

The Impact of Sales Promotion and Customer Satisfaction in Some Selected Mogadishu Shopping Centers

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Abstract: *This survey, desired to examine the impact of sales promotion on consumer satisfaction. This research also targets to find out various sales promotional on consumer satisfaction in the shopping Centers in Mogadishu Somalia. This research was conducted through a descriptive research design. The descriptive study design was considered appropriate as it enables description of the features of certain groups, estimation of the proportion of people who possess certain characteristics and making of predictions. The study collects quantitative data in the course of master data from the customers of the Shopping Centers, using a semi- structured questionnaire. Quantitative data were analyzed by descriptive analysis while qualitative data through content analysis. The sample size of this study was about 60 respondents. Overall study shows that the sales promotion is significantly correlated to customer satisfaction at level of significance. After seeing all the resolutions which are being mentioned the previous tables, it is clear that sales promotion is immediately impressed by customer satisfaction these two variables have a confidential relationship. The subject, therefore, advocates that the management of Shopping centers should formulate comprehensive and efficient sales promotion tools that try to establish brand awareness, creating favorable brand attitudes, gaining market share, leading satisfaction, building brand loyalty and increasing gross revenue.*

Keywords: Price discount, Buy one- get one free, Free Sampling, Coupon discount and customer satisfaction

1. Introduction

Sales promotion has been steadily built up until the 1960s and today is one of the central components in showcasing merge for some shoppers' items. Worldwide that has been employed as a part of request to empowering purchaser buys. Normally the spending that assigned to deals advancements has been quickly developing with advertisers turned their considerations to the applying deals advancements more than other showcasing blend, for model, passing judgment. Expanded media costs have been reported as the primary estimate this change of accent. The expanding utilization of recommended advancements has affected buyers to wind up arrangement inclined more than past circumstances, and it thusly refreshes advertisers to depend more on deals advancements to react to this shopper conduct drifts and to keep their buyers from rivals (Jobber & Lancaster, 2009)

Over 200 reviews on deals advancements was distributed in the previous 10 years, contrasted with around 40 studies between 1965-1983. This emotional way up in research can be elucidated by both the expansive growth in limited time spent and the accessibility of scanner board information (Chandon, 1995). Organizations advance their merchandise and ventures by utilizing publicizing, deals advancement, advertising. Dallas' advancement and advertising are most utilized alternatives.

The absence of an accord definition of satisfaction makes three major issues for a customer satisfaction look into: choosing a suitable definition for a given review; operational zing the definition; and deciphering and looking at exact outcomes. According Joan& Joseph (2000) critique of the existing literature demonstrates a broad change in the meanings of satisfaction. The absence of an agreed

definition constrains the commitment of consumer satisfaction look into. Without a uniform meaning of satisfaction, analysts can't choose a proper definition for a given context; create legitimate measures of satisfaction; or potentially get close and decipher exact outcomes. Customer satisfaction analysts have battled that these issues are unavoidable and all important.

In Somalia, according to the knowledge of the researcher there is no previous research carried on in this field. Thus, it is necessary to examine the Strategic impact of sales promotion on customer satisfaction in some selected Mogadishu Shopping centers.

The primary aims of the survey are as follows: to investigate the causal factors of sales promotion in some selected Mogadishu shopping centers, to examine the factors shaping the customer satisfaction in some selected Mogadishu shopping centers, to investigate the relationship between sales promotions on customer satisfaction in some selected Mogadishu shopping centers.

2. Literature Review

Ubeja (2014) sated There is significant impact or difference in the mean satisfaction level of customers because of various sales promotional factors, according to various demographic variables. According Mohamed (2015) In today's powerful business condition, advertisers must learn about marketing blend for the focused on purchaser desire, recognition, inclinations, mark mindfulness and conduct for understanding shopper fulfillment, product, price, place, and promotion have relationship with satisfaction. A sales promotion stimulates customer purchases and the efficiency of distributors through marketing activities excluding advertising, public relations and so along. In other words, a

sales promotion provides the incentive for consumers to purchase some specific products, and this incentive is different from the incentive provided by advertising with respect to the reasons to purchase those specific products. The aim of a sales promotion is to attract new clients, maintain existing clients who are contemplating switching brands and pay incentives to customers who are about to use competing products. Sales promotions vary depending on the situation and need, and they deliver an immediate effect on merchandise purchases. The fellowships aim to trade merchandise during a short period of time and help potential consumers make decisions easily as they consider numerous alternatives before buying products.

Packaging is one variable through which you can improve the satisfaction level in promotion through individual offering and open connection, encouraging. Progression of the item and administrations is fabricates the association with clients (raja et al, 2014). Sales promotion is one of the marketing communication tools that is used in attracting the attention of the customer and build their commitment.

In today's dynamic and competitive status, each business relies on upon the acknowledgment of the nodes. Clients have several decisions to go down on an official conclusion and they are intensely affecting the organizations in respect to the item value, quality and sizes. Among the distinctive marketing specialized devices, organizations are offering thoughtfulness regarding the Sales promotion to attract in the clients (Rashid et al, 2013).

3. Methodology

The study was conducted through descriptive research design. The survey described as a research design that used to present methodology use to investigate population by taking samples to study and discover occurrences (Oso & Onen, 2005). This design used to provide a numeric description of some portion of the population. The work utilizes a descriptive research design through quantitative strategy.

This work, taken among the clients of some selected shopping centers in Mogadishu-Somalia. The target populations are one of Mogadishu shopping centers, and it is Midnimo supermarket. The entire population of this study was 150 customers Midnimo supermarket as a sales Midnimo supermarket (Jama, 2017). The survey is limited in Mogadishu, the capital city of Somalia.

It is not so easy to examine the information garnered in a study manually without using any statistical software programs. In this study statistical packages will be practiced, particularly statistical package for social science (SPSS) version 16.0 to analyze the data will collect this study.

In the analysis, the researchers interested in looking at covariance between variables and one path of doing correlation analysis is to use Pearson's r test to look into the correlations between two groups of normal spread data. In this work, researchers will use Pearson's r (Pearson's sales, publicity and customer satisfaction correlation coefficient) to examine the correlation between variables.

4. Major Findings

This survey was essentially advised to distinguish the impact of sales promotion on customer satisfaction in some selected shopping centers in Mogadishu-Somalia. Farther, the survey was also tested the relationship between sales, publicity and customer satisfaction. To accomplish these aims, the respondent asked to respond to several items by choosing according to their perceptual experiences. Information on these objectives was analyzed using the SPSS descriptive statistics tool that indicates the means and standard deviation as following; questionnaire from consumers of shopping centers in Mogadishu-Somalia.

5. Recommendation

This survey shows that sales promotion has a important impact on customer satisfaction.

Thus, the shopping centers looking to raise the company's competitiveness and sales levels by drawing young customers and retaining the old ones of the company should consider the pursuit:

- Shopping centers must make attractive sales promotion that increases client satisfaction.
- The companies should give attention product features and categories
- Shopping centers must develop an attractive product design that increases client satisfaction.
- Shopping centers should make advertisement programs to inform clients what they have that leads advance in customer awareness and at least hints customer satisfaction shopping centers should use their advertisement in appropriate media and exercise it systematically so as to improve customer satisfaction.

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