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ABSTRACT

The study established how Order quantity affect the Stock levels in retail supermarkets outlets. It determined how Vendor managed inventories affects the Stock Levels in retail supermarkets outlets. It also establishes how the transport affects the stock levels in retail supermarket outlets and determines how Customers affects the stock levels in retail supermarket outlets. It ranged from materials, items and products brought to the supermarkets retail outlets. The survey indicated that there were 226 retail supermarkets outlets in the Country and 102 retail supermarkets outlets within Nairobi County. The researcher took a study of 99 retail supermarkets outlets for the study and used 3 retail supermarket outlets in Pilot study. These included Gilani Supermarkets, Magunas supermarket and Ole Moran supermarkets. The Researcher used descriptive research design to carry out the research Study. A study population of 99 respondents was used. The researcher used the survey method to carry out the study of research in retail supermarkets outlets. Out of the 99 questionnaires there were 68 respondents. Primary and secondary method was employed by the Researcher in data collection. Drop and pick method was used to collect the data from the respondents. Structured questionnaires were made and given to the respondents and personal interviews were also employed in the data collection. There were various levels of departments involved in its operations which included the Tuskys, Naivas, Carryfour, Quick Mart and Uchumi Supermarkets with five departments. There was Response rate, Pilot study and Reliability of the Research instruments and Demographic findings. The Data collected was analyzed and presented in frequency tables and figures through Model summary, Analysis of variance and Coefficient analysis. Recommendations were made from the research study and recommendations for further studies made in other Business environments.

Key Words: Order quantity, Vendor Managed Inventories, Transport, Customers, Retail Supermarket

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INTRODUCTION

Stock is the determination of amount of items or materials that inventory can hold. It further means commodities offered by organization for sale or in process for sale. These could be raw materials finished goods and work in progress in case of the manufacturing firms (Lysons,2016) Stock levels is the rate at which amount of stock in a store house which was maximum Minimum and the ordering levels. Regardless of the type of supermarkets retail outlets stock levels in a storehouse, there are different types of systems employed. Two main objectives of the study was to minimize stock carrying cost and minimize costs due to stock outs situations. A Computer based storehouse was automatically programmed and made supermarket retail outlet stock levels decisions and minimized this two kind of costs according to (Narasimhan,2014)

Retail supermarket to miss 5% of the sales through out of stock. It was a hurting revenue and poor product availability means dissatisfied customers and poor financial performance according to (Oliver Wyman, 2012).The computerized warehouse was where stock levels were determined in a supermarket retail outlet. Retailers with other supply chain members searched for new ways and made available stock levels. Retailers in coordination with other supply chain members devoted particular attention to warehouse management and achieved certain costs according to (Alani, 2014).

Stock outs and poor stock flow was associated with poor record keeping in retail supermarket outlets. Proper and good record keeping explained why out of stock levels could either be costly and it also explains why retailers tackled these problems according to (Oliver Wyman 2012).Lead-time varied from one order to the other .There was by the use of the simulation approach method. These led to stock levels increase on

Order quantities and resultant frequency of purchases, order points. Early purchasing specialists were involved in development projects and the risk of loss for example through expiry dates and led to financial loss (Christopher, 2016).

Supplier development was defined as an activity that a buyer undertakes to improve supplier's performance and capabilities to meet the buyers short or long-term supply needs. Early supplier development Programs resulted to good customer supplier relationship or process oriented programs. Supplier involvement starts in any product development or the item from the inception. This approach required demands that daily material and individual quantity order lead-time. Once lead-time was simulated it was repeated for several years. It was then converted into cumulative frequency and then was plotted figure (Laporte, 2015).

The purpose of the stock level management was to eliminate wastage and use equipment parts space and materials which included resources devoted to retail supermarket outlet stock levels. The philosophy of the operations occurred just in time and required in control and supply schedule. Electronic Data Interchange (E.D.I.) was used whereby suppliers were able to access the supermarkets retail outlets stock levels files electronically. The suppliers accessed the retail supermarkets stock levels as it was put by (Rizov, 2012).

