an introduction letter informing the respondents who the researcher is and the purpose of conducting the research (see Appendix I and II). The questionnaire was designed to fulfil the research objectives of this study.

The questionnaire had closed-ended questions constructed by the researcher and were divided in to three sections, where Section A, collected demographic information about the age, gender, nationality, occupation, approximate income per month of the customers, among others; Section B focused on the types of market mix elements that most influence customers and section C

focuses on the relationship between market mix elements and customer satisfaction. A five point Likert scale was used (Sekaran & Roger, 2009).

3.7.1 Data Analysis

The data collected was checked for completeness and errors in the entries. It was then analyzed using the Statistical Program for Social Sciences (SPSS), which is the statistical program commonly used in research studies and has also been used in previous research work that have focused on a similar topic. Responses to the demographic section of the questionnaire was analyzed using descriptive statistics and means and standard deviation. The statistical test used is Analysis of Variance (ANOVA), used to test the significance of differences between the means of two groups. The data was then be presented in tables.

The relationship between the independent and dependent variables was analyzed using multiple regression analysis as has been used in previous studies (Higgins, 2005). The equation adopted for this study is,

$$Y = \alpha + \beta_1 + \beta_2 + \beta_3 + \dots + \beta_7, \text{ where;}$$

Y = Dependent Variable (Customer Satisfaction; Referral to others, Brand loyalty, positive word of mouth and return purchase)

α = constant

$\beta_1 - \beta_7$ = Coefficient Variable, Price, place, product, promotion, people, process and physical evidence.

3.7 Validity and Reliability

Research quality is measured using the validity and reliability. Validity refers to how accurately the data obtained captures what it was purported to measure. The (indicator) is developed to measure a concept of genuine measures, which also means, that is the correct data and methods of research, but also reflects the real problem or not (Bryman et al., 2007). To ensure content validity, the collection instrument is subjected to a pilot test to check for any weaknesses in design and development of the questionnaire and then the final questionnaire constructed (Page et al., 2007). To ensure generalizability, representative sampling of the population is used.

Reliability refers to the measure of the consistency of a concept. The purpose of the reliability is to minimize the errors and biases in the study, make the research as far as possible and reliable (Bryman et al., 2007). A reliability test was carried out to assess the relationship among the study variables using the Cronbach alpha test. The Cronbach alpha for this study is 0.741. Previous studies that have used this test are (Kinoti, 2012; Wang'ondu, 2011; Njeru, 2013; Nguti, 2014).

3.8 Ethical Considerations

The participation of the respondents is voluntary and anonymous as they are requested using a participatory letter (see Appendix I) that states their freedom to take part in the exercise. The purpose of the study is made known to all respondents and to ensure that any consent given is from an informed place. The data collected is strictly kept for education and research purposes to ensure that no person faced any risk upon participating in the study.

CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION

4.1 Introduction

This chapter deals with the analysis of data collected from the respondents. It discusses; the marketing mix elements that influence customers most and the relationship between marketing mix strategies and customer satisfaction. The overall objective of the study was to examine the influence of Marketing mix strategies on customer satisfaction within the Mini Supermarkets in Nairobi, county.

4.1.1 Response Rate Response Rate

The data collected for this research was from the customers who visited the Mini supermarkets mentioned in Appendix 4 of this study. A total of 110 questionnaires were sent out, however, 30 were not fully completed, thus not used for the study. In that regard, only 80 responses were used in the analysis of the study, thus the sample response rate was 73%. Fowler (1984) stated that, a response rate of 60% is representative enough.

Table 4 1: Response Rate

	Frequency	Percentage (%)
Responded	80	73
Did Not Respond	30	27
Total	110	100

Source: Survey Data

4.1.2 Respondents Demographic

The study investigated the demographic profile of the respondents; their age bracket, education levels, levels of income, occupation and the frequency of shopping in the mini Supermarkets. The target population for this study was those who shop in mini supermarkets within the county. The data collected is shown in the table below.

Table 4 2: Demographic of respondents

Age Bracket	Frequency	Percentage (%)
18 – 24 years	9	11.25
25 – 30 years	22	27.5
31 – 35 years	20	25
36 – 40 years	9	11.25
Above 40 years	20	25
Total	80	100

Source: Survey Data

The data in Table 4.2 reveals that out of the respondents who shop in Mini supermarkets are those within the ages of 25-30years at 27.5% and those between ages 31-35years and above 40years both at 25% each. The least group is those between the ages 18-24 years and 36-40years at 11.25 each.

4.1.3 Respondents level of education

The study also sought to establish the highest level of education attained by the respondents. All the respondents approached had received formal education and the results were shown in the table below.

Table 4 3: Respondents level of education

Level of Education	Frequency	Percentage (%)
High school Level	28	35
Diploma Level	34	42.5
Bachelor's Level	14	17.5
Masters Level	4	4
Total	80	

Source; Survey Data

The results in the Table 4.3 above show that the respondents had a relatively high level of education, 65% of respondents had attained diploma and above which means that they had an understanding of what marketing mix elements are and how they affect their shopping decisions.

