

**AUTOMATION OF PROCUREMENT ACTIVITIES AND
CUSTOMER SATISFACTION IN SUPERMARKETS IN KENYA; A
case study of Samrat supermarket Nyeri .**

FLORENCE ADHIAMBO NALIANYA

BBM/09/113/1210

**A RESEARCH PROJECT SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF
DEGREE IN BUSINESS MANAGEMENT (PURCHASING AND
SUPPLIES MANAGEMENT OPTION), MOUNT KENYA
UNIVERSITY SCHOOL OF BUSINESS AND ECONOMICS.**

OCTOBER 2015

ABSTRACT

The purpose of this study was to establish whether the introduction of automation in procurement activities in supermarket retail chains with a case study of Samrat supermarket Nyeri has increased their customer satisfaction. The background of the study has looked into the history of automation and its relationship with customer satisfaction. The study was guided by the following objectives; to establish whether automation of ordering leads to increased customer satisfaction among customers of Samrat supermarket; to determine if automation of stock control leads to increased customer satisfaction among customers of Samrat supermarket; to assess whether automation of payment leads to increased customer satisfaction among customers of Samrat supermarket; and to determine if automation of Receiving leads to increased customer satisfaction among customers of Samrat supermarket. Research questions were used to seek and summarize responses.

Literature review was secondary and was done by collecting previous information from both the library and online sources. A vast number of materials were collected from the Kenya National Library Services located in Nyeri.

The population of interest of this study constituted supervisors, General staff and customers of Samrat supermarket. The researcher employed Kulneet's and Nassiuma's propositions to get the sample size of the study and thereafter stratified random sampling to pick on respondents. The researcher engaged a sample size of 38 respondents. Data collected constituted both primary and secondary data was collected by use of 38 questionnaires, which were both closed and open ended. This study is essential to workers [General staff and supervisors], customers and future researchers in fields related to procurement as well as other stakeholders in procurement. It is also useful to the government especially in its desire to streamline the procurement sector as a way of managing costs of products in the economy.