According to (Kaluachi,2010)-customer service for supermarkets retail outlets consumers was manifested by product stock levels as fundamental performance indicator of entire supply chain by securing the adequate stock in supermarket retail outlet. With the different stock levels, there were various hazards associated, which included expiry dates, damages, theft and other inherent risks and loss. One of the reasons as stated was because it

underwent many processes and therefore the supermarkets retail outlets attempted to increase the warehouse stock levels using efficient and reliable approaches and increased the service levels (Curtis, 2013).

The study also focused on the stock levels of the supermarkets Retail outlet in the Nairobi County. The supermarkets retail outlets faced various problems of stock level management and control of stock in the supermarkets retail outlets. Some of the biggest challenges in the supermarkets retail outlets was optimizing of the stock levels by the fact that it was an output of many stock processes. In the control of the inventory stock levels, there were several hazards associated with this. It included display of the products on the shelves other than the stock house. Although this was counter initiative, it was possible to reduce retail supermarkets outlet stock levels by improved service the levels simultaneously in the supermarkets this was according to (NBD, 2013).

The benefit of using Electronic point of sale system with inventory management was that it tied every activity from sales and returns to stock ordering, receiving, and unit tracking within a centralized system. Having stock counts adjust per-sale, automated reorder alerts, product-specific profitability reports, and barcode tracking, helps stores run at maximum efficiency plus it lets owners make data-backed inventory decisions for everything from stock reorders to sales promotions for slow-moving items (.Curtis, 2013).

With the right Inventory Management tools and techniques in place, a plan was surprisingly easy to maintain. But getting to that point was the challenge that many small business owners face. It takes time to understand which retail inventory management best practices fit your operation, then define procedures and adopt the right technology. So, this project often got pushed to

the bottom of the list. But interim shortcuts invariably led to stock shortages or overstocks, bad buys, and low-profit sales an ultimately impact the bottom line.

Statement of the Problem

From the study findings it was evident that challenges from the stiff competition and stock outs from the retail supermarkets outlets were some critical challenges faced by most supermarkets to a greater extent enhanced competitiveness and sustain performance, the supermarkets needed to ensure appropriate measures were considered to entice customers. This led to closing of some retail outlets branches like Wool Marts and Uchumi. In twenty fourteen four supermarkets closed down some branches and others were taken over like Nakumatt was taken over by Carrefour. In the stock levels there was a problem in these outlets because many firms and business enterprises need to meet the customer needs and wants. (Croucher Rizov, 2016).

In Nairobi County and was becoming difficult in current competitive business environment and global market place. There is an ever changing demand fluctuation and customers were looking for substitute products making determination of the stock levels to be difficult. There was change in customer value for the goods and this was a challenge and so this made the researcher to carry out the study. This was according to (R O K, 2018).

There was a problem in the accountability and crosschecking of items being received in business and retail enterprises in Nairobi County and there were several problems associated with this and this made the retail supermarkets stock levels determination. This led to inaccuracies which was caused by human error during and while counting merchandise. Human error was a problem that made the stock levels to be carried out. This was

brought about by ineffective physical counts. Lack of process and automation, inefficiencies and the use of manual tracking methods. There were no established systems or workflows in inventory tracking leading to carrying out of the stock levels. This was according to (Taleizadeh, 2015).

On the other hand, increase of branch network and business control mechanisms and Management of upcoming financial institutions on financial matters did not appear to be a great challenge Theft was a problem in retail business which led to stock outs hence leading carrying out of the stock levels in retail markets. There was internal and external theft retailers lose about 800 dollars annually according to (Njuguna, 2013). Internal theft was caused by dishonest employees and this made the researcher to carry out the study this was according to (Barrón, 2015)

Objectives of the Study

The main aim of the study was to establish the factors that affected the stock levels in Retail supermarket outlets in Nairobi County, Kenya. This study was guided by the following specific objectives:

- To establish role of Order quantities on stock levels in Retail supermarkets outlet Nairobi County.
- To evaluate the influence of Vendor managed inventories on stock levels in Retail supermarkets outlets Nairobi County.
- To examine the effect of Transport on stock levels in the Retail supermarkets Outlets Nairobi County Kenya.
- To establish the influence of Customers on the stock levels in Retail supermarkets outlets Nairobi County.

