

**MARKETING MIX AND CUSTOMER RELATIONS IN SOAPSTONE
CARVING BUSINESSES IN TABAKA, KISII COUNTY, KENYA**

ALBERT MOGITA OYUNGE

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DECLARATION

I do declare that this research is my original work and has not been presented to any university or college for any ward of degree or diploma.

Signature Date

Name **ALBERT MOGITA OYUNGE**

Reg. **D53/OL/KER/38196/2016**

The research project is submitted for examination with my approval as the university supervisor.

Signature Date

Dr. Kipkorir Sitiene Chris Simon

School of Business

Department of Administration

Kenyatta University

DEDICATION

I dedicate my research project to my parents Mr. & Mrs. Oyunge for their inspiration, moral support and prayers. Greatly indebted to my siblings: Ruth, Geoffrey and Diana for their foolproof, support, motivation, patience and understanding.

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OPERATIONAL DEFINITION OF TERMS

Customer relations	Refers to the way the business relates to its customers, clientele and patronage to retain current customers, acquire new customers and make them loyal forever.
Marketing mix	Refers to a set of tools intervention in the market which includes product, price, place and promotion
Place	Refers to activities geared towards availing the good at various customer touch points using suitable distribution channels and established branches
Price	Refers to the market value charged for a unit of a product exchanged after discount consideration
Product	Refers to tangible goods of different quality, quantity, packaging and brand that fulfils the needs or wants of the consumer
Promotion	The method one can use to inform the world about his product or service to customers, stake holders and the broader public by use of mix of advertising, personal selling, and advertisement
Soapstone carving	It is an activity related to cutting of the extracted metamorphic rock to create desired pattern, shapes and products

ABBREVIATIONS AND ACRONYMS

ANOVA	Analysis of variance
CRMS	Credit risk management systems
EFSF	European financial stability facility
GDP	Gross Domestic Products
KES	Kenya Shillings
SMEs	Small and Medium Enterprise

ABSTRACT

Curving businesses are doing poorly concerning customer relations. The ability of the organization to adjust itself to fit customer needs is one of the requirements for them to remain competitive in the market. In absence of marketing mix customer relations suffer in terms of customer loyalty, retention and acquisition. The current study sought to assess the effects of marketing mix on customer relations in soapstone carving business in Kisii County, Kenya. Specific objectives were: to assess the effect of product on customer relations, to find out the effect of price on customer relations, to determine the effect of place on customer relations and to evaluate the effect of promotion on customer relations. The study helps the County Government and the entrepreneurs in decision making concerning enterprise planning. The study was based on equity, assimilation and contrast theories. The study used descriptive research design. The target population of the study was 857 employees of the 53 enterprises in Tabaka town majorly dealing in soapstone carving business. Purposive and stratified sampling techniques were used. A sample size of 86 respondents was selected for the study, which comprised of 10% in each category. Data was obtained by use of self-administered structured questionnaire, which was collected later after one week. The validity and reliability of the study instrument was determined by help of the supervisor and Cronbach's coefficient alpha respectively. Data for this study was analyzed by use of descriptive statistics like and percentages while inferential statistics of correlation and regression analysis were used. The data was presented by means of tables. The study found that: product, place, price and promotion had a positive relationship with customer relation. The study concluded that product, place and promotion significantly affected customer relations while price had insignificant but positive influence on customer relation. The study recommended that curving businesses should embrace market mix to enhance customer relation.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Kotler (2005) argues that marketing mix actions are supposed to be mixed and integrated with customer relations by having a well-designed balance score card to ensure performance inadequacies are addressed. Marketing mix is helpful to an organization in improving a process of making financial and non-financial decisions to ensure performance in this organization (Khan 2011). Marketing equipment like product, people they do insist on the need to provide firms with information which is suitable in addressing areas which are applicable in performance in ways that are objective and subjective or biased to enable management to formulate and attain policies and strategies. By so doing business organizations that which applies marketing mix can improve their ways of marketing, economically become the leading and in terms of financial performance.

Walters (2013) contends that customer relations is achievable where there exists a mixture of marketing methods, systems and actions are established and this being the case, it must start at high and clear targeted levels, objectives and good organizational culture. Therefore, organizations must come up with systems for measuring performance where performance evaluation is carried out and actions by management can be aligned, goals and objective. On the other hand, marketing mix implements may assist management and high levels organizational leadership by producing information which can be sustainable for making decisions by having in place a set of clear targets, aims and objectives which later can translate to better performance of the business.

1.1.1 Customer relations

Many organizations do operate in environment of competition which requires managers and owners to be informed more on customer relations. Customer is considered as a pioneer in a situation or world of customer based, developed products and channels. Implementation of efficient contact channels with customer is been the leading in customer pioneering, customer relations management. In recent time marketing has been the issue all over the world in both trade and industry. Marketing performs an important role concerning creation of customer's personal values and pleases development of and creation of industry and resource

mobilization. In manufacturing based business in Malaysia, there is a great importance of marketing for customer relations (Faris, 2016).

Jacoby and Kyner (2010) emphasized on customer relation and the behavioral response which is biased, expressed over time by a unit of decision making in relation to one or more brand alternatives from a set of various brands where this is a psychological process. According to Dick and Basu (2012) the relationship can be ascertained by loyalty strength between repeated patronage and relative attitude which is as a result of attitude and behavior mix. Also Oliver (2015) describes loyalty as deeply held commitment in rebuying a preferred service or product time in time out with disregard to time and situational influence where marketing has the potential to determine the product switching behavior. Chin (2011) also included an additional value in customer experience which is besides the physical and emotional features. By combining these features in attaining the customers and customer experience is positively attained and builds everlasting customer loyalty. These variables of customer experiences in value differentiation, provider-interaction and experience engaging, a multidimensional loyalty ladder was developed and suggested as a function of customer experience.

Nisar Salemi (2014) gave a definition of marketing as the business events or actions performed to direct the flow of goods and services to consumers. It consists an action that affects transfer of ownership in goods and physically to be taken care off by others. The marketing reflects a product-oriented view of industry where the focus is on selling whatever has been produced and ends with their sale.

Customer relations and marketing mix is important pillar in managing business performance. Shankar and Chin (2011) states that marketing as an approach to attract customers for enhancing management of performance starts from the idea of whichever the process managing and measuring performance can be best achieved by comparing the best outside entity that already as achieved in its process as world class in customer relations. An organization that has become the sustainable by improving customer relations is those have by applying marketing principles.

1.1.2 Marketing mix

This view of marketing is inappropriate in modern businesses characterized by intense competition, consumer relations and dynamic environment under the modern concept. Marketing is more than a mere physical distribution activities or event of distributing commodities. It may be much wider term in customer relations. According to Armstrong (2010), there are four mix which include; place, product, price and promotion. However, there have further marketing mix observed processes, physical evidence and people as the mix of marketing in addition to four mix that has not been addressed earlier. These add up to 7 Ps of marketing mix to have been considered to have significant impact on customer relations for firms which are engaged in provision of manufactured goods to customers (Mehrddad 2011). In the context of service industry, traditional marketing mix involved the four Ps concepts; product, price, place and promotion to increase customer relationships through number of transactions between the customer and the buyer.

Basically promotions are combinations of actions that influences or make one persuaded and completely related to relationship. According to Shahram (2013) promotion is all about communication tools that can deliver the message to intended audience. The efficiency of promotions is not addressed in carving industry, this is an idea of human being where the effusive promotion is on targeting customer retention and relations which is behavioral. This is caused by customer announcement leading to the flowing a special buying and sales of perceived units by base of winning. However, when promotion is concerning ineffective products a firm has to use relationship marketing. Relationship marketing can be changed by change in budgets and the expenses that are related to community and target market vision which is positive to the firm despite the promotion activity impact which may largely indirect.

Customer relationships measurement is not done like one can do measure a product while determining business performance. Peyton and Pitts (2013) organization cannot use only intangible or tangible product by nature.

Determining a product price is seen to be the best comparing to pricing of a service. A well policy in pricing is of help to business organization as well as well decision making (Shieh 2016). In order to encourage customers, the support of the production and cost department is needed. On the other hand the firm has the power to select the best prices for the product or services intended to be sold. Determination of the place to help customer select the best service is important indeed. The place as one of the marketing mix also take a vital part in

business process by giving a foundation of combining other mix such as processes and physical evidence. In the current study customer relation was conceptualized form of loyalty, retention and acquisition.

1.1.3 Soapstone carving businesses

Kenya National Industrialization Policy Framework (2010), draft No. 5 – indicated that Kenya had the large industrial sector where by the share of GDP had an increment was little in the last two decates. The impotently in the said sector is so dynamic in its factionality as the Kenyan engine of the economy. Kenya’s economic survey of 2010 indicated that the GDP was influenced by the industry by 9.5% while manufacturing influenced 4.4% mining was at less than 1% and construction .5% this sector or industry is mostly constrained by poor policies for payment and charging of loyalties, high capital investments and exploration costs as well as high energy costs, environmental concerns and uncertainty over economic quality of minerals (Norman, 2000). Recently in Kenya, growth in sectors has not been expected because of slow growth and poor support from other sectors.

Historically, point of view, from independent little has been done regarding making powerful political decisions. For example, countries that are developing have not been making decisions on industrialization like others took a political decision in 1960s that despite having no minerals, including oil it has been able to manufacture many high precision products. Due to poor or lack industrialization policy has badly affected the process of industrialization (Norman, 2000). This problem is due to compounded by the existence of weak laws and overlapping of mandates in ministries. This has resulted to slow and uncoordinated industrialization in Kenyan case. Further it has led to unemployment increase and unfair wealth distribution or creation hence low repaid growth, self- reliance and low demand for local product.

Kisii soapstone, the name refers to a geographical area (Kisii is only used to identify soapstone from other Sub-counties). Its resources by estimates are like seven million tonnes of the soapstone rock is mainly composed of mineral talc and rich in magnesium (Dana, 2013). The resource is widely used in manifold ways through a process which includes being used as a raw material for ceramics .

