

# Marketing Mix Strategy And Customer Satisfaction: A Case Of Mini Supermarkets In Nairobi County

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**Abstract-** The competitive environment in which supermarkets are operating today that is not only local but global has necessitated the supermarkets to device strategies for survival. One such strategy is the marketing mix strategy. This study investigated the influence of marketing mix strategy on customer satisfaction in the Mini Supermarkets in the county of Nairobi. The aim of the research was to establish the marketing mix elements most valued by Customers and to determine the relationship 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. 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 results of the study on the marketing mix strategy that most influence customers to shop in mini supermarkets in Nairobi County was found to be price 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 the least significant of the marketing mix elements.. This study was only limited to mini supermarkets in Nairobi County. Replication of the study with all supermarkets irrespective of size could be useful in future researches. Future studies could also focus on other sectors like the hospitality industry.

In this study, marketing mix strategy was used interchangeably with marketing mix elements.

**Index Terms-** Marketing Mix strategies, Mini super markets, Customer Satisfaction.

## I. INTRODUCTION

Supermarkets are among the most important strategic industries in the retailing sector as they play a big role in building the economy and supplying labor market (Joseph et al., 2004). However, supermarkets are experiencing stiff competition both locally and globally hence the need to device a strategy for competitiveness and survival. One such strategy is the marketing mix strategy. Marketing mix 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 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) notes the need for marketers to manipulate the marketing mix in a competitive environment to 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 organizations to attract and keep customers hence enhance their performance. (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 a 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. 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 sought to find out the influence of marketing mix strategies on customer satisfaction in mini supermarkets in Nairobi county.

Marketing mix is a set of apparatus that administration may employ to impact on its sales (Kotler ,2011). 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 focuses on the 7ps of marketing namely price, product, promotion, place, people, process and physical evidence.

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).

Nam, Ekinci, &Whayatt, (2011) established that long term success of a business is dependent on customer satisfaction. Stronger competitive position, increases 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, and minimizes cost of attracting new customers and increase lifetime of the existing customers. (Bayraktar, Tatoglu, Turkyilmaz, Delen, &Zaim, 2012; Torres &Tribó, 2011). 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 buyer's 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 organizations 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.

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.

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 <http://dx.doi.org/10.29322/IJSRP.10.03.2020.p99105> [www.ijssrp.org](http://www.ijssrp.org)

congested inside and have 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.

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. AlMualala 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. 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 sought to find out the effect of marketing mix strategy on the satisfaction of customers specifically among mini supermarkets in Nairobi.

## II. LITERATURE REVIEW

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

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. Isoboake (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.

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, and 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.

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 Beauty, 2009).

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.

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, and 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). 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).

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.

Human actors take part in the deliverance of services and thus have an effect on the buyer's 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 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 indigenous communities and well skilled staffs employed in those places (UNWTO, 2007).

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).

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.

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).

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.

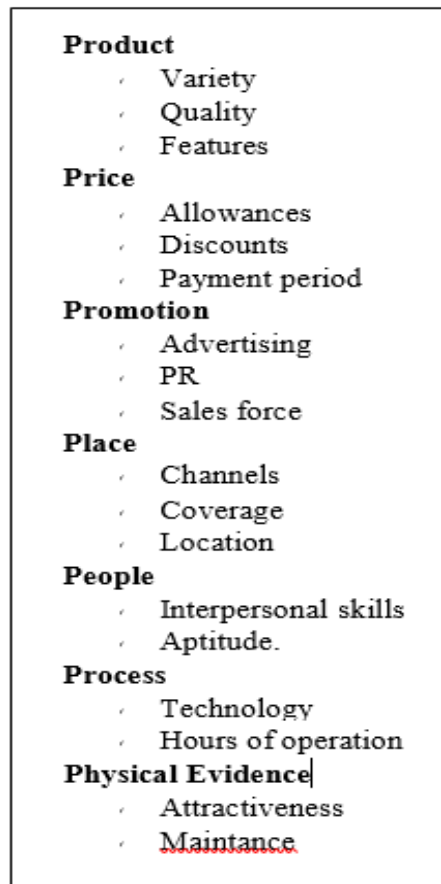
Locally, Hidayat (2014) examined the connection between marketing strategies and financial performance of supermarkets in Nairobi County. The research established that financial performance of supermarkets in Nairobi County is affected by the stock collection period, leverage and fixed turnover ratio. 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

### III. CONCEPTUAL FRAMEWORK

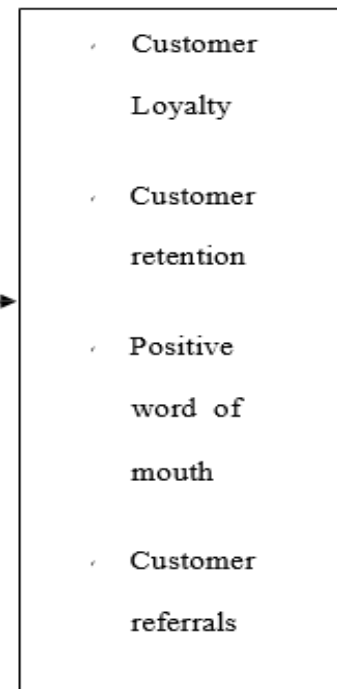
The conceptual framework below represents the relationship between marketing mix strategies and customer satisfaction.