4.1.4 Respondents gender differences

Gender differences were also collected during the study as shown in the Table 4.4 below.

Table 4.4: Respondents gender differences

Gender	Frequency	Percentage (%)
Female	37	46.25
Male	43	53.75
Total	80	100

Source: Survey Data.

The data in the table 4.4 above, shows that male were the largest number of respondents at 53.75%, while the female were at 46.25%.

4.1.5 Respondents level of income.

The respondents were also asked about their level of income and the results were recorded in the table 4.5 below. The data below shows that 65% of the respondents earn between Ksh 11,000 - Ksh 50,000. These are the ones who shop most in mini supermarkets. This means that there is a positive relationship between level of income and place of shopping.

Table 4 5: Respondents level of income

Level of Income	Frequency	Percentage (%)
Below Ksh 10,000	12	15
Ksh 11,000 – 50,000	52	65
Above Ksh 50,000	16	20
Total	80	100

Source: Survey Data

The respondents were also asked to state the number of times they do shopping in the mini supermarket and the results showed that most of them shop between twice and 20 times in a month.

4.1.6 Respondents Value of shopping.

This study also sought to establish the value of the average shopping basket of the respondents and the results were recorded in the table 4.6 below.

Table 4.6: Respondents Value of shopping basket.

Value of shopping basket	Frequency	Percentage (%)
Ksh. 3,000	23	28.75
Ksh. 5,000	10	12.5
Ksh. 1,000	28	35
Ksh. 500	11	13.75
Below 500	8	10
Total	80	100

Source: Survey Data

The results from the Table 4.6 above show that most customers shopping basket is between kes. 1,000 and kes. 3,000 at 28.75% and 35% respectively.

This study also sought to establish whether the respondents were employed or not and the results were recorded in the table 4.7 below.

Table 4 7: Respondents employment status

Employment status	Frequency	Percentage (%)
Employed	61	76.25
Not employed	19	23.75
Total	44	100

Source: Survey Data

The results from the table 4.7 above shows that most of the customers (76%) were employed. This means that the customers have a regular source of income hence they can afford the shopping.

4.1.7 The Cronbach Reliability Test

Table 4 8: Reliability Statistics- Customer Satisfaction Test.

Reliability Statistics			
Market mix elements	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Product	.767	.767	3
People	.469	.477	3
Price	.388	.377	3
Promotion	.631	.633	3
Process	.617	.643	3
Physical Evidence	.741	.720	5

Source: Survey Data

Cronbach's alpha was used to test the reliability of the questionnaire. Cronbach's alpha estimates the internal consistency by determining how well the items hang together coherently. The higher the internal consistency reliability of the data collection instrument the better. According to the results in the above Cronbach's alpha for the questionnaire was 0.762 which depicted a high level of reliability as shown in the Table 4 9 below for overall model.

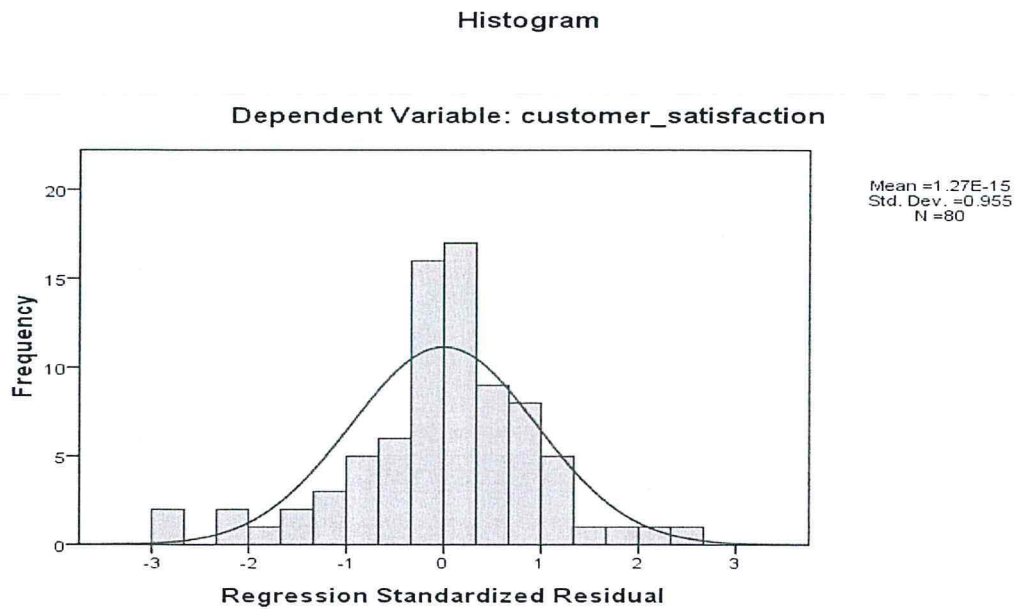
Table 4 9a: Overall reliability test.

Overall Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.762	.766	5

Source: Survey Data

4.1.7.1 Diagnostic Tests.

Table 4 .9b: Histogram



Source: Survey Data

The chart above shows normality of the residuals since most of the bars are inside the curve.