LITERATURE REVIEW

Transaction Process Theory

It is the process of establishing stock norms involving several steps where the first step was to

examine and to monitor periodic sales and physical stock per location. Second step it determined the stock requirement to just meet the demand without carrying excess or stock shortage. The third step it calculated the damage in terms of lost cash of inventories and lost sales. It then traced all potentially factors affecting demand and supply which Suggests, and with the fifth step that enabled the monitoring the variations from the stock norms and used the concept of dynamic Buffer Management (Knoke, 2018).

Transaction Utility theory explained it was the value derived by a customer from an exchange consisting of two drivers: Acquisition utilities and transaction utilities. Acquisition utility represented the economic gain or loss from the transaction, while transaction utility was associated with purchase and represents displeasure of the financial deal per and was a function of the difference between the selling price and the reference price. Choice of a format had been studied from several dimensions including the cost and effort as well as the non-monetary values. However, the study presented the complete picture and combines the aspects of the tangible as well as intangible values derived out of the shopping process were limited, (Cao,2011)

Most of the studies, from the developed economies, focused on the selection of a store. They represented a scenario where formats had stabilized. However, in Indian scenario formats were found to be influencing the choice of store as well as Orientation of the shoppers. Also, retailers experimented with alternate format with differing success rates. The author had found a study that was applicable in this theory. It was felt that the Transactional Utility Theory provided a suitable approach and made format decisions (Noori-daryan, 2015)

Theory of Constraints (TOC)

This Theory argued that, in distribution channel, stock was set according to average replenishment time. The average demand within replenishment time, fluctuations of demand within replenishment time; Fluctuations in replenishment time loss was caused by Shortage, customer tolerance time and cost of holding the stock. Stock norms were set and the minimax principle was used, as soon as the stock level fell below a predefined minimum level. An order was placed to replenish the stock up to the maximum level. The method seemed to reduce transportation costs, used the sales data and factor variables affecting demand like trade promotion, consumer promotion and seasonality affecting demand. The Theory of Constraint involved dynamics sticking to the system defined Stock Norms reduced the stock pressures on a supply chain and cuts down operating expenses and, at the same time contributed to an increase in Return on investment (Kotler, 2013). The process of establishing stock norms involved several steps which included. Step one was to examine and Monitors periodic sales and physical stock per unit per location. Step two, determined the stock requirement to just meet the demand without carrying excess or stock shortage. Step three it calculated the damages in terms of lost cash of both redundant inventories and lost sales. The fourth step it traced all potentially factors that affected demand and supply including the necessary adjustment suggestions. Fifth step, It enabled monitoring and variations from the stock norms and used the concept of dynamic buffer management (Tayur & Ganeshan.2012).

Bargaining Theory of Distribution Channels

A critical factor in channel relationships between manufacturers and retailers was the relative bargaining power of both parties. In this article, the authors developed a framework and examined

bargain between channel members and demonstrated the bargaining process. This actually affected the degree of coordination and that two-part tariffs which would not be part of the market contract even in a simple one manufacture one retailer channel. Establish the institutional and theoretical bases for those results, the authors relax the Conventional assumption and the item to be exchanged was completely specifiable in contract. This indicated that the institutions of bargaining had force, that affected channel (Kagira, 2010)

Coordination when the complexity of nonspecific ability of the product exchange was present in retail outlets. The authors found that greater retailer powers promoted channel coordination. Thus, there was conditions in which the presence of a powerful retailer actually benefited to all channel members. They also examined the implications of relative bargaining powers for whether the products were delivered "early" (i.e., before demand was realized) or "late" (i.e., delivers to the retailer only if there was demand). The authors presented the implications for returns policies as well as of renegotiation costs and retail competition. (Coelho, 2015).