There is a long history concerning handicrafts produced by use of Kisii soapstones (several hundred years back, proved by archaeological relics). They have their own typical style. They form around ninety percent of the exports to EU, USA, Japan, China, New Zealand, Australia and some Asian countries (Dana 2013). Their reputation is in the first place attributed to the soapstone and not to an individual artist (except in the case of a few famous artists using Kisii soapstone for their art work).

There is a local association of soapstone producers (KISCOOP) a local association of soapstone made of reportedly with a 100 female and 300 male producers (each of them with an average of 5 children + 5 production assistants) (Goi 2005). Soapstone processing seems to be the most main source of revenue in that geographical region. Some of the sculptures and other art works have received international recognition (e.g. a sculpture was commissioned for the UN building in New York, something which shows how unique the technologies are. Handicrafts made of Kisii soapstone have well established markets. Apparently, there is no sufficient literature to assist the industry as far as customer relations are concerned.

Even though the industry looks potential and vibrant through internationalization, its performance is dismal. Though the retailers within the industry always try to enhance their sales through various marketing approaches. All of the applied approaches as the firm's key strategy that involves persuading client to always buy from the retailers (Goi, 2005). Retaining clients and enhancing the level of relationship between client and retailer which its outcome is repurchasing. Management of customer relation is facing challenges like no loyalty or retention of the acquired customer. The community relies in traditional promotion methods as a way of marketing and lacks new marketing knowledge and skills. The management of customer relations is very vital in competitive environment which needs attention to be paid to (Dana 2013). Therefore, this study intended to investigate to the extent to which marketing mix affects customer relations on soapstone carving business in Kisii County, Kenya.

1.2 Statement of the problem

Customer relations has been debated for several years and still remains one of the most significant unsettled issues in the field of marketing. Developing a mutually beneficial ongoing buyer-seller relationship as an avenue for customer relations is the most problem facing firms. Even though carving business men are aware of the overall goal of customer

relations and they have made some efforts to identify Customer issues to address them to the Customers' satisfaction in order to promote Customer relations, it is unfortunate that customer relation in soapstone carving has not been fully addressed. The charge of acquiring a new customer by an organization is five times that the company uses to satisfy and retain the current customer. Although the constructive effect of customer relations on satisfaction, loyalty, relations, acquisition and recommendation has been well documented empirically by some product/service providers in Kenya, evidence suggests that customer relations practice has not improved. Customer defection outlay company millions of dollars each year. In addition, defectors normally spread negative word of mouth communication which can influence other customers to purchase elsewhere. The increase in client relations has the same effect as decreasing costs hence increase the organization's success (Norman, 2000)

A number of studies have been done on customer relations and its impacts on business, for instance; Mascarenhas, Kesavan and Beracchi (2016) blending builds customer loyalty which is a function of customer experience. Some of it neglects customer relation activities and much of them are functional rather than strategic in that they focus on purchase of consumption experience and because of this some of their theories aren't applicable in theoretical sense. Due to these reasons some of their recommendations have diverse cost implications which includes time and money, their recommendations don't motivate workforce. These criticisms have made the firms to be in a dilemma and therefore look forward to a new model which can try to harmonize the empirical literature available. Most of them have the same objectives but the way they have approached their studies creates gaps and room for several criticisms: no single publisher has chronologically assessed or focused on customer relations at soapstone carving business in Kisii County, Kenya. Their desire creates a big gap which calls for further research to bridge the decision the researcher has taken. The aim of this study was therefore to assess the effects of marketing mix on customer relations of soapstone carving business in Kisii County, Kenya

1.3 Objectives of the Study

The general objective was to assess the effects of marketing mix on customer relations of soapstone carving business in Kisii County, Kenya

The study was guided by the following specific objectives:

- i. To determine the effect of product on customer relations in soapstone carving business in Kisii county, Kenya
- ii. To find out the effect of price on customer relations in soapstone carving business in Kisii county, Kenya
- iii. To determine the effect of place on customer relations in soapstone carving business in Kisii county, Kenya
- iv. To evaluate the effect of promotion on customer relations in soapstone carving business in Kisii county, Kenya

1.4 Research Questions

The study sought to answer the following research questions

- i. What is the effect of product on customer relations in soapstone carving business in Kisii County, Kenya?
- ii. In what ways does price affect customer relations in soapstone carving business in Kisii County, Kenya?
- iii. What is the effect of place on customer relations in soapstone carving business in Kisii County, Kenya?
- iv. What is the effect of promotion on customer relations in soapstone carving business in Kisii County, Kenya?

1.5 Significance of the Study

The study adds value to entrepreneurs in the region and the entire county in advancing their marketing skills and eventually increasing to increase their market share. The study assists employees and business entrepreneurs to improve marketing practices and benefit to future scholars who have interest of carving business especially to managing and marketing of carving products. The study is of great benefit to the business organizations that wish to implement customer relations as a management tool. The study findings is of importance in driving sustained information concerning product, price, place and promotions which is directly related to business performance. The management and owners gains on how to remain sustainable for long time in the market. The research is of great benefit as the report forms part of the requirement for the award of the master degree and would have gained more inside of marketing and more specifically to customer relations and marketing mix. The study

provides a source of literature to the future scholars who have interest of carving business especially to managing and marketing of carving products. The government uses the findings of this study for revenue and tax planning. Tax affects price that reads to customer loss.

1.6 Scope of the Study

The research focused on the effects of marketing mix on customer relations. Customer relations assessed by customer loyalty, retention and acquisition while marketing mix determined by: place, product, price and promotion. The study was conducted in 2018 in Kisii County- Tabaka town. The study area was chosen because it is rich of the central information to the research, and Kisii being one of the 47 Counties in Kenya working under the same legal framework, the findings can be generalized across all the Counties in Kenya. The descriptive research design was adopted to describe how, when and whom to get the information as the situation is and explore it fully. The population targeted in the study was employees from 53 enterprises' employees with the target population of 857 in Tabaka town majorly dealing in soapstone carving business. The study took this population because of well-informed responses and owners in the carving business. The study used a questionnaire to collect data from the field for analysis purposes. Descriptive statistics used for analysis purposes.

1.7 Limitations of the study

The study was only limited to Tabaka township among the carving business hence the rest of the population did not realize the benefit of the study. The researcher assured the respondents that information were used for academic purpose only. The study was limited to descriptive research design and ignored other designs making the research not explore full the issues under study and data collected from individuals who were self-reporting of their perceptions. These limitations were mitigated there were purposive technique in use for selection of study sample. Piloting conducted carefully by scrutinizing all perceived parameters in population and sample measurement.

1.8 Organization of the study

The paper consists of five chapters; chapter one which is the introduction covers the background to the Study, Statement of the problem, Objectives of the Study, Research

Questions, Significance of the Study, Scope and Justification of the Study , limitations of the Study and Organization of the study. Chapter Two: literature review contained; theoretical review, marketing mix, empirical review, summary of literature review and gaps and the conceptual framework and lastly Chapter Three; research methodology covered: research design, target population, sampling techniques and sample size, data collection instruments and procedures, validity of research instruments and finally data analysis and presentation. Chapter four covered: data analysis and presentation which included response rate, respondents basic information, descriptive and inferential analysis and presentation. Chapter five included: summary of findings, conclusions and recommendations.

CHAPTER TWO

LITREATURE REVIEW

2.1 Theoretical Review

Abend, (2013) described the Meaning of theory as a structure of different ideas meant to illustrate an issues particularly one based on general principles independent of the issues to be elaborated. A framework in theory is a model or structures that supports or hold the study. It introduces or describes why the problem exists. Theories are structured to define, predict and understand a specific phenomenon and most times, to provide a challenge and extend the available knowledge within the limits of critical bounding assumptions.

2.1.1 Equity theory

The theory was first put forward by Stouffer in 1977 during military administration with friend. It was based on the discussion on man's reward in exchange with others should be proportion to his investment'. With his team they referred equity as 'relative deprivation' which is the reaction of imbalance between the perceptions of individuals towards actual and believes more so where the concern is on own situation. The ratio of output to input should remain at par along participants with an exchange. As in the case of customer satisfaction, which is said to exist when, the outcome to income is same to that of the person in exchange. This happens where expectations and actual product performance are indifferent thus; the customer will have to do adjustments by expectations or in perceptions over product performance.

Equity has a moderate influence on customer satisfaction especially after buying communication behavior as shown by studies done on the effects of equity on customer relations. On the other hand, Player and Hope (2012) suggests that effectively coordinated and managed organizations view sustainability as being what it is : a strategic factor that differentiates a winner and a losses in future. This is considering the fact that sustainability intends to greatly reduce organizational wastes and enhances customer services provision. Thus organizations ready to implement sustainability strategy as part of their development strategy is expected to enhance their productivity, efficiency and have a high competitive advantage over their competitors.

During the process of marketing decision making, organizational leaders need to collect key information's intended to enable them have a full picture (Black and Al-Kilani, 2013). The scholars also observed that, in the process of making one-off decisions, it's crucial to collect key information that is particularly associated to the issues under investigation or the target objective. Information on key organizational costs and opportunity costs must always be obtained. Besides, the forward-looking information is key, though data availability may sometimes consider as an issue. The influence of the decision on the customer relations must always be valued.

The theory is associated with customer satisfaction, product quality, and product price. Customers create tension when they realize that the products do not meet the expected quality. To overcome this customers do modification on perceptions or expectations for the intended product performance hence determining seller-buyer relations

2.1.2 Assimilation Theory

Assimilation theory was developed by Festinger's in 1957. It postulates that clients always try making cognitive comparison between their expectations on the product and the perceived product needs fulfillment. Such a perception of client post usage comparison was established into fulfillment literature in the form of assimilation theory. As stated by Anderson (1973), consumers pursue to evade dissonance by modifying perceptions on a specific product with the objective of bringing it more in line with expectations.