The Cronbach's alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another.

4.2 Marketing mix elements most valued by customers'

The study carried out descriptive statistics to determine which marketing mix elements was valued most by the customers and the results were recorded in the Table 4 10 below.

Table 4 10: Responses on Marketing mix elements most Valued by Customers.

Descriptive Statistics							
	N		Mean	Median	Std. Deviation	Minimum	Maximum
	Valid	Missing					
Price	80	0	1.7125	2.0000	.88866	1.00	5.00
Promotion/advert	80	0	3.2875	4.0000	1.17132	1.00	5.00
Place/ location	80	0	1.7500	2.0000	.93457	1.00	5.00
Product	80	0	1.8375	2.0000	.81821	1.00	5.00
Process	80	0	2.2875	2.0000	1.05775	1.00	5.00
Physical evidence	80	0	3.1625	4.0000	1.35426	1.00	5.00
People	80	0	2.1875	2.0000	1.18101	1.00	5.00

Source: Survey Data

From Table 4 10 above it can be observed that price was valued most by customers in the mini supermarket in Nairobi County because it had the lowest mean of 1.713 followed by Place 1.75, Product 1.837, People 2.188, process 2.288, Physical evidence 3.163 and promotion was the least valued by customers because it had the highest mean of 3.288. From the table below, out of the 80 respondent, 46.3% of the customers considered place\location and price as the most valued marketing mix strategy. Ubeja (2012) did a study on the concept and satisfaction of shopping from shopping malls in Sweden. His observation was that customer satisfaction may be personal view and person’s own perception and reaction about products in the shopping mall.

4.3 Relationship between Marketing mix Strategy and customers Satisfaction.

To establish the relationship between the marketing mix strategy and customer satisfaction in the mini supermarkets in Nairobi County, the study did a correlation analysis was done and the results were recorded in Table 4.11 below.

Table 4.11: Correlation Analysis. Correlations

			customer_ satisfaction	product	people	price	promotio n	process	physical_ evidenc e	Place
Spearman's rho	customer_ satisfact ion	Correlati on Coeffīci ent Sig. (2- tailed)	1.000	.420**	.440**	.389**	.211	.485**	.467**	.322**
		N	80	80	80	80	80	80	80	80
				.000	.000	.000	.060	.000	.000	.004

Source: Survey Data

** . Correlation is significant at the 0.01 level (2-tailed).

From the Table 4.11 above, there is a positive relationship between customer satisfaction and marketing mix strategies. The correlation coefficient is strong between process and customer satisfaction and weak between price and customer satisfaction. Also the correlation coefficients are statistically significant at 1% since the p values are less than 0.01 for all variables. Wairachu (2000) pointed out the need of organisations to guarantee ease of access of their products and services by creation of convenience stores to ensure convenience and ease. Easiness of accessibility of products and services guarantees customers are flexible and perceives the purchase as easy. This generally impacts on sales and as a result the market share of the firm.

4.3.1 Regression analysis

After confirming there is a statistically significant relationship between the independent variables and customer satisfaction, regression analysis for each independent variable was done and for the overall model which includes the combination of all independent variables.

Model 1

a. Dependent Variable: customer_satisfaction1

b. All requested variables entered.

Table 4.12: Model Summary^b

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Process	.524 ^a	.275	.266	.58631
Physical Evidence	.470 ^a	.221	.211	.60778
Price	.399 ^a	.159	.148	.63155
People	.396 ^a	.156	.146	.63246
Product	.375 ^a	.140	.129	.63848
Place	.370 ^a	.137	.126	.63975
Promotion	.285 ^a	.081	.069	.66005

Source: Survey Data

a. Predictors: (Constant), Process, Physical evidence, price, People, product, place and Promotion.

b. Dependent Variable: customer_satisfaction1

From the Table 4.12 above, there is a strong positive correlation between customer satisfaction and the process of 0.524. R square of 0.275 implies that 27.5% of the process can be used to explain customer satisfaction and 72.5% is due other factors. Mohammad (2015) found out that satisfaction of customers is an ongoing practice which the administration needs to take part in. The research analyzed customer satisfaction using 7Ps marketing mix elements to retail bank customers in North east Nigeria.

Table 4 14: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.936	.303		9.679	.000
	Product	.276	.077	.375	3.568	.001
1	(Constant)	2.939	.285		10.324	.000
	People	.279	.073	.396	3.804	.000
1	(Constant)	3.262	.202		16.159	.000
	Price	.234	.061	.399	3.839	.000
1	(Constant)	3.604	.163		22.050	.000
	Promotion	.164	.062	.285	2.626	.010
1	(Constant)	2.538	.274		9.249	.000
	Process	.364	.067	.524	5.440	.000
1	(Constant)	2.697	.283		9.540	.000
	physical_evidence	.344	.073	.470	4.704	.000
1	(Constant)	2.654	.386		6.883	.000
	Place	.311	.088	.370	3.517	.001

Source: Survey Data

a. Dependent Variable: customer_satisfaction1

Table 4.13 above the marketing mix elements were tested separately and the results indicate that all the 7Ps are significant when taken independently. The Table 4.13 shows the predictor and the constant term. It can be observed that all the estimators (product, Price, Place, Promotion, Place,

Process, People and Physical evidence) are statistically significant in the model since the p value is less than 0.05.