Predatory Pricing Theory

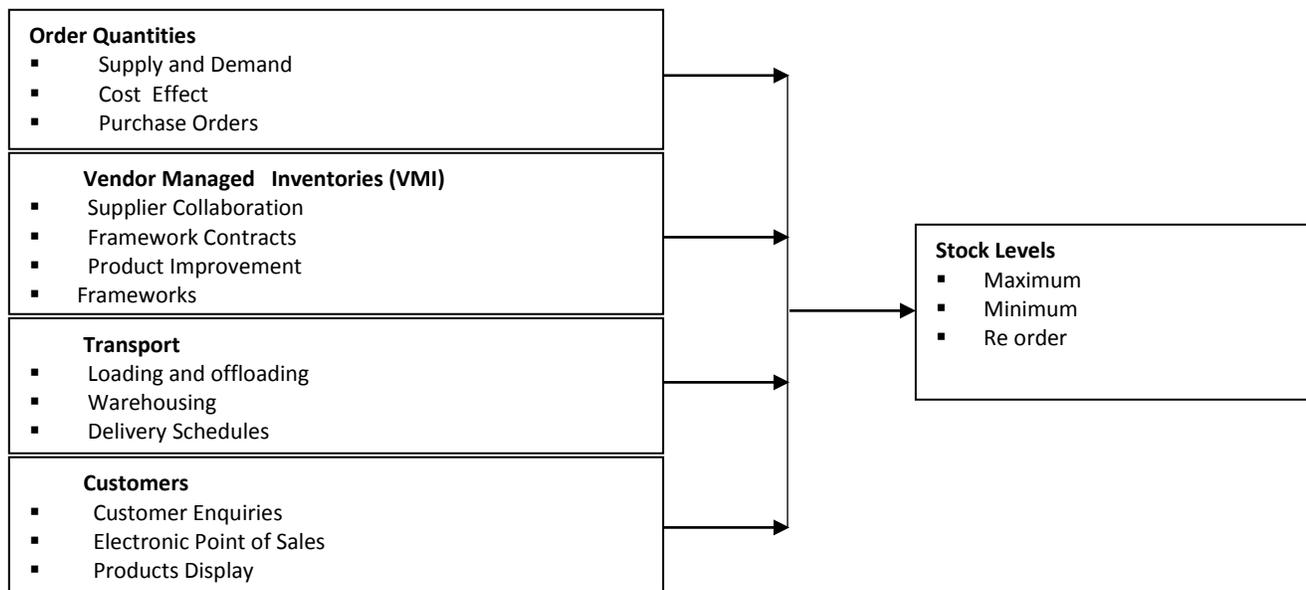
Many theories develop and analyze predatory pricing and try to develop legal standards that apply to all industries. The authors of this Article rejected the approach and focused on detecting predatory pricing in one particular industry retail food industry. The issue predatory pricing had taken on added importance in the retail food industry as conventional Supermarkets faced pricing decisions upon the entrance into the market of low-cost warehouse stores. The Article began by analyzing a conventional store's competitive response entry into the market of a warehouse store. The authors then discussed cost-based standards for detecting Predatory Pricing in

the Retail food industry, and concluded that predatory pricing should not be an antitrust concern in this industry. All predatory pricing cases, in our goal suggested a rule that would best fit one particular class of cases (Masese, 2016)

The best way to understand the impact of the various economic theories and rules was to examine their application in a specific factual setting.” “The class of cases considered here involved price cuts by conventional supermarkets in response to the entry of lower-priced warehouse stores. As Warehouse stores had appeared in more markets, price wars between supermarkets and warehouse stores had become increasingly common, leading to a number of private antitrust suits. They also led to the introduction of protective legislation in Congress and demands for government antitrust which focused on the way the defendant's conducted changes in response to entry. For example,

Professor Williamson suggested that defendants not be allowed to increase output in response to entry, while Professor (Baumol,2012), proposed that defendants be allowed to reduce prices if they do not raise them for a period of several years after an entrant exited the market. Neither of these proposals had been adopted by any court (Cao, 2011). Many warehouse stores were run by small, independent firms, but large retail chains such as Jewel and Food Giant had also established Warehouse outlets (Plane & Green,2011)

Non price differences among Supermarkets, such as different locations, make it unlikely that any single Supermarket made unlimited sales by charging prices only slightly below their rivals. At any rate, our conclusions were stronger in a retail grocery market instead perfectly competitive one, so adopted the less favorable assumption Monopolistic competition (Paulaj, 2012).



Independent Variables

Dependent variable

Figure 1: Conceptual Framework

Empirical Review

According to (Kotler,2010) Inventory management refers to all activities involved in developing and

Managing inventory levels of raw materials and finished goods when the stocks are low. Ordering quantities minimizes the balance of cost between

Inventory holding costs and Reorder costs. Order quantities According to (Makoka, 2016) the Order quantity was important for the suppliers in the supermarkets retail outlets and for small retailers in their Order quantities. Order quantity was important in customer pickups. Customers were informed when the Order arrived in the Retail Supermarket Outlet. Networks are necessary as they updated the Customers.