The clients can as well lower the tension obtained from a discrepancy between their expectations and product performance by either changing their speculations to effectively be in agreement with the presumed product performance or by having a higher level of fulfillment by lowering their relative importance of the disconfirmation experienced. Payton (2003) contends that this theory has some limitations; one, the assumption approach that a relationship exist between satisfaction and expectations but fails to tell how and why expectations led to dissatisfaction or satisfaction.

The theory was key to the study's objectives as it addressed the issues of market mix and consumer relations. The customers can as well lower the tension that results from a divergence between their perception and the level of product performance (packaging, branding, quality, value for money, discounts or distribution channels) either by changing

their perception to effectively enable them coincide with perceived product performance by increasing their satisfaction level through the minimizations of the relative significance of the disconfirmation experienced.

2.1.3 Contrast Theory

Hovland, Harvey and Sherif first introduced contrast theory in 1987. The theory represents alternative for post purchase and usage view of consumers which results to opposing prediction of satisfaction expectations. According to Dawes 1972 contrast theory is the tendency of discrepancy magnification between attitude of individuals and those presented by opinion statement.

According to this theory any discrepancy experienced in expectations leads to exaggerate of discrepancy direction. If during advertisement the firm raises expectations causing the customer experience is of no different than that of a promise, hence if unsatisfactory the product will be rejected. Likewise under promising in advertisement or overdoing it leads to disconfirmation positively that also leads to exaggerated expectations.

The theory was relevant to the current study as it addressed the issues of client fulfillment since its helps in predicting customer reaction by lowering dissonance: the client will heighten the variance between expectation through promotion an places and the performance of the services/good.

2.2. Empirical Review

Marketing mix is made up of 4ps, which are; product promotion, price and place, the four aims to influence customers' decision making leading to profitability (Kotler & Armstrong 2006). Companies dealing with consumer-packaged goods normally do allocate 50% of their resources in marketing budgets while 13% goes to customer relations. Without proper marketing strategies and good team companies will be bound to do poorly concerning customer relations in terms of customer loyalty, retention and acquisition.

Azizi (2013) in his study on marketing mix and consumer behavior described marketing mix as a combination of activities and strategies that uses to sell its products or services. Being focused on the buyer, the seller picks the good features for the product, price, distribution

styles, wordings and promotion for the intended product. Customer believes and loyalty remains the center of the entire success of the company. Marketing managers need to take consumer behavior analysis serious since it provides insight information or factors influencing sales and customer relationship where the company has no control. Managers can control marketing mix which allows marketers to relate to the targeted market. The marketer can build the marketing mix elements about the targeted customers based on the characters of the targeted market

Owomoyela (2013) with special reference to Nigerian breweries Plc investigated the influence of elements of marketing mix on customer loyalty. Using a survey research design method, self-design questionnaire was used to collect data from respondents. A sample of 60 was chosen from six managers and sales representatives were ten, ten distributors, and consumers who were thirty four. With the aid of (SPSS) version 20, correlation coefficient and multiple regressions were used in data analysis. It resulted that marketing mix elements affected customer loyalty significantly. The study recommended that managers should produce superior products continuously, set and charge fair and competitive prices, choose appropriate positions, do wide promotions and by giving more differentiated consumer gains.

Sukati (2012) investigated the correlation between price, product, promotion and place with customer decision making of travel agents. Indonesian travel agents were found to be seriously considered for the 4ps in ensuring that they allocated their resources efficiently and effectively. The study selected 215 customers from the travel agent as respondents. Data was collected and analyzed by use of means, Pearson correlation and regression analysis. From the findings it was revealed that customer decisions in travel agents were only affected or associated with product and price. On these grounds the study recommended the travel agents to improve their product quality and set fair prices.

2.2.1 Product and customer relations

A product is anything that is set to the market to consume, use or attend to and it must meet consumer satisfaction. Products are more of tangible goods, they includes objects, service persons, place, manufacturer idea or a mix of the same (Armstrong and Kotler 2010). Products have the following features; product variety, design, quality facilities and features includes brand, size, packaging, and guarantees (Maleki 2002).

In its efforts to uphold the values and integrity in improving the quality of community life Tata Motors Service was found to be committed to attain its leadership through excellence in the car sector (Hannon & Christian 2009). They always aim at high quality automobiles by so doing they develop their product to be leaders in satisfaction and value for customer money. When the product fulfills the customer needs, it is said to be acceptable or of high quality. Quality is the totality of characters and features concerning a product or service that meets the ability or capable to satisfy given demands. Studies have been carried out for many decades to establish how quality affected customer satisfaction reason being satisfaction and loyalty are affected by quality of a product while focusing on the pure product.

Ferrell (2005) investigated on how product affects customer relations of Nigerian Breweries. The firms had two core bear products since they serve the reasons of buying them i.e. quenching the thirst. Even though the description for the brand cab is luxury product since it is made for stylish persons, it can also be classified under consumer good because they are bought consumers for consumption not for any other purposes. Gulder brand can be pronounced as an extravagance product intended for the trendy discrete, the goods are categorized as client good since they are subscribed by the user for consumption purposes only Nigerian Breweries has numerous products designed for each specific consumers. They develop bottled water for dryness, Star beer intended for the young generation and Maltina for non-alcoholic consumers.

Hirankitti, Mechinda, and Manjing (2009) investigated the role of the product on customer loyalty in service industry. It was found that in high opinion for service; product offer can be elucidated based on two constituents: the main service standing for fundamental benefits; the secondary services for the tangible and improved levels of products. Principle benefits can be described better in form of delivery of specific services. Merchandise offer in attitude of facilities can be expounded grounded in two ingredients: The core service which represents the fundamental use; the secondary services which represent both the physical and augmented product levels. The latter can be best understood in terms of the manner of delivery of the certain service. Ferrell (2005) discourses that the product is the main element of the marketing strategy thus sellers can offer distinguished characters that describes their product differently from those of the competitors. In the marketing mix products from the competitor need to be discriminated by offering unique quality goods by so doing the unique product will have or characterized by quality, design, features, brand name and size. The marketing

mix strategy wherever vendors can compromise an inimitable feature that discerns their product from their opponents. According to Borden (1984) product is regarded as by quality, design, features, brand name and sizes.

Neha (2012) in her empirical study on product quality on customer relations concludes that success in rural industries depends upon two major functions: effective marketing and internal resource generation including finance. Marketing to her involves everything which could be important to lead the market. It also involves constant interactions with all related stakeholders. This is important for both types of businesses i.e. farm sector and non-farm sector in detail. She commends the role marketing plays to manage marketing of rural products. The study however lacks many things which include: clear objectives of the literature study, purpose and it deviates from the main focus of systematic to comparative something which is not captured in the main topic. Such commission makes results and conclusion never to be relied upon. In the conclusion, she does not conclude or even add any contribution to the empirical literature other than comparing writers' writings. Even though her empirical literature forms a good foundation for empirical researchers

2.2.2 Price and customer relations

A price is the amount of money paid for a good or service. Price also can mean the value charged when one buys a product or receives a service. Further it can mean what the company gets back yielding from its efforts in marketing and producing a particular product. This implies that the early and most important thing to a company is how to realize about the effective strategies to understand its optimal returns or profits, is to choose the right prices for their products. Armstrong (2006) Asserted that aims of pricing should result from organizational marketing objectives and goals. The pricing objectives which are common includes; getting a return on investment and share of the market, price stabilization and stabilization of margins and preventing or maintaining competition. Furthermore failure or success in any business organization can be uncared on how price decisions are matched with the firms' strategies of cost-marketing, demand, supply, product variables conditions in business, distribution channels and resources in general (Jones, 2007).

As stated by Alexander (2014), once travel agents sell their products to a client, they charge which in it includes percentage of the sales price as part of their commission. The specific

objective of his study was to investigate whether the effects of the price and non-price terms on loans to supplier firms. The sample size of the study was 3725 loan facility. The collected data was coded and analyzed by descriptive statistics, correlations which was found out that various contracting terms more favorable to loans to suppliers whose key customers have higher returns as assets. It would also be discovered that the impact of key client earning performance on loans contracting terms are weaker for borrowers with earlier loan connections with the financial institutions while its considered more strong for borrowers that are dependent on their key clients. The study concluded that banks should put into consideration major customers earnings performance when contracting with their suppliers firms. The study also concluded that the information of buyer earnings varies with the nature and treaties of the customer's supplier relationship.

Jena (2010) conducted an empirical study which aimed to investigate price of local craftsmen in local craft reforms in liberalized competitive market and how they are responding to global conditions, among them are illiteracy, poverty competition and machine made. Diminishing home markets. It suggested the kind of support as intervention measures but in his conclusion failed to fully bring out how promotion can be used to enhance more purchase .It deviates from the main topic to role of government in promotion of handicraft industries and not how handicraft manufacturers can promote sales. The study lacks empirical flow and bends to old literature. Marketing being a dynamic discipline, much of this are inapplicable in the contemporary markets.

Taylor (1996) studied the effect of price on customer loyalty and noted that, the demand for ethnic handcrafted merchandise is particularly strong in the growing homemade product sector. According to retailers in Europe, European consumers appreciate one-of kind item which can personalize their home decorations the study identifies mobile phones and online services in the early years of 2000 being exceptional challenge which required Kenyans handcraft manufactures to be innovative by using this challenges to turn them to opportunities through markets and brand products in the new ways by presenting

2.2.3 Place and customer relations

Alaa (U.S AID 2009) argues that handcrafts are not identified in H.S. International codes and therefore there is no reliable trade data for such on international level. The extensive empirical study done by U.S AID in 2006 on global market assessment for handicrafts,

opines that handicrafts are specified to be included in the class of big home of assessor that comprises of hand crafted, semi- hand crafted and machine made goods. In their study they also examined the global demand as part of the home assessor markets in the US as an indicator of the size of demand, a generalization which create a big confusion since there are some handcrafted products which are not necessarily meant for home use. Handicrafts needs categorization since the industry is ever growing and contributes allot to nations national economic development. Indian Handicrafts in Globalization Times (2010) highlights the discourses of globalization which include: homogeneity. The study on the relationship between place and customer relations of small and medium enterprises in California. The study aims to investigate the relationship between place on customer loyalty, retention and acquisition. Secondary data used for 7 small and medium enterprise firms. Descriptive statistics were employed to analyze data collected. The results revealed that there is a positive relationship between place and customer relations.