4.3.1.1 Overall Regression model

Table 4.14: Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.693 ^a	.480	.430	.51676

Source: Survey Data

a. Predictors: (Constant), place., promotion, price, process, people, physical evidence, product

b. Dependent Variable: customer_satisfaction1

The Table 4.14 above gives a summary of the multiple regression model. The correlation coefficient is very strong (0.693) and it's positive. The coefficient of determination (R square) of 0.480 implies that 48% of the independent variables can be used to explain customer satisfaction while 52% may be due to other factors. An adjusted R square which takes into account the number of parameters in the model shows that 43% of the independent variables can be used to explain customer satisfaction and the rest is due to unknown factors.

4.3.2 Analysis of Variance

After confirming that the correlation and coefficient of determination were very strong and could be used in explaining customer satisfaction the study performed analysis of variance to determine the overall significance of the model.

Table 4 16: Overall Model Summary

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.761	7	2.537	9.502	.000 ^a
	Residual	19.227	72	.267		
	Total	36.988	79			

Source: Survey Data

From Table 4 17 below, the p value (9.502, p value=0.000) is less than 0.05, hence the model is statistically significant at 95% confidence level.

Table 4 .17: ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
I Product	Regression	5.190	1	5.190	12.732	.001 ^a
	Residual	31.797	78	.408		
	Total	36.988	79			
I People	Regression	5.787	1	5.787	14.468	.000 ^a
	Residual	31.200	78	.400		
	Total	36.988	79			
I Price	Regression	5.877	1	5.877	14.735	.000 ^a
	Residual	31.111	78	.399		
	Total	36.988	79			
I Promotion	Regression	3.005	1	3.005	6.898	.010 ^a
	Residual	33.982	78	.436		
	Total	36.988	79			
I Process	Regression	10.174	1	10.174	29.598	.000 ^a
	Residual	26.813	78	.344		
	Total	36.988	79			
I Physical evidence	Regression	8.175	1	8.175	22.130	.000 ^a
	Residual	28.813	78	.369		
	Total	36.988	79			
I Place	Regression	5.064	1	5.064	12.373	.001 ^a
	Residual	31.924	78	.409		
	Total	36.988	79			

Source: Survey Data

a. Dependent Variable: customer_satisfaction1

b. Predictors: (Constant), Place, promotion, price, process, people, physical evidence, product

Once the overall model is significant, the study tested individual variables to determine whether they were significant in the model. From the Table 4 17 above all the marketing mix elements are significant and have p values less than 0.05. From the table below, only process, process and place were statistically significant in the model at 5% significance level since there p values were (0.021, 0.008 & 0.025) are less than 0.1 respectively.

Table 4 .18: Coefficients^a

		Coefficients ^a						
Model		Unstandardized Coefficients		Standardize d Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Toleranc e	VIF
1	(Constant)	.981	.419		2.344	.022		
	Product	.103	.080	.140	1.292	.200	.613	1.631
	People	.021	.075	.030	.286	.776	.635	1.574
	Price	.131	.056	.223	2.357	.021	.806	1.241
	Promotion	.039	.055	.068	.712	.479	.787	1.271
	Process	.187	.069	.270	2.726	.008	.736	1.358
	physical_evidence	.130	.077	.178	1.687	.096	.652	1.535
	Place	.187	.081	.222	2.297	.025	.772	1.295

Correlation is significant at the 0.1 level (2-tailed).

Source: Survey Data

a. Dependent Variable: customer_satisfaction

4.3.2.1 Interpretation of the coefficients.

From the Table above, price, process and place are statistically significant in the model where the p values are less than 0.05. For the price, a unit increase in price results in an increase in customer satisfaction by 0.131. A unit increase in promotion results in an increase in customer satisfaction by 0.039. From the regression table 4.18 above, if all factors are kept constant in the model, customer satisfaction will increase by 0.981.

The optimum model is

$$\text{Customer satisfaction} = 0.981 (0.419) + 0.131(0.056)*\text{price} + 0.187(0.069)*\text{process} + 0.187(0.081)*\text{Place} + 0.130(0.077)*\text{Physical evidence}$$

Multicollinearity occurs when we have more than one independent variable. The Variance Inflation Factor (VIF) is used to test multicollinearity. In this case, each explanatory variable is regressed against the other explanatory variables. The VIF is such that: There is no clear cut off point for VIF but researchers revolve around 5 and 10. In line with prudence, in this paper, 5 will be the cut off point and VIF > 5 will be taken as highly correlated data. From the Table 4.18 above, all the estimators have a VIF of less than 5, which implies the presence of multicollinearity in the data set is not statistically significant in the model; hence, we can conclude there is no multicollinearity. Multicollinearity effect is tested using Tolerance and VIF.