In India consumer goods were sold in terms of Millions in retail outlets. Manufactures used distributors in selling fast moving consumer goods in their orders such as soap detergents and commodities with low value. This was according to (Stamphord University, 2013). They had fixed Order quantity and discounts in India. Volume based quantity discounts average material cost for delivery orders in quantity per year. Quantity discounts improved profit according to (Sonilchopra, 2013) who stated that the major objective of Inventory Management was to inform managers how much of a good to reorder when to reorder the good and how frequently orders were placed.

Also the appropriate Safety Stock was for minimizing the stock outs. The Overall goal of Inventory was to have what was needed and to minimize the number of times which was out of stock. The developments of purchasing budgets fit closely with Purchase Research Orders. There were four types of budgets developed while making Order quantities. This includes Production Budgets, Financial budgets and Marketing and Sales budgets. Cost of Maintaining Inventories included the final price by consumer warehouse and provided optimum Stock at the lowest cost.

Vendor Managed Inventories of retail stores for the slow moving items could use drop shipping instead of storage at retail supermarket store. This was according to (Sonil Chopra, 2010)

manufacturers who allowed high level of Vendor managed inventories to be made available to customers without any limit imposed by shelf space as was put by (Grainger, 2010) in a study done in Japan ,7 Dream .com operated by 7-eleven Japan Information Technology allowed customers to pick their products online at designated stores .

There was customer pick up locations costs and those lower with the manufacturer or distributor to aggregation. Warehouses held fast moving items coordination was needed between the retailer inventory location and the pickup location. Decisions were made to form warehousing function S.K.U. should be stored in a warehouse and space was required for each product. Storage policy was followed. Warehouse managers usually tried to design storage process in association with picking activities because it was done in storage stage.

Order picking is the most labor intensive operation in a warehouse and consists of batching routing sequencing sorting and packing. Packaging activity is done manually with automated systems. There are Transport trucks which help in transporting products. According to(Lysons,2016) multiple product categories and present evidence like that of bathroom Tissue, Coffee, Detergents and paper towels are stock piled by the consumers. Supply chain management assumed that delivery services followed one of two forms. Transport services were assumed to be constant (Chen et al, 2000).

The impact of given transport behavior on a supply chain investigates actual transportation in a manufacturing company. Aim was to identify the actual Transport behavior and research model on supply chain performance. Otto and (Kotzab, 2010) defines six specific approaches to address Supply chain management varying focus. System dynamics and papers related to this perspective

focuses on distortion of demand patterns for various reasons demand forecasting, zero lead-time supply shortage

Order batching and price fluctuation (Due et al, 2010). Distortion was quantified by bullwhip effect variance of downstream and upstream demand (Chen et al, 2010). Information Technology is used to estimate and register deliveries in real supply chain. According to (Chen et al, 2010) Transport services is assumed to be constant. (Kim et al, 2016) in their work use same analytical approach to that of Chen and use and assume demand and supply as scholastic as they predict Supply & Demand (Chaharsoghi & Heydari, 2010).

Many buyer organizations attempt to nature feelings of positive identification among the suppliers by influencing perceptions towards Products. (Farrington, 2016) suggested that buyer Supplier development started at two levels at industrial level and cognitive level. Increased use of Information technology did not improve the levels of trust buyer true assessment of the suppliers in the Electronic Point of Sales. (Chao, 2010) suggested between the buyer and the seller. Organizations had increased flexibility to use alternative mechanism such as Electronic markets to choose their suppliers at global level and with very low coordination and switching costs (Laporte, 2015). Many buyer organizations attempt to nature feelings of positive identification among the customers by influencing their perceptions towards a feeling of belonging that refer to extended enterprise (Carsten et al, 2011). Customers required a consistency of approaches and behaviors that developed trust over time. Staff involved in supplier relations management should had a good combination of Commercial Technical and Interpersonal skills.

There were Customers. A Good Inventory represented cost of their owner. Manufacturer

had incurred cost of the material and labour. Wholesalers had materials tied in the inventory. Basic Customers management based their structures and names portfolio models. They analyzed two factors of two model concepts (Kraljic, 2013) classified Customers and based two factors profit effect and risk. Defining migration plan was a critical point for buyer because lots of problems was driven from poor definition. At the end of the process buyer should evaluate the implementation of migration plan results. There was the Buyer supplier promotion.