Copley (2004) observed that firms are supposed to bear much on decisions on place this is vital for the product consumption that occurs at the same time and place. Customers are provided with the required information at same place. Study had 342 respondents from Kisii County Government in Kenya and adopted a case study design between 2014 and 2015. The study wanted to analyze collected data from the questionnaires by factor analysis with regression model and revealed that place had impact customer population. This revealed that place and channels of distributions had effect on customer subscriptions.

Abinav (2013), conducted empirical studies based on the market potential, customer segmentation and various challenges faced in operation of sustainable rural business chain. They identifies challenges faced by rural markets which include: financial risk, low per capita income, seasonal consumptions linked to harvests, technology, innovation, lack of commitment, low levels of income, conventional saving patterns and consumer preference. He suggests key things to improve the market's performance such as affordability, awareness, availability and acceptability as intervention measures. While the study has immense relevancy, it suggests many challenges which solutions are directly related to marketing promotion as an intervention measure which the study fails to address.

Kotler (2012) is known in his biggest contribution to the field of marketing on popularizing the idea of marketing mix, also known as the 4ps of marketing an idea proposed by an

academician Jerome McCarthy in 1960s. The 4ps stands for product, price, place (distribution) and promotion i.e. advertising. Entrepreneurial insight (2015), a part from the study 19 firms listed in Tokyo stock exchange. Inferential statistics by use of multiple regression analysis was used to determine the relationship between financing cash flows and performance. The period of study was from 2007 2012 was used to collected secondary panel data. Performance was measured by net profit after tax was the dependent variable. Financing cash flows were the independent variables. The study shows that financing cash flows have a statistically significant positive influence on the Firm Performance. Marketing mix, promotion includes all activities that involve interactive with the customer about the product and its benefits and features. An organization's promotion mix approach can comprises of public relation, sales promotion, personal selling, direct mail, internet marketing and sponsorship.

2.2.4 Promotion and customer relations

Borden (1984) argues that sales promotion, public relations and decision making- A decision of how best to relate the product to the target market and how to persuade them to buy it (Lovelock, Patterson & Walker, 1998). The sample size comprised of 14 small and medium enterprises in Nairobi Kenya. Simple correlations and regression model were used. The study shows that cash flow financing affect performance of small and medium enterprises. The study concluded that m financing cash flows occupies a vital role in decision making process for a firm to finance, invest, the standard board of financial accountant (FASB) has been it fit to release a statement of cash flows. There is need to analyze financing cash flows which has become mandatory for firms to make preparing cash flows statement to the users of financial information. The issue of cash payment, cash receivables and net change experienced by cash in hand has not been well addressed. Practices that accommodate to promotion include personal selling, advertising and publicity, this can all impact the client's manner of thinking, their experiences as well as their purchasing power.

Munusamy & Hoo (2008) established the effect of promotion activities on market information. The study noted that infrastructures should be developed by vendors in such a way that it propositions dependable communications about their products and are placed in media that consumers in the target market are likely to use. Descriptive statistics were employed to analyze data collected. The results revealed that there is a positive relationship

between financing cash flows and profitability. The study concluded that increase in long term liabilities or debt, decrease in long term liabilities or debt, increase in owner's capital, decrease in owner's capital and increase in dividend affect financial performance. The recommendation from the study is that there is need for cash flow statement to bear a similar to item in the balance sheet.

Promotions are defined as selling strategy meant to attain competitive edge. The strategy is crucial as it offers evidence and it influences the target customers. The strategy provides a guideline and clarifies the client to provide solution at a certain time and how they can apply the product and attain maximum benefit from it. The product advertisement can be delivered either by media channels or by an individual.

Cavana, Roosta & Sekaran (2007) examined the effect of promotion elements on customer behavior in serves industry. The study took a sample size of 55 banks in the country and data collected was analyzed by use of regression analysis tool. The study found out that there was a positive significant relationship between promotional elements in banks. It was concluded that as promotions of banks has significant importance on financial system of the county, it may affect economic growth of the country alongside profitability. The study indicated that marketing promotion strategy outlines promotion as the method one can use to spread the world about his product or service to customers, stake holders and the broader public. Once one has identified his target market, he/ she should define a mean of reaching them.

Svetlana (2014) studied the effect of advertisement promotions on customer loyalty. The study took a sample size of 1 commercial bank in Serbia. The data collected was analyzed with the use of regression model where the results found out that maturity of majority of the variables affects profitability which was maintained mainly by the fact that it act as rule on long term loan on annual lowers the rates of interest which short-term loan gives slightly higher interest rate. It was also found out that long term asset are more expensive which and generally decreases the profit margin within the relationship between interest and the source. The study concluded that the higher the performance of loans, the lower the provisioning and that the higher the level of loans under less favorable rating cost, the more the cost and the lesser the profits. The study recommended that specific practical tool for determining the characteristic of the advert and the effect on profitability used in the study used in other commercial banks to give comparison results

Buhler & Nufer (2008) aimed to analyze the advertisement on customer buying behavior of commercial banks in Nigeria. The specific objectives of the study were effects of different forms of advertisement on buying behavior of commercial banks products. The study took a sample size of 8 commercial banks in Liberia. Data was collected and analyzed by use of both descriptive and inferential statistics, which included the use of standard deviation, correlation and regression analysis. The study found out that there were positive relationship between bank net income and business cycle and loan. It also found out that there were negative relationship between net income and liquid asset ratio, deposit ratio and asset ratio. The study found that profitability is enhanced for commercial banks holding some liquidity assets, however, it is believed that there is a point as which holding further liquid assets lowers a bank's profitability. It also concluded that a bank with more deposit is able to be more profitable and the higher than loan asset ratio high profitability. It was further concluded that business cycle and regulation also significantly affects profitability. The study recommended that commercial banks should put in place a policy that regularly monitor the liquid assets of the bank to ensure that it maintained at a level which has no negative effect on the profitability. That, liquid asset to be managed because excess of it negatively affects profitability and that central bank should put down a regulation which allows liquid assets of a bank be maintained from time to time to ensure smooth running of the business.

Bannered (2013) studied the carried out a study on personal selling, firm performance and value of Indian manufacturing firms. The specific objective of the study was to determine whether personal selling adversely affect company's rate of customer loyalty and whether personal selling adversely affect corporate customer relation. The study took a sample size of 250 firms, which was selected from companies listed on Bombay stock exchange. The study used correlation analysis to analyze the collected data. The study found out that when the intense of practice of management is higher, its adverse effect on corporate rate of return on assets of the year is greater. It was also found out that to some extent, the market realized that management acted with selfish motives and responded by lowering share prices and corporate value. The study concluded that managers managed personal selling in an effort to gain from current year performance, but their gains took the form stock options or other future prize related compensations, they should realize that their management in a given year had an adverse effect on market prices in subsequent years and thus they might actually be on the losing end of the scale. The study recommended investigations of general findings on the

Indian firms and importantly control variables such as sectors from different countries should be used.

Blattberg (1990) stated that sales promotion as “an action-focused marketing event whose purpose is to have a direct impact on the behavior of a firm’s customer” The specific objectives to examine the relationship between promotion management plan executive compensation, between debt limit and reduction of executives financial performance and earning response coefficient. The adopted a sample of 100 companies listed at Tehran security exchange. Data collected was analyzed by use of regression and correlation analysis and was found out that there was no correlation between promotion management enticements and reaction coefficient in most of the sub hypothesis. According to the study, there exists a negative correlation between the promotion management incentives on earnings reactions coefficient. Under such conditions, the organizational management engagement in the financial presentation process decreased the reported data’s quality. The study recommended that a sound decision making occur the provided data are on time, complete, dependable, significant and understandable.

2.4 Summary of literature review and gaps

The above literature shows major contributions of several publications on marketing promotion on SMEs growth; unfortunately no publisher has come out to clearly assess the role of marketing mix on customer relations in soapstone carving business in Kisii County, Kenya. Equity theory applies to the issue of customer satisfaction, product quality, and product price. In case the expectations of customers with a particular product differ the customer has no option apart from switching to a different product which he or she may be comfortable with, customer expectation must be matched with the actual performance hence determining the seller-buyer relations. The theory did not address the effect of place and promotion on customer relations, which will be considered in the current study. On the other hand as per assimilation theory, consumers The products are divisible to trading activities taking place regularly in the period with no control of short-term asset sales by borrowing and lending possible at the same interest. This includes every investor which can buy as much of an asset as it needs to achieve market price, the risk free interest rate being constant with known certainty. Early literature based on credit uses long-established specific methods of credit risk, whose major complicatedness their dependence on historical information which may be explained by either place or place. Contrast theory addresses the issue of customer

satisfaction since the theory emphasizes risks are inseparable from high rewards. An investor therefore stands to benefit from this diversification and reduction of the riskiness of the portfolio. The theory further states that only unsystematic risks which are specific to certain types of stock can also be diversified as the number of portfolios increase. This theory provides the framework with the idea to measure and specify risk of an investment to develop the relationship between risks and returns expected but didn't include price which is considered in this study.

Most of them have the same objectives but the way they have approached their studies creates gaps and room for several criticisms: no single publisher has chronologically assessed the role of marketing mix. Some topics as noted by Gilmore Carson and Taylor Biggs (2002), Crake and Go (2008) and Walsh and Liptinski (2009) in short much of the writers lack theoretical flows, depart from exchange concepts, lack mutual exclusivity between the four categories (4ps) they are obsolete due to a production-oriented definition of marketing. Some of it neglects marketing activities and much of them are functional rather than strategic in that they focus on purchase of consumption experience and because of this some of their theories aren't applicable in theoretical sense. Due to these reasons some of their recommendations have diverse cost implications which includes time and money, their recommendations tend not to motivate workforce. These criticisms have made the marketing firms to be in a dilemma and therefore look forward to a new model which can try to harmonize the empirical literature available. Their desire creates a big gap which calls for further research to bridge which decision the researcher has taken.