CHAPTER FIVE

DISCUSSIONS, CONCLUSION AND RECOMMENDATION

5.1 Introduction

The purpose of this study is to examine the influence of marketing mix strategies on customer satisfaction in mini Supermarkets in Nairobi, county. This chapter summarizes the key findings from the study based on the research objectives, draws conclusions arising from the findings and then makes recommendations. The research objectives of this research were: (1) To determine the marketing mix elements most valued by customers in the mini supermarkets in Nairobi County; (2) To establish the relationship between the marketing mix strategy and customer satisfaction in the mini supermarkets in Nairobi County.

The target population of this study was 110 customers who visit Mini supermarkets in Nairobi County. Based on data obtained and analyzed, the following key findings were found. A questionnaire was administered to 110 individuals, where only 80 were fully responded to, showing that it is 73% response rate.

5.2 Discussions of the findings

This section presents the discussions of the findings based on the research objectives

5.2.1 Market mix elements most valued by customers.

In objective one where the study sought to determine the most valued market mix element by customers in Mini supermarkets the study found out that price is the most influential market mix element with a mean of 1.7125 followed by place 1.75, product 1.8375, people 2.1875 process 2.2875, physical evidence 3.1625 and promotion was the least influential market mix element to customers with a mean of 3.2875. This study seems to agree with Muchohi (2015) who concluded that management of marketing mix strategies to enhance competitiveness is essential in order to produce a variety of relevant product classes; charge competitive prices, ensure visibility in promotion of products, offer efficient processes, and supportive physical evidence.

The study also revealed that a majority of the customers who shop in mini supermarkets are those within the age bracket of 25 – 35 years. Most of the customers earn between ksh. 11,000-50,000 at 65%. This can be associated with the fact that these are the young working class people who have less income, thus choose to shop near their residential. The study was done in Nairobi County, where traffic is always a hindrance to many people, therefore, most customers prefer going to the residential mini supermarkets, for their shopping's as this is convenient to them.

5.2.2 Market mix elements and customer satisfaction.

The study sought to determine the extent to which the Market mix elements influence customer satisfaction and an analysis of each based on its influence on customer satisfaction was conducted. The descriptive analysis showed that process had a higher influence on customer satisfaction with p value 0.008 followed by price 0.021, place 0.025, physical evidence 0.096, product 0.20 Promotion 0.479 and the least was people with P-Value 0.776. This study disagrees with Mohammad (2015) who found that product, process and physical evidence were significantly related to customer satisfaction while price, promotion, place and people are not significantly related. The correlation and multiple regression analysis conducted to determine the relationship between these market mix elements and customer satisfaction showed that there is a positive relationship between all the 7ps and customer satisfaction. This suggests that Mini Supermarkets should invest much in the processes as it is the key contributor to customer satisfaction.

The findings showed that customers consider process especially time taken on queuing to make payment and accurate receipting as this contribute highly to their satisfaction. This seemed to agree with the findings by Mucai, Mbaeh & Noor (2013) who observed that process has much influence on customers thus leading to satisfaction. However, this study pointed out that cleanliness of the supermarket also contributes to a higher degree of satisfaction unlike in the hospitality industry where physical evidence had no significance on customer satisfaction. This is because, customers in Nairobi are so busy that they consider every minute precious and they want to save it so they will avoid shopping in shops that have long queues.

Also price in this study has a contribution on customer satisfaction. Price emerged third in customer satisfaction with a significant level of 0.021. This could be due the period in which the research was carried out where prices of all basic commodities was in the skies.

Place has also emerged as a contributor to customer satisfaction. This is because customers want convenience and they would want to shop near their homes. This result seems to agree with Bakar et al., (2010), who observed that customers value convenience much more and this is what ultimately leads to their satisfaction.

5.3 Conclusions

The study looked at the effect demographic factors such as; age, level of income and level of education have on their use of Mini Supermarket as their preferred shopping place. It was established that customers who frequently shop in Mini supermarkets are those within the age bracket of 25 – 35 years, have a medium level of income of between Ksh 11,000 - 50,000 and a higher level of education, that is, the diploma level. These are the young urban customers who are chasing many things at ago hence want to do everything as quickly as possible hence process and accessibility becomes very crucial.

This study has also presented a review of literature on influence of marketing mix strategy on customer satisfaction. Regarding Marketing mix elements that influence most the customers in mini supermarkets, Price was discovered to be a major factor, as it ranked highly among other factors followed by product, Place, people, process, physical evidence and the least valued factor was promotion with the mean of 3.288. This proposes that Mini Supermarkets that bear in mind these issues are more likely to experience an upsurge of customers buying their products. They should invest in technology to bring down their cost of operation and sell their products slightly above breakeven prices as this study has shown that mini supermarket customers are sensitive to price.

In determining the relationship between marketing mix elements and Customer satisfaction in Mini Supermarkets, the study used measures like referrals, repurchase behavior and positive word of mouth. The relationship between the marketing mix elements and customer satisfaction were analyzed using correlation and multiple regression analysis. The positive relationship revealed in the study suggests that customers are knowledgeable and are more demanding on the speed of services in the mini supermarket. Therefore, Mini supermarkets that fail to provide

quality services will suffer the consequences of customer dissatisfaction, leading to erosion of their customer-base. This agrees with the study conducted by Howison, 2006; Chirag, 2012.

