

**FACTORS INFLUENCING THE CONTROL OF COUNTERFEIT SPARE PARTS IN  
THE MOTOR VEHICLE INDUSTRY IN KENYA.**

**A CASE STUDY OF CAR AND GENERAL LIMITED**

**BY**

**KENNEDY MATHEKA MUSYOKA**

**ADM NO.BBM (DL) 312/0598**

**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILMENT OF THE  
REQUIREMENTS FOR AWARD OF BACHELORS IN BUSINESS MANAGEMENT.**

**MOUNT KENYA UNIVERSITY**

**FEBRUARY 2014**

## ABSTRACT

Counterfeit spare parts control involves establishing the factors that have influenced the ability to curb the menace. Different initiatives have been adopted to help in curbing the menace, however there has been little impact; instead increase has been notable. The main purpose of this study was to analyze the factors affecting the control of counterfeit spare parts in the growing motor vehicle in Kenya. The research was carried at the Car and General Ltd. The objectives of the study were to find out the effects of government policy, technology, foreign trade and lack of awareness has influenced the control of counterfeit spare parts in Car and General Company. The findings of the study shall be of significance to the researcher, stakeholders, and investors in establishing the best ways in curbing the menace of fake spare parts in the industry. The study was limited to Car and General and adopted descriptive survey research design. The target population for this study was 317 employees comprising of 3 Directors, 3 General Managers, 32 Departmental Managers, 60 Company Technicians/Engineers, 64 Supervisors, 55 Machine Operators and 100 sales people. The study used stratified random sampling method to obtain 34 respondents as the sample size. This study used primary data which was collected using questionnaires and interview schedules. The data analysis included both qualitative and quantitative techniques. The qualitative data was summarized and categorized according to common themes and presented using frequency distribution tables. The quantitative data was analyzed using (SPSS) to generate frequency distributions and percentages to assist the researcher in answering the research questions. Content analysis was used to analyze qualitative data. Data was presented in form of tables, figures, percentages and frequencies. In summary, the study findings indicated that government policies, technology, foreign trade and awareness creations were factors that greatly influenced the control of fake spare parts. The study recommends that a similar study be conducted in other developing countries in order to diversify the findings