Table 2.1 Summary of research gaps

Researcher	Topic/Objective	Research Finding	Research Gap	Focus of the study
Blattberg (1990)	To examine the effects of sales promotion on customer awareness	sales promotion affect customers awareness	The study did not focus on Customer relations.	Focused customer relations
Booms, & Bitner, (2012).	Marketing strategies and organization performance	Marketing strategies affects organization	The focus was on Marketing strategies	The study was centred on Marketing mix

	for service firms	n performance	and not marketing mix	
Consuegra, (2007).	An integrated model of price, satisfaction and customer loyalty:	A price, satisfaction and loyalty are related	The study aimed on customer satisfaction and loyalty not retention and acquisition	The study was based on customer retention and acquisition
Nusairat, (2004).	marketing mix on Arab patients choice decision of Jordan hospitals for medical Treatment	marketing mix had significant influence on choice decision	marketing mix choice decisions but not branding and packaging	market mix in terms of branding and packaging was studied
Bannered (2013)	role of personal selling in home insurance in India's market	brings the existence of a product to the consumers awareness	The study failed to relate personal selling and customer relations	Customer relations as a result of personal selling
Buhler & Nufer (2008)	impact of advertising on consumer buying behaviour	advertisement has a greater potential in the buying behaviour	The study did not address personal selling	The focus of the current study was personal selling
Svetlana (2014)	the role of advertising in promoting a product	Positive relationship in creating market awareness	The study was centred on awareness through advertisement	The study was centred on customer relations through promotion
Cecile (2003)	explored possibility of promotion on small enterprise development and job creation in culture sector	Promotion channels for selling brings growth and competitiveness in economic ventures	Market mix and customer relations	Market mix and customer relations in soapstone carving business

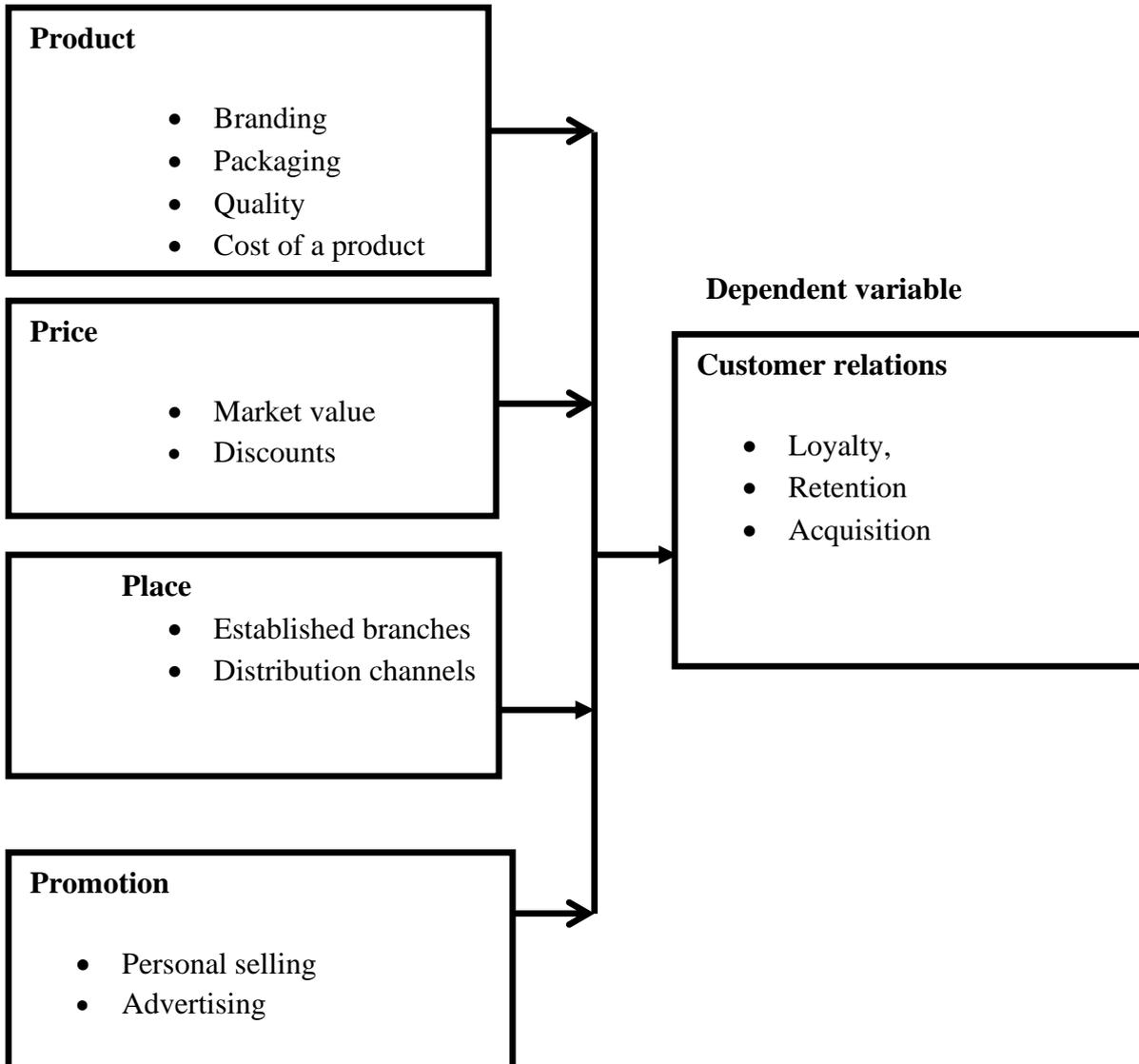
	in SADC region			
Jena (2010)	challenges faced by local craftsmen in promoting sales	Among them are illiteracy, poverty competition and machine made	Challenges of illiteracy, poverty competition and machine on sales	Market mix and customer relations
Azizi (2013)	marketing mix and consumer behaviour	understanding buyer tendency and Their relationship with marketing mix is necessary.	Marketing mix and Customer behaviour but not customer loyalty	Market mix and customer loyalty
Owomoyela (2013)	marketing mix elements on consumer loyalty with special reference to Nigerian breweries Plc	The result showed that marketing mix elements have significant effect on consumer loyalty.	Customer loyalty	Market mix and customer relations
Sukati (2012)	Investigated the effect of the 4ps on customer decision making in Palembang, Indonesia traveling agents	Only product and price were associated with customer decision-making over travel agents.	The research problem was Customer decision making not customer relations	The problem was customer relations
Dana (2013)	marketing mix elements on customer-based brand equity	Market mix influences design and creation of branding strategy	Focus was branding strategy and not loyalty and packaging	focused on branding and packaging on customer relations

Source; Researcher (2019)

2.5 Conceptual Framework

Conceptual framework shows the relationships of variables under the study of factors affecting marketing mix as an independent variable and customer relationship as the dependent variable.

Independent variables



Source author (2018)

Figure 2.1 Conceptual Framework of the Study

The conceptual shows that independent variable; Product Quality will be measured by level-branding and –packaging, Price –quality and –Discounts, Place -Established branches and -Mobile or networking, Promotion -sales promotions and –advertising while dependent variable; Customer relations will be determined by -loyalty,- Retention and –acquisition.

A product is something, which can be provided to the consumers for attention, applications, usage or acquisition meant to fulfill a specific needs or want. A product forms the key art of a marketing mix strategy under which all retailers can provide consumers symbolic and experiential attributes to differentiate products from the rivals . However, it is as well associated with how the product s means to the consumers.

Price is the amount of money paid for product. Customers are price sensitive thus product's price plays a significant factor in the nature of marketing any given product. Pricing of the already available products is considered elastic, a reflection that unit sales will raise or decline more responsively according to the price changes.

Place is any way that the customer can obtain a product or receive a service, also known as distribution.

Customer relations sis is considered as predisposed reaction expressed over time, by various decision making unit, in respect to multiple alternative brands from number of such brands and is a function of psychological processes. Its defined by the power of the connection between relative attitude and repeat support, and that it contains both behavioral and attitudinal elements. The argument focuses on blending all three factors of physical, emotional and value aspects on target clients and attaining a significant customer experience with establishing a long-term customer relation.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design

The study adopted descriptive research design. A descriptive research design is described as a step-by-step description of the phenomena as it is. Descriptive research strategy was suitable since it describes how when and whom to acquire the data under study as the condition is and sightsee it fully. The design encompasses asking respondents on how they experience the situation the way it is directly as they observe it. It was important since it allowed collecting large volume of data by use of questionnaire in a standard group of individual elements (Micheni 2011).

3.2 Target Population

The target Population of the study constituted 53 carving enterprises operating in Tabaka Town (Kisii county revenue records 2017) with the total population of 857 employees whereby the study will use 10% of the population to select a sample size of 86.

3.3 Sampling design

Simple random stratified sampling technique was employed to select 10% of target population in each category; because Mugenda and Mugenda (2003) posits that 10% to 30% of the population is enough, therefore a sample size of 86 respondents was selected. The sample size was computed as shown below;

$$857 * 10\% = 85.7, = 86$$

3.4 Data collection

The primary data was used which was obtained by use questionnaires. To ease analysis of data to be collected structured questions were adopted. Questionnaires were self-administered to the respondents through drop and pick later approach. The closed ended questions enabled the researcher to collect quantitative data. (Mugenda, 2009). In order to enhance the level of

response, several follow up visits were made to the firm so as to remind the respondents and make them appreciate the seriousness of the research.

3.4.1 Data collection procedure

Having obtained the necessary documents the researcher visited the study area, identified the study population, count and established the study sample which made the study respondents. The respondents were then issued with the study questionnaires. Which they respondent and was collected after one week.