5.4 Recommendations.

The study provides a number of recommendations.

Firstly the findings of the study indicate that marketing mix strategies affect customer satisfaction in several ways. This provides a strong indication that Mini Supermarkets that incorporate marketing mix strategies in the right proportion in their operations have a high chance of ensuring customer satisfaction thus experiences repeat purchases from them. Process was the most common marketing mix strategy used by Mini supermarkets where customers seem to be more satisfied when the services are quick and accurate. In that regard, managers need to ensure that they develop marketing mix strategies that ensure customer satisfaction, such as, ensuring that they have alternative payment channels to ensure quick service to their customers.

Secondly in an era of intensified competition, Mini Supermarkets need to be more effective and efficient in order to better position. The findings of the current study provide important pointers to the managers who need to ensure that they maintain or improve their application of marketing mix strategies especially processes if they want to realize customer satisfaction.

Thirdly this study has revealed that mini supermarket customers are price sensitive therefore business organizations should source their products efficiently, lower their operational expenses and charge competitive prices if they want to succeed.

5.5 Limitations of the study and suggestions for future research

This study provides useful insight into the influence of Marketing mix strategies on customer satisfaction in Nairobi, the marketing mix elements that influence customers' decision to shop in Mini supermarkets and the extent to which the Marketing mix elements affect customer satisfaction. However, it should be noted that the study was conducted in one county, whereas, it could be conducted in other Counties. These Mini Supermarkets that target the low to middle class have also been established in some major cities within the country, thus enlarging the sample size would provide a wider perspective on the issues mentioned.

This research also focused on individual Mini Supermarkets. Future research should focus on all Supermarkets irrespective of size as both mini supermarkets and Major supermarkets like Nakumatt, Naivas and Tuskys compete for the same customers as these big supermarkets have incorporated most of these marketing mix strategies in their operations. A study on these Major players in the industry will also provide a broader perspective on other Marketing Mix strategy within the retail industry as well as the influence these have on customer satisfaction.

Several researches have been carried out on influence of marketing mix strategy in industries like tourism, banking and this on retail. Future study can focus on a different industry like education and health sectors to see if they yield similar results. Future study may also explore alternative research design and analysis methods to see if they will yield similar results.

The replication of this study in to other sectors within the retail industry, such as, banks and other firms in the services sector. Moreover, replicating the study to other countries, especially within the African continent would demonstrate the universality and significance of the relationship of the study herein.

Lastly since this study was cross-sectional, it future research should consider a longitudinal study to examine the long run effects of the variables on performance. The shortcoming of this is that, it does not detect the causal effects of the variables. A longitudinal study would be better at providing the causal linkages of relationship testing identified in the cross-sectional design.

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APPENDIX ONE; INTRODUCTORY NOTE.

APPENDICES

APPENDIX I: PARTICIPANT LETTER

Dear Participant,

I invite you to participate in a research study entitled 'Influence of marketing mix strategies on Customer Satisfaction: A Case of mini supermarkets in Nairobi County. I am currently enrolled in the Master of Commerce Degree at Strathmore University and in the process of writing my Master's Thesis.

The attached questionnaire is designed to gather data on your opinion on the marketing mix strategies on customer satisfaction.

You are voluntarily requested to take part in this survey. The answers you give will remain private and unidentified. Information from this study will be kept under lock and key and will only be reported as a combined total. It's the researcher alone who will be aware of the individual answers to these questionnaires.

Please answer the questions on this questionnaire in the best of your knowledge if you agree to take part in this survey. It will only take you a few minutes to answer them. Be free to ask or inquire from me about this project.

I appreciate you for taking part in this essential work.

Yours Sincerely,

Researcher

RE: OFFICIALS OF THE SUPERMARKETS

I am an **MCOM** student at Strathmore University conducting a research on: **the influence of marketing mix strategy on customer satisfaction: a case of min supermarkets in Nairobi county**. I request you to help me accomplish my research objectives by providing the stated information as part of requirement for MCOM degree.

Data collected will be confidential and only used for this research and not any other purpose.

The results from this study will help to progress Performance of this organization particularly the effectiveness of employing business strategies.

Gratitude is given as you take part in creating new knowledge to assist both industry and academy.

My regards

.....

Moses Lukhanyu

The Researcher/ Student

APPENDIX TWO; QUESTIONNAIRE
BACKGROUND INFORMATION

QUESTIONNAIRE

Section A: General Information

i. Please indicate which of the following age groups do you belong to?

<input type="checkbox"/>	18 – 24 years	<input type="checkbox"/>	25 – 30 years	<input type="checkbox"/>	31 – 35 years
<input type="checkbox"/>	36 – 40 years	<input type="checkbox"/>	Above 40		

ii. Gender Female Male

iii. Occupation: _____

iv. Employed: Yes No

v. Please indicate the level of income per month:

<input type="checkbox"/>	Below Ksh 10,000	<input type="checkbox"/>	Ksh 11,000 – Ksh 50,000
<input type="checkbox"/>	More than Ksh 50,000		

v. Please indicate your level of education?