**Fig 1 Conceptual Framework**

#### Marketing mix strategies



#### Customer satisfaction



Researcher(2017)

**IV. RESEARCH METHODOLOGY**

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).

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.

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.

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 five point likert-scale ranging 1=Most valued and 5=Not valued on investigating marketing mix elements most valued by customers. On investigating marketing mix elements and customer satisfaction 1= Strongly disagree and 5= strongly agree.

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)

$\alpha$  = constant

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

**Validity and Reliability**

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’onde, 2011; Njeru, 2013; Nguti, 2014).

**Reliability Statistics- Customer Satisfaction Test.**

**Table 1. Overall reliability test.**

**Overall Reliability Statistics**

	Cronbach's Alpha Based on Standardized	N of
.762	.766	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 table 1 above.

**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 2 below.



**Table 2: Responses on Marketing mix elements most Valued by Customers.**

	N		Mean	Std. Deviation
	Valid	Missing		
Price	80	0	3.71	1.1
Promotion/advert	80	0	3.58	1.17132
Place/ location	80	0	3.48	.93457
Product	80	0	3.37	.81821
Process	80	0	2.05	1.05775
Physical evidence	80	0	3.162	1.35426
People	80	0	2.187	1.18101

**Source: Survey Data**

From Table 2 above it can be observed that price was valued most by customers in the mini supermarket in Nairobi County with a means score of 3.71 followed by Promotion 3.58, Place 3.48, product 3.37 and physical evidence 3.16.. People 2.188 and process 2.288, were the least valued by customers. The results of the study implies that customers are drawn to a mini supermarket mostly by the price of the products as well as promotion and the outlets location. The people seems not to be of great value to customers. The findings are collaborated by Ubeja (2012) study on the marketing strategy and customers satisfaction c from shopping malls in Sweden. His observation was that customer satisfaction in the shopping mall was largely influenced by price and promotion.

**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 regression analysis as shown in Table 3 below.

**Regression analysis**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Product Regression	5.190	1	5.190	12.732	.001a
	Residual	31.797	78	.408		

1 People	Regression	5.787	1	5.787	14.468	.000a
Residual		31.200	78	.400		
1Price	Regression	5.877	1	5.877	14.735	.000a
Residual		31.111	78	.399		
1Promotion	Regression	3.005	1	3.005	6.898	.010a
Residual		33.982	78	.436		
1Process	Regression	10.174	1	10.174	29.598	.000a
Residual		26.813	78	.344		
1Physical evidence	Regression	8.175	1	8.175	22.130	.000a
Residual		28.813	78	.369		
1Place	Regression	5.064	1	5.064	12.373	.001a
Residual		31.924	78	.409		

Source: Survey Data

a. Dependent Variable: customer\_satisfaction1

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

From the Table above all the marketing mix elements are significant and have p values less than 0.05 implying they are predictors of customer's satisfaction.

## V. DISCUSSIONS, CONCLUSION AND RECOMMENDATION

The study sought to establish the marketing mix element most valued by the customers in the mini supermarket. Price was valued most by customers in the mini supermarket in Nairobi County with a means score of 3.71 followed by Promotion 3.58, Place 3.48, product 3.37 and physical evidence 3.16. People 2.188 and process 2.288, were the least valued by customers. The results of the study implies that customers are drawn to a mini supermarket mostly by the price of the products as well as promotion and the outlets location. The people seems not to be of great value to customers. The findings are collaborated by Ubeja (2012) study on the marketing strategy and customers satisfaction c from shopping malls in Sweden. His observation was that customer satisfaction in the shopping mall was largely influenced by price and promotion.

The study on determining the most valued marketing mix element by customers in Mini supermarkets established Price was valued most by customers in the mini supermarket in Nairobi County with a means score of 3.71 followed by Promotion 3.58, Place 3.48, product 3.37 and physical evidence 3.16. People 2.188 and process 2.288, were the least valued by customers. This study seems to agree with Muchohi (2015) who concluded of all the marketing mix strategies, price and promotion draws customers to a retailing outlet. The findings are also collaborated by Ubeja (2012) study on the marketing strategy and customers' satisfaction from shopping malls in Sweden who also pointed out that customer satisfaction in the shopping mall was largely influenced by price and promotion. The study results however contrast 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 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 put an emphasis on all the marketing mix elements in order to ensure customers 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 and Noor (2013) who observed that the marketing strategy that an organization adopts has a great influence on the level of customer satisfaction. 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 in locating a retailing outlet, which ultimately influences the level of satisfaction.

The study concluded that the marketing mix strategy does influence customers satisfaction

This proposes that Mini Supermarkets that bear in mind these issues are more likely to experience an upsurge of customers buying their products. The supermarkets 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 and time taken to be served. The study also points out that supermarkets that fail to align its marketing strategy with the customers' needs will suffer the consequences of customer dissatisfaction, leading to erosion of their customer-base.

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. The management of mini supermarkets should ensure fair pricing; appropriate communication as well as effective processes. This would ensure delivery of quick and accurate services to customers. The location of the outlets should also be strategic to provide convenience to the customers in an era of intensified competition. Given that the study revealed that mini supermarket customers are value prices of products, business organizations should source their products competitively, lower their operational expenses and charge favorable prices if they want to succeed.

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.

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 alike compete for the same customers. 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.

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, a future research should consider a longitudinal study to examine the long run effects of the variables on performance.

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