3.4.2 Validity of Research Instruments

As stated by Mugenda (2009), the study's validity defines the extent to which its measures are reliable and effective to the research's objectives. A study's validity is substantiated with the support of the researcher's supervisor and other interim specialists covered in the study.

3.4.3 Reliability of Research Instruments

According to Mugenda (2003) reliability means the consistency of a measure. Saunders (2009) recommended for the application of piloting in developing the study tool to ensure the respondents get it easy to answer the required questions and makes it easy for analysis of the data provided. Cronbach's coefficient alpha technique which was computed using SPSS was also used to measure data reliability. Alexander (2014) recommended that reliability is reliable when Cronbach's coefficient alpha is more than 0.7 and if it is less than 0.7 then data collection instrument is not reliable (Tabachnick, 2017). Cronbach's coefficient alpha was computed and it was .824, which confirmed that the data collected was reliable.

3.5 Data Analysis

Data collected were edited, coded and keyed into statistical programs for analysis then the coded data was scrutinized by help of descriptive statistics like that of percentages weighted means and standard deviations while inferential statistics such as t-test to test individual Betas and F- test were used to test all Betas in the final conclusion of the study. Correlation was used to investigate individual marketing element and customer relations in mult-linear regression model. The data were presented in tables and figures and then the findings were

drawn. The study used multi-linear regression analysis to assess the relationships between marketing element and customer relations as given in this model

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon \dots \text{Where;}$$

Y-customer relations

ε -Error term

β_0 – is a constant term of relations independent

$X_1, X_2, X_3,$ and X_4 ; X_1 – product, X_2 –price, X_3 –place and X_4 - Promotion

$\beta_0, \beta_1, \beta_2, \beta_3,$ and β_4 0,1,2,3,4 is Regression co-efficient

In the model β_0 - is a constant term of the variables and dependent variable Y is a predictor variable to establish an unexplained variation in the model and its variability was tested by 0.05 sensitivity analysis. The data was presented in tables and figures.

Table 3.1 Operationalization and measurement of variables

Variable	Type of Variable	Indicators	Quantification of variable	Measurement
Marketing mix	Independent	Product <ul style="list-style-type: none"> • Branding • Packaging • Production units • Cost of production 	Number of items branded Number of items packaged Quantity produced	Rating scale 5-1 Nominal
		Price <ul style="list-style-type: none"> • Market value • Discounts 	Sales volume Amount of Discount offered	Rating scale 5-1 Nominal
		Place <ul style="list-style-type: none"> • Established branches • Distribution channels 	No of distribution channels No of transactions No of distributors	Rating scale 5-1 Nominal
		Promotion <ul style="list-style-type: none"> • Personal sales • Advertising 	No of sales team No of advertisements No of promotion channels	Rating scale 5-1 Nominal
Customer relations	Dependent	Customer relations <ul style="list-style-type: none"> • Loyalty • Retention • Acquisition 	Visit frequency No Customer complains No of new customers	Rating scale 5-1 Nominal

3. 6 Ethical considerations

The major ethical issues of concern included informed consent, privacy and confidentiality, anonymity and my responsibility. The study provided the respondents with information on the purpose of the research, the extent of privacy and confidentiality among others. The respondents were made to understand that information given was passed to the third party without their consent. The respondents assured that their individual identified was not being disclosed in the study. The researcher acquired authority from NACOSTI to conduct a research.

CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION

4.1 Response Rate

Questionnaire return rate is the proportion of the sample that participated in the survey as intended in all the research procedures. Out of 86 questionnaire forms administered to the employees of the carving enterprises 77 were returned and other respondents were too busy thus making a questionnaire return rate of 89.53%, indicating a high response rate. Despite that 9 questionnaire forms were not returned; the researcher considered that the response rate was significant enough to provide valid and reliable conclusions from the data collected towards satisfaction of the study objectives.

4.2 Basic information of the respondents

The respondents were asked to provide their bio data concerning; gender, and education levels and the result was as follows.

4.2.1 Gender of the respondents

The respondents were asked to indicate their gender on the questionnaires, table 4.1 shows the distribution of the respondents according to gender

Table 4.1 Respondents Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	56	72.7	72.7	72.7
Valid Female	21	27.3	27.3	100.0
Total	77	100.0	100.0	

Source: Field data (2019)

The study showed that the majority of the respondents were male and found that male were 56 and female were 21 with respect to 72.7% and 27.3% respectively. This indicates that the carving enterprise takes into account the aspect of gender in recruiting its staff.

4.2.2 Education level

The study sought to find out the Level of academic qualification of the respondents and the following was the result as shown in Table 4.2

Table 4.2 Education level

	Frequency	Percent	Valid Percent	Cumulative Percent
Certificate	34	44.2	44.2	44.2
Diploma	9	11.7	11.7	55.8
Degree	12	15.6	15.6	71.4
Masters degree	5	6.5	6.5	77.9
Others	17	22.1	22.1	100.0
Total	77	100.0	100.0	

Source: Field data (2019)

The table 4.2 shows level of education, Certificate 34, Diploma 9, Bachelors 12, masters 5, and others were 17. The study revealed that the majority of the respondents had gone through formal education system most of them being at certificate level hence the respondents were able to understand the research content and able to answer the required questions.

4.3 Descriptive statistics

Descriptive statistics like mean and standard deviations (SD) which were obtained from the study variables in the questionnaire. Respondents were asked a number of questions on the scale of 1-5 where 5 represented larger extent (strongly agreed) and 1 to small extent (strongly disagreed).

4.3.1 Product and Customer relation

The study sought to determine the extent to which curving enterprises have embraced product. Respondents were asked a number of questions on the scale of 1-5 where 5 represented larger extent (strongly agreed) and 1 to small extent (strongly disagreed).

Table 4.3 Product

Product	N	Mean	Std. Deviation
Cost of a product	77	3.30	1.405
Product packaging	77	3.05	1.459
Right product quality	77	2.87	1.271
Product affects customer relations	77	2.42	1.436
Using different types of branding	77	1.43	.524
Valid N (listwise)	77		

Source: Field data (2019)

The results in table 4.3 shows the means and SD of aspects of products tested in the study to show the extent to which curving enterprises have embraced product. A mean of 3-5, shows that the respondents agreed with the aspect or the aspect in question has been adopted while a mean of 1-2 means the aspect had not been adopted or the respondent failed to agree with the aspect or it had been adopted to a small extent. The results shows that the following aspects of product or factors have been adopted by curving enterprises in Tabaka to a larger extent: cost of a product with a mean of 3.3, product packaging with a mean of 3.05, and right product quality with a mean of 2.87. The SD/ variation was low 1.405, 1.459 and 1.271 respectfully, that shows that product influences customer relations. However, the study showed a mean of 1.43 and SD of .524 on adoption of different types of branding showing that branding was used to small extent. Therefore curving enterprises in Tabaka adopts the concept of product for customer relation.

The respondents also were required to provide other ways that product affected customer relations in their business which were not captured in the study. The respondents were able to identify the following ways in order of significance: experience on product performance, shared values, attitude of indifference, and customer treatment. This is because customers who had a negative experience told others. Shared values are the primary reason for a strong brand relationship. It also takes a positive experience to make up for one unresolved negative experience. Customers quit because of the attitude of indifference toward the customer by the

owner, manager or some employee and finally buying experiences was on how the customer feels they were being treated.

The study agreed with that of Hirankitti, *et al* (2009) who found that in high opinion for service; product offer can be elucidated based on two constituents: the main service standing for fundamental benefits; the secondary services for the tangible and improved levels of products. Principle benefits can be described better in form of delivery of specific services. On the other hand Ferrell (2005) discourses that the product is the main element of the marketing strategy thus sellers can offer distinguished characters that describes their product differently from those of the competitors. In the marketing mix products from the competitor need to be discriminated by offering unique quality goods by so doing the unique product will have or characterized by quality, design, features, brand name and size.

4.3.2 Price and Customer Relations

The effects of price were analyzed in this section. Statements were outlined in a 5 point likert scale and respondents were required to agree or disagree with the statements which were in regard to aspects of price. In a scale of 1-5 was used to show the extent to which the respondents agreed or disagreed with the effects of price on CR. A mean of 1-2 indicated that respondents disagreed, 3 means respondents were undecided and a mean of 4-5 means the respondents were in agreement with the aspects of price in question. Table 4.4 illustrates the means and standard deviations of the results.

Table 4.4 Price

Price	N	Mean	Std. Deviation
Price affects customer relation	77	2.90	1.165
Value of money	77	2.83	1.240
Price of a product	77	2.69	1.388
Discounts offered to customers	77	2.60	1.029
Market value as per sales volume	77	2.09	1.407
Valid N (listwise)	77		

Source: Field data (2019)

The research indicated that the majority of the respondents were undecided with the following aspects of price that affects CR: Value of money, Price of a product and Discounts offered to customers since their mean was near 3 and their SD was low (less than 1.3). This was therefore an indication that price is not a sensitive factor or aspect in relation to customer relations. However, the results indicated that Market value as per sales volume aspect did not feature as an important aspect of price that can influence customer relation with a mean of 2.09 and SD of 1.407. Thus in regard to the aspect of Price affecting customer relation the respondents were neutral with a mean of 2.9 and SD of 1.169.

The respondents were required to give their opinions on what can be done on place to improve customer relations and the following was identified; most respondents indicated that channel segmentation highly influences customer relation. Assessing possible channel benefits and cost, selecting distribution strategies, selection of goals and decisions, and finally by choosing the right channel will enhance customer relations in the said order.

The study was in line with that of Taylor (1996) who studied the effect of price on customer loyalty and noted that, the demand for ethnic handcrafted merchandise is particularly strong in the growing homemade product sector. Also Armstrong (2006) Asserted that aims of pricing should result from organizational marketing objectives and goals. The pricing objectives which are common includes; getting a return on investment and share of the market, price stabilization and stabilization of margins and preventing or maintaining competition.