<input type="checkbox"/>	High School Level	<input type="checkbox"/>	Diploma Level
<input type="checkbox"/>	Bachelors Level	<input type="checkbox"/>	Masters Level

Vi. Please tick appropriately to responds to the following questionnaires and supply additional information on the spaces provided.

a. Name of the supermarket

.....

b. Location of the supermarkets

i. CBD ()

ii. ESTATE ()

iii. BOTH ()

c. Please state the estimated number of times you shop in the supermarket in a month.

.....

d. Kindly state the value of average shopping basket in your supermarket.

i. 3,000 ()

ii. 5,000 ()

iii. 1,000 ()

iv. 500 ()

v. Below 500 ()

Section B: Marketing mix elements that you value most.

1. Please rate the extent to which you value the following marketing mix strategies. (Rating Scale: 1- Most valued; 2 – Valued; 3 – Not sure; 4 – Less valued; 5 – Not valued)

	Most Valued	Valued	Not sure	Less Valued	Not Valued
Marketing mix elements	1.	2.	3	4	5
Price					
Promotion/advert					
Place/ location					
Product					
Process					
Physical evidence e.g decorations					
People					

2. Other than the factors discussed above, what other factors to you value in mini supermarkets?

.....

Section C: Marketing mix strategy and Customer satisfaction.

On a scale of 1-5 where 1 = strongly disagree, 2= disagree, 3= Not sure 4 = agree and 5= strongly agree, please indicate the extent to which you agree with the following statements as they relate to the marketing mix elements and customer satisfaction						
		1	2	3	4	5
	Product	Strongly disagree	disagree	Not sure	Agree	Strongly agree.
1.	My supermarket maintains a variety of products to choose from hence I get satisfied.					
2.	My supermarket only stocks quality products that make me satisfied.					
3.	Product features are well displayed in the shelves leading to my satisfaction.					
	People					
4.	The supermarket has well trained personnel, knowledgeable to solve customers' problems and am satisfied.					
5.	Employees of the supermarket provides customers with precise personal services that get me satisfied.					
6.	Employees are always helpful to customers hence I will refer others					
	Price					
7.	Am satisfied with the fair prices charged.					

		Strongly disagree	disagree	Not sure	Agree	Strongly agree.
8.	Am influenced by discounts offered by the supermarket.					
9	Am satisfied with the prices on the shelves as they are same us those on the counter.					
	Promotion					
10.	I buy from the supermarket because of the adverts that they make.					
11	I buy from the shop because of good interpersonal relationship.					
12	I buy again and again from the supermarket because they give free samples more often					
	Process					
13.	The supermarket has sufficient number of alternative channels of transaction e.g payment points.					
14.	The supermarket issues receipts that detail my expenditure					
15.	I do not wait too long to make payment hence am satisfied					
	Place					
16.	The supermarket is conveniently located to me hence I can visit it any time.					

	Physical evidence	Strongly disagree	disagree	Not sure	Agree	Strongly agree.
17.	The supermarket is easily accessible by customers.					
18.	The supermarket maintains high standard of cleanliness.					
19	Supermarket buildings are well maintained and are attractive					
20.	Supermarket has visible well labeled and efficient work environment.					
21.	Supermarket facilities are well designed and decorated					
	CUSTOMER SATISFACTION					
25.	I feel satisfied with products and services offered by the supermarket.					
26.	I am satisfied with staff's response and prompt services provided by the supermarket					
27.	I would buy the same service/ product from this supermarket again					
28.	I am likely to recommend the Supermarket to other people					
29.	In general I have a good and positive impression of the supermarket					

Please indicate in the space below any other factors that affect the level of satisfaction with service offered by the supermarkets

.....
.....
.....
.....

THANK YOU VERY MUCH FOR YOUR TIME AND PARTICIPATION IN THE RESEARCH.

Appendix Three; Data Analysis

Objective 1 Analysis

Price

		Frequency	Percent
Valid	most valued	37	46.3
	Valued	36	45.0
	not sure	2	2.5
	less valued	3	3.8
	not valued	2	2.5
	Total	80	100.0

**Place/
location**

		Frequency	Percent
Valid	most valued	37	46.3
	valued	35	43.8
	less valued	7	8.8
	not valued	1	1.3
	Total	80	100.0

Promotion/advert

		Frequency	Percent
Valid	most valued	5	6.3
	Valued	20	25.0
	not sure	13	16.3
	less valued	31	38.8
	not valued	11	13.8
	Total	80	100.0

Product

		Frequency	Percent
Valid	most valued	28	35.0
	valued	42	52.5
	not sure	6	7.5
	less valued	3	3.8
	not valued	1	1.3
	Total	80	100.0

process

		Frequency	Percent
Valid	most valued	17	21.3
	Valued	40	50.0
	not sure	8	10.0
	less valued	13	16.3
	not valued	2	2.5
	Total	80	100.0

Physical evidence e.g decorations

		Frequency	Percent
Valid	most valued	12	15.0
	valued	20	25.0
	not sure	2	2.5
	less valued	35	43.8
	not valued	11	13.8
	Total	80	100.0