4.3.3 Place and Customer Relations

The study sought to determine the extent to which curving enterprises have embraced place strategy. Respondents were asked a number of questions on the scale of 1-5 where 5 represented larger extent (strongly agreed) and 1 to small extent (strongly disagreed). The results in table 4.5 shows the results in means and SD of aspects of place tested in the study to show the extent to which curving enterprises have embraced place strategy to enhance customer relations.

Table 4.5 Place

Place	N	Mean	Std. Deviation
Number of distribution	77	3.68	1.381
Distributors	77	3.39	1.126
Distribution of the product	77	3.26	1.185
Place is crucial in customer relations	77	3.09	1.227
Established number of branches	77	2.97	1.181
Valid N (listwise)	77		

Source: Field data (2019)

A mean of 3-5, shows that the respondents agreed with the aspect or the aspect in question has been adopted while a mean of 1-2 means the aspect has not been adopted or the respondent failed to agree with the aspect or it has been adapted to a small extent. The results in table 4.5 showed that the aspect of number of distribution has been adopted by curving enterprises in Tabaka to a larger extent with a mean of 3.68 and a SD of 1.381 which was low. The respondents were neutral to the aspects of distributors and distribution of the product being having a mean of 3.39 and 3.26 with low SD of 1.126 and 1.185 respectively. However, the study showed a mean of 2.97 with a low SD of 1.181 on establishment of number of branches. Place was crucial in customer relations had a mean of 3.09 and a SD of 1.227. Showing that place was used to neutral extent. Therefore curving enterprises in Tabaka adopts the concept of place for customer relation.

The study required the respondents to list other roles of price in enhancing customer relation and the following were identified. Price reduces customer-churning, price also act as appoint of differentiation. Price indicates repurchase and loyalty functions, reduces market rejection finally, price can be used to evaluate alternatives.

As stated by Alexander (2014), once travel agents sell their products to a client, thy charge which in it includes percentage of the sales price as part of their commission and found out that various contracting terms more favorable to loans to suppliers whose key customers have higher returns as assets. It would also be discovered that the impact of key client earning

performance on loans contracting terms are weaker for borrowers with earlier loan connections with the financial institutions while its considered more strong for borrowers that are dependent on their key clients. Jena (2010) conducted an empirical study which aimed to investigate price of local craftsmen in local craft reforms in liberalized competitive market and how they are responding to global conditions, among them are illiteracy, poverty competition and machine made. Diminishing home markets. Taylor (1996) studied the effect of price on customer loyalty and noted that, the demand for ethnic handcrafted merchandise is particularly strong in the growing homemade product sector.

4.3.4 Promotion and Customer Relations

The study sought to determine the extent to which curving enterprises embraced promotion strategy in relation to customer relations. Respondents were asked a number of questions on the scale of 1-5 where 5 represented larger extent (strongly agreed) and 1 to small extent (strongly disagreed). The results in table 4.6 shows the results in means and SD of aspects of promotion tested in the study to show the extent to which curving enterprises have embraced promotion strategy to enhance customer relations.

Table 4.6 Promotions

Promotion	N	Mean	Std. Deviation
Use of advertisements	77	3.53	1.119
Use of sales teams	77	3.25	1.041
Advertising improves customer's loyalty	77	3.14	1.189
Promotion in terms of personal sales and advertisement	77	2.69	1.388
Valid N (listwise)	77		

Source: Field data (2019)

A mean of 3-5, shows the extent to which respondents agreed with the aspect or the aspect in question has been adopted while a mean of 1-2 means the aspect has not been adopted or the respondent failed to agree with the aspect or it has been adapted to a small extent. The results in table 4.6 showed that the aspect of promotion has been adopted by curving enterprises in Tabaka to neutral extent. The respondents agreed to with the aspects of use of advertisements with a mean of 3.53 and SD of 1.119 this indicated that advertisement influenced customer

relation. Use of sales teams and advertising improved customer's loyalty having a mean of 3.14 and 3.25 and a low SD showing that the aspect was in place to a neutral extent. However, the study showed a mean of 2.69 and a SD of 1.388 that indicated a low variation of Promotion in terms of personal sales and advertisement on customer relation. The result indicated that promotion was used to a neutral extent. Therefore curving enterprises in Tabaka adopts the concept of promotion for customer relation.

Respondents were then required to indicate ways in which they thought could make promotion to enhance customer relations. The following issues were raised: share on social media, face book adds, share customer reviews, offer an upgrade or trade-ins, hosting events, in store promotions, social media contests, offer customers an exclusive preview and personalized promotions can be used to enhance customer relation. Finally analyze category trends to promote hot products in a timely manner when customers want it the most. Were the common ways items which if done on promotion can enhance customer relation.

The study agreed with Munusamy & Hoo (2008) who established the effect of promotion activities on market information. The study noted that infrastructures should be developed by vendors in such a way that it propositions dependable communications about their products. Also with that of Cavana, Roosta & Sekaran (2007) that examined the effect of promotion elements on customer behavior in serves industry. The study found out that there was a positive significant relationship between promotional elements in banks. Svetlana (2014) studied the effect of advertisement promotions on customer loyalty. It was also found out that long term asset are more expensive which and generally decreases the profit margin within the relationship between interest and the source. Buhler & Nufer (2008) aimed to analyze the advertisement on customer buying behavior of commercial banks in Nigeria. The study found out that there were positive relationship between bank net income and business cycle and loan. It also found out that there were negative relationship between net income and liquid asset ratio, deposit ratio and asset ratio.

4.3.5 Customer relations

The study sought to determine the extent to which curving enterprises embraced promotion strategy in relation to customer relations. Respondents were asked a number of questions on the scale of 1-5 where 1 represented strongly agreed and 5 to strongly disagreed. The results in table 4.7 shows the results in means and SD of aspects of customer relations tested in the study to show the extent to which curving enterprises have determines customer relation.

Table 4.7 Customer relations

Customer relations	N	Mean	Std. Deviation
Loyalty affects customer relations	77	2.71	1.450
Retention affects customer relations	77	2.23	1.356
Acquisition affects customer relations	77	2.10	1.447
Valid N (listwise)	77		

Source: Field data (2019)

A mean of 3-5, shows that the respondents agreed with the aspect or the aspect in question had been adopted while a mean of 1-2 means the aspect had not been adopted or the respondent failed to agree with the aspect or it had been adapted to a small extent as indicated in table 4.7. The aspect of customer relations has been adopted by curving enterprises in Tabaka to neutral extent with a mean of 2.71 in terms of loyalty with a SD of 1.150 thus loyalty affected customer relations. Retention affects customer relations with a mean of 2.23 and SD of 1.356 while acquisition affects customer relations with a mean of 2.10 and SD of 1.447. Thus, respondents disagreed with adoption of retention and acquisition aspects of customer relation. Dick and Basu (2012) the relationship can be ascertained by loyalty strength between repeated patronage and relatively attitude which is as a result of attitude and behavior mix. Also Oliver (2015) describes loyalty as deeply held commitment in rebuying a preferred service or product time in time out with unregard to time and situational influence where marketing has the potential to determine the product switching behavior. Chin (2011) also included an additional value in customer experience which is besides the physical and emotional features.

4.4 The correlation matrix of the study

The study used Pearson correlation to determine the relationships between the aspects of market mix and customer relations the results were as follows.

Table 4.8 Correlations analysis using SPSS version 21

		Product	Promotion	Place	Price	Customer Retention
Product	Pearson Correlation	1	.867**	.370**	-.193	.893
	Sig. (2-tailed)		.000	.001	.092	.000
	N	77	77	77	77	77
Promotion	Pearson Correlation	.867**	1	.369**	-.084	.829**
	Sig. (2-tailed)	.000		.001	.469	.000
	N	77	77	77	77	77
Place	Pearson Correlation	.370**	.369**	1	.245*	.403**
	Sig. (2-tailed)	.001	.001		.032	.000
	N	77	77	77	77	77
Price	Pearson Correlation	-.193	-.084	.245*	1	-.247
	Sig. (2-tailed)	.092	.469	.032		.031
	N	77	77	77	77	77
CUSTOMER RETENTION	Pearson Correlation	.893**	.829**	.403**	-.247*	1**
	Sig. (2-tailed)	.000	.000	.000	.031	
	N	77	77	77	77	77

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

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

The results showed that product had positively and significant relationship with promotion place and customer relations but the relationship is negative and insignificant with price. On the other hand promotion had positively and significant relationship with place and customer relations but the relationship is negative and insignificant with price. Place was found to had a positive and significant relationship is with price and customer relations. Lastly price had a negative and significant relationship with customer relations.

4.5 Regression Analysis

A regression model was calculated to establish the effect of marketing mix and customer relations in soapstone carving businesses in Kisii County, Kenya. The SPSS (v21) software was adopted to calculate the multiple regressions for the study.

4.5.1 Coefficient of determination

The study proved that R of 0.911 revealed that there was a strong positive correlation between marketing mix and customer relations in soapstone carving businesses in Kisii County, Kenya.

Table 4.9 Analysis of coefficient of determination using SPSS version 21

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.911 ^a	.830	.820	.424

a. Predictors: (Constant), Product, Place, Promotion, Price

The results as indicated by R square states that unit of change in market mix can cause a variation of 83% of the customer relations in soapstone carving businesses in Kisii County, Kenya. The rest (17%) can be attributed to other factors on in the study.

Table 4.10 Analysis of variance (ANOVA) on product and customer relations

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	60.643	1	60.643	296.161	.000 ^b
	Residual	15.357	75	.205		
	Total	76.000	76			

A. Dependent Variable: Customer relation

B. Predictors: (Constant), Product

The Anova result in table 4.10 for product indicated that it was significant over customer relations (P .000 <. 05)

Table 4.11 Analysis of variance (ANOVA) on price and customer relations

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	52.227	1	52.227	164.763	.000 ^b
1	Residual	23.773	75	.317		
	Total	76.000	76			

A. Dependent Variable: Customer Relation

B. Predictors: (Constant), Price

The Anova result in table 4.11 for price indicated that it was significant over customer relations (P .000 < .05)

Table 4.12 Analysis of variance (ANOVAa) on place and customer relations

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	12.315	1	12.315	14.503	.000 ^b
1	Residual	63.685	75	.849		
	Total	76.000	76			

A. Dependent Variable: Customer Relation

B. Predictors: (Constant), Place

The Anova result in table 4.12 for place indicated that it was significant over customer relations (P .000 < .05)

Table 4.13 Analysis of variance (ANOVAa) on promotion and customer relations

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	4.620	1	4.620	4.855	.031 ^b
1	Residual	71.380	75	.952		
	Total	76.000	76			

A. Dependent Variable: Customer Relation

B. Predictors: (Constant), Promotion

The Anova result in table 4.13 for promotion indicated that it was significant over customer relations (P .031 < .05)

4.5.2 Regression Coefficients

The study used multi-linear regression analysis to assess the relationships between marketing element and customer relations as given in this model $Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \epsilon$ and the results was as follows.

Table 4.14 Analysis of Coefficient using SPSS version 21

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	.232	.553		.573	.158
Product	.556	.086	.588	6.445	.000
1 Place	.207	.103	.187	2.015	.048
Promotion	.302	.116	.260	2.612	.011
Price	.062	.086	.063	.720	.474

a. Dependent Variable: Customer Relations

b. Predictors: (Constant), Product, Place, Promotion, Price

$$Y = .232 + .556X_1 + .207X_2 + .302X_3 + .062X_4$$

Table 4.8 shows that while holding all other factors constant, customer relations was at .232. A unit increase in product increased customer relation by .556 in soapstone curving business in Tabaka- Kisii County and the relationship was significant $P < .05$. A unit increase in promotion led to .302 increases in customer relations in soapstone curving business in Tabaka- Kisii County and the relationship was significant $P < .05$. A unit increase in place led to .207 increases in customer relations of soapstone curving business in Tabaka- Kisii County and the relationship was significant $P < .05$. A unit increase in Price led to .062 increase in customer relations in soapstone curving business in Tabaka- Kisii County but the relationship was not significant. Thus if soapstone curving business need to be successive regarding marketing mix, they need to focus on product and promotion and to some extent place since they were found to be significant to customer relations.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATION

5.1 Summary of findings

The study sought to assess the effects of marketing mix on customer relations in soapstone carving business in Kisii County, Kenya. Specific objectives were to assess the effect of product on customer relations, to find out the effect of price on customer relations, to determine the effect of place on customer relations and to evaluate the effect of promotion on customer relations. Out of the 86 questionnaires distributed 77, were completely filled and returned. The response rate was considered significant enough that provided valid and reliable conclusions from the data collected towards satisfaction of the study objectives. On demographics, the study revealed that the majority of the respondents were male at 72.7% while on level of education levels the study revealed that the majority of the respondents had gone through formal education system most of them being at certificate level hence the respondents were able to understand the research content and able to answer the required questions.

5.1.1 Effects of product on customer relations

The study sought to determine the effects of product on customer relation and the results showed that cost of a product affected customer relations most while right product quality did not feature much. Therefore curving enterprises in Tabaka adopts the concept of product for customer relation. A correlation analysis revealed that product had positively and significant relationship with promotion place and customer relations but the relationship is negative and insignificant with price. The study proved that product contributes to .556 of customer relations of soapstone curving business.

5.1.2 Effects of price on customer relations

The research indicated that the majority of the respondents agreed with the aspects of price that affects Customer relations. Value of money was the most aspect of price that affected customer relations while discounts offered to customers was not adopted fully. Price had a negative and significant relationship with customer relations. A unit change in price led to .062 change in customer relations but it was not significant.

5.1.3 Effects of place on customer relations

The study sought to find out the effects of place on customer relations. It was found that number of distribution was adopted by curving enterprises in Tabaka. The respondents were neutral to the aspects of distributors and distribution of the product but establishment of number of branches had no effect. Showing that place was used to small extent. Therefore curving enterprises in Tabaka adopts the concept of place for customer relation. Place was found to had a positive and significant relationship is with price and customer relations. A unit increases in place led to .207 increase in customer relations and the relationship was significant.

5.1.4 Effects of promotion on customer relations

The study sought to establish the effects of promotion on customer relation. The respondents agreed with the aspects of use of advertisements with a mean of 3.53 and SD of 1.119 this indicated that advertisement influenced customer relation. However, the study showed a mean of 2.69 and a SD of 1.388 that indicated a low variation of Promotion in terms of personal sales and advertisement on customer relation. Promotion had positively and significant relationship with place and customer relations but the relationship is negative and insignificant with price. A unit increase in promotion led to .302 increases in customer relations in soapstone curving business in Tabaka- Kisii County and the relationship was significant $P < .05$.

5.2 Conclusion

The study attempted to determine the influence of product in customer relations in soapstone curving businesses in Tabaka-Kisii county, the study concluded as follows: the concept of product was adopted by curving enterprises where the cost of a product, affected customer relations. Further, the study concluded that product had positively and significant relationship with promotion, place and customer relations.

The study aimed to determine the effects of price on customer relations of soapstone curving businesses in Tabaka-Kisii County. The study concluded that; value for money had higher influence on customer relations and price affected customer relations negatively but the relationship was significant.

The study attempted to determine the influence of place in customer relations in soapstone carving businesses in Tabaka-Kisii County, the study concluded as follows: Number of distributions had been adopted by carving enterprises in Tabaka to enhance customer relations. Place influences customer relations positively and the relationship was significant.

The study also evaluated the effect of promotion on customer relations in soapstone carving business in Kisii county, Kenya. The study concluded that: Use of sales teams and Advertising improved customer's loyalty. Promotion, positively and significant influences customer relations.

5.3 Recommendations

The study attempted to determine the influence of product in customer relations in soapstone carving businesses in Tabaka-Kisii county, the study recommended for improvement in the use of different types of branding to enhance customer relations.

The study aimed to determine the effects of price on customer relations of soapstone carving businesses in Tabaka-Kisii County, the study recommended that the proprietors to improve on the market value and sales volume to maintain relations with customers. Also fair prices to be set as it affected customer relations negatively.

The study attempted to determine the influence of place in customer relations in soapstone carving businesses in Tabaka-Kisii County. The study recommended that carving businesses should establish number of branches to improve customer relations.

The study also evaluated the effect of promotion on customer relations in soapstone carving business in Kisii county, Kenya. The study recommended that Promotion in terms of personal sales and advertisement by carving businesses to be improved in order to enhance customer relations.

5.4 Recommendations for further study

The study assessed the effect of marketing mix on customer relations in soapstone carving business in Kisii County, Kenya. The study recommended for a further similar study to be conducted in a different set up, scope and industry like manufacturing firms.

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Appendices

Appendix i: Introductory Letter

Dear Respondent

I am carrying out a research project work under the supervision of KU University. The purpose of this questionnaire is to help us better understand **The Relation Between Marketing Mix And Customer Relations Based On Soapstone Carving Businesses In Kisii County, Kenya**

Please spare about 30 minutes and help complete this questionnaire. There is no correct or wrong response. All the information gathered is trustworthy at is will be purposely used in regard to academics only.

Yours faithfully,

Oyunge, M. Albert

MBA STUDENT-KENYATTA UNIVERSITY

Appendix ii: Questionnaire

SECTION A: BACKGROUND INFORMATION

1. Kindly indicate your gender
 Male [] Female []
2. Please indicate the level of your education
 Certificate [] degree []
 Masters [] Others []
 Kindly if others specify.....

SECTION B Product and customer relations

To what extent do you agree that following aspects of Product? Not to very large extent- (1), not to large extent-(2), Moderate extent -(3), Large extent- (4), Very large extent- (5)

Product	1	2	3	4	5
Using different types of branding in terms of item branded creates customer retention					
Product packaging in terms of packed items affects customer acquisition					
Production of the right product quality affects customer level of loyalty					
Cost of a product determines customer relations					
Product affects customer relations					

What other ways does product affects customer relations in your business?.....

SECTIONC Price and customer relations

To what extent do you agree that following aspects of price? Not to very large extent- (1), not to large extent-(2), Moderate extent -(3), Large extent- (4), Very large extent- (5)

Price	1	2	3	4	5
Prices which is the market value of a product makes customer to remain loyal					
Market value as per sales volume affects customers acquisition					
Discounts offered to customers determines loyalty					
The customers always think they can receive their value of money					
Price affects customer relation					

List other roles of price in enhancing customer relation

.....

SECTION D : Place on customer relations

To what extent do you agree that following aspects of place? Not to very large extent- (1), not to large extent-(2), Moderate extent -(3), Large extent- (4), Very large extent- (5)

Place	1	2	3	4	5
Established number of branches determines loyalty					
Distribution of the product at the right time affects customer retention					
Distributors determine the level of customer acquisition					
Number of distribution affects the number of transactions by loyal customers					
Place is crucial in customer relations					

In your own opinion what can be done on place to improve customer relations?.....

SECTION E Promotion and customer relations

To what extent do you agree that following aspects of place? Not to very large extent- (1), not to large extent-(2), Moderate extent -(3), Large extent- (4), Very large extent- (5)

Promotion	1	2	3	4	5
Use of sales teams increase customer retention					
Use of advertisements increase customer acquisition					
Advertising improves customer’s loyalty to a product					
Promotion in terms of personal sales and advertisement brings about efforts to encourage customers relation					

What do you think can be done on promotion to enhance customer relations?

.....

SECTION F CUSTOMER RELATIONS

a. Loyalty affects customer relations?

Strongly agree

Agree

Not sure

Disagree

Strongly disagree

b. Retention affects customer relations?

Strongly agree

Agree

Not sure

Disagree

Strongly disagree

c. Acquisition affects customer relations?

Strongly agree

Agree

Not sure

Disagree

Strongly disagree