People

		Frequency	Percent
Valid	most valued	25	31.3
	Valued	33	41.3
	not sure	10	12.5
	less valued	6	7.5
	not valued	6	7.5
	Total	80	100.0

Objective 2 AnalysisCorrelations

			customer_satisfaction	product	people	price	promotion	process	physical_evidence
Spearman's rho	customer_satisfaction	Correlation Coefficient	1.000	.420**	.440**	.389**	.211	.485**	.467**
		Sig. (2-tailed)	.	.000	.000	.000	.060	.000	.000
		N	80	80	80	80	80	80	80
	Product	Correlation Coefficient	.420**	1.000	.454**	.230*	.322**	.342**	.485**
		Sig. (2-tailed)	.000	.	.000	.040	.004	.002	.000
		N	80	80	80	80	80	80	80
	People	Correlation Coefficient	.440**	.454**	1.000	.347**	.348**	.385**	.395**
		Sig. (2-tailed)	.000	.000	.	.002	.002	.000	.000
		N	80	80	80	80	80	80	80
Price	Correlation Coefficient	.389**	.230*	.347**	1.000	.228*	.210	.195	
	Sig. (2-tailed)	.000	.040	.002	.	.042	.062	.083	
	N	80	80	80	80	80	80	80	
promotion	Correlation Coefficient	.211	.322**	.348**	.228*	1.000	.198	.153	
	Sig. (2-tailed)	.060	.004	.002	.042	.	.079	.175	
	N	80	80	80	80	80	80	80	
Process	Correlation Coefficient	.485**	.342**	.385**	.210	.198	1.000	.354**	
	Sig. (2-tailed)	.000	.002	.000	.062	.079	.	.001	
	N	80	80	80	80	80	80	80	
physical_evidence	Correlation Coefficient	.467**	.485**	.395**	.195	.153	.354**	1.000	
	Sig. (2-tailed)	.000	.000	.000	.083	.175	.001	.	
	N	80	80	80	80	80	80	80	

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Item-Total Statistics

PRODUCT	Scale Mean if Item is removed	Scale Variance if Item is removed	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
My supermarket maintains a variety of products to choose from hence I get satisfied.	7.3125	2.749	.221	.076	.503
My supermarket only stocks quality products that make me satisfied.	7.7125	2.916	.256	.113	.429
Product features are well displayed in the shelves leading to my satisfaction.	7.0500	2.554	.412	.174	.162

Item-Total Statistics

PEOPLE	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The supermarket has well trained personnel, knowledgeable to solve customers' problems and am satisfied.	7.5250	3.291	.655	.623
Employees of the supermarket provides customers with precise personal services that get me satisfied.	7.2375	3.702	.569	.721
Employees are always helpful to customers hence I will refer others	7.2625	3.690	.579	.710

Item-Total Statistics

PRICE	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Am satisfied with the fair prices charged.	6.2000	3.782	.188	.370
Am influenced by discounts offered by the supermarket.	7.0625	2.768	.365	-.017 ^a
Am satisfied with the prices on the shelves as they are same us those on the counter.	5.9125	4.106	.144	.441

Item-Total Statistics

PROMOTION	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I buy from the supermarket because of the adverts that they make.	5.1875	3.800	.624	.261
I buy from the shop because of good interpersonal relationship.	4.4375	5.009	.304	.713
I buy again and again from the supermarket because they give free samples more often	5.3250	4.425	.419	.562

Item-Total Statistics

PROCESS	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The supermarket has sufficient number of alternative channels of transaction e.g payment points.	8.0125	2.468	.436	.532
The supermarket issues receipts that detail my expenditure	7.3625	3.576	.526	.441
I do not wait too long to make payment hence am satisfied	7.6750	3.285	.373	.591

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The supermarket is easily accessible by customers.	14.2875	11.448	.155	.789
The supermarket maintains high standard of cleanliness.	14.6875	8.471	.521	.690
Supermarket buildings are well maintained and are attractive	15.1125	7.620	.659	.632
Supermarket has visible well labeled and efficient work environment.	15.0250	8.025	.568	.671
Supermarket facilities are well designed and decorated	15.3375	7.518	.606	.654

Item-Total Statistics

CUSTOMER SATISFACTION	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I feel satisfied with products and services offered by the supermarket.	15.5000	6.025	.634	.682
I am satisfied with staff's response and prompt services provided by the supermarket	15.4625	7.113	.411	.758
I would buy the same service/ product from this supermarket again	15.3875	6.266	.589	.699
I am likely to recommend the Supermarket to other people	15.4750	6.151	.627	.686
Overall, I have a good and positive impression of the supermarket	15.4750	6.354	.423	.765

APPENDIX FOUR; LIST OF MINI SUPERMARKETS STUDIED.

Bestchoice	self Service	Chokmatt	Homechoice
BestMatt	sowematt	Economy	Lango
		Chamdany	
Desai	Clean Shelf		saltes
Family Choice	Skymatt	Jahari	Muindi Mweusi
Kangemi	Magunas Adis	Tumaini	Naks
Nafuu			