METHODOLOGY

A descriptive design was used to obtain information concerning the status of the phenomenon. To describe what existed in respect to variables in a situation by asking individuals about their perceptions attitudes, behaviors or values. Population of the study comprised 102 different categories of retail supermarkets outlets whereby 99 were local retail supermarkets and 3 retail supermarkets outlets were taken as pilot study which made a total of 102 retail supermarkets outlets within Nairobi County. The study was carried out in various levels of management of the supermarkets outlets, which included strategic level of management, Tactical level of management and operational level area of management's areas of study. Stratified random sampling procedure was administered in subject Identification. Stratified random sampling was aimed at selecting group of subjects for the study in such a way that the attributes was a representation of larger group from which they were to be drawn. The data was analyzed by using descriptive and inferential analysis. According to Saunders et al (2009), descriptive analysis was the term given to the analysis of data that helped one to describe show or summarize data in a meaningful way. It provided meaningful distribution of scores using statistical measures of

central tendencies dispersion and distribution Kothari (2008). Quantitative analysis method was applied to analyze quantitative data where data was scored by calculating the percentage and mean.

RESULTS

Order Quantities

The study sought to identify how demand and supply in Order quantities and costs affect on stock levels in the retail supermarkets outlets. From the findings demand and supply affected the Stock levels of the retail supermarket outlets. From the findings 34.5% of the respondents strongly agreed with the statement, 17.2% agreed with the statement, 6.9% were undecided on what to say 24.1% disagreed with the statement while 17.2% strongly disagreed with this statement. This implied that order quantities were well spread across the 5 departments.

Out of the total respondents interviewed it was concluded that those who agreed with the statement were 51.7% while those who disagreed were 41% as 7.3% remained undecided or silent. This was in line with (Khanka, 2013).

Purchase orders on Order quantities affected the stock levels in retail supermarket outlets. These

Table 1: Order Quantities

Category	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Demand & Supply	34.5%	17.2%	6.9%	24.1%	17.2%
Purchase Orders	27.6%	27.6%	20.7%	13.8%	10.3%
Costs Effect	31%	24%	17.6%	20.7%	6.9%

Vendor Managed Inventory

Supplier collaboration on Vendor managed inventories affected the stock levels in retail supermarkets outlets. From the findings it was revealed that 31.0% out of the total respondents strongly agreed with the statement. 34.5% agreed with the statement, 8.6% disagreed and

purchase orders were cross checked and verified by stores clerks for the items brought from the findings 27.6% respondents strongly agreed with statement, 27.6% agreed with it, 20.7% were undecided, 13.8% disagreed while 10.3% strongly disagreed with the statement. This implied that 55.2% agreed with the statement while 24.1% disagreed as 20.7% were undecided on what to say. Majority of the respondents agreed with statement that is 55.2% while 21.1% disagreed while 23.7% were undecided. This was according to (Rangan, 2016).

There was cost effect on order quantities which affected stock levels in retail supermarket outlets. It was revealed that out of the total respondents 31% strongly agreed with the statement, 24.1% agreed with it ,17.2% respondents were undecided on what to say.20.7% disagreed with the statement while 6.9% strongly disagreed with the statement. This implied that 55.2% agreed with the statement and 27.6% disagreed, while 17.2% were undecided on what to say according to the survey done. This implied that majority of the respondents 55% agreed with the statement against minority 27.6% who disagreed and 17.4% were undecided. This was according to (Gronroos, 2010).

12.1%strongly disagreed while 13.8% were Undecided on what to respond. 65.5% agreed while 20.7% disagreed as 13.8% were undecided.

Framework contracts on vendor managed inventories affected the stock levels on retail supermarket outlets. From the findings it was

revealed that 20.7% of the respondents strongly agreed with the statement as 6.9% agreed 24.1% did not agree while 20.7%strongly disagreed with the statement while 27.6% were undecided on what they said. This showed that 27.6% agreed while 44.8% disagreed as 27.6% were undecided. This was according to (Guthrie, 2010).

There was Product improvement on Vendor managed inventories and this affected the stock levels in retail supermarket outlets. According to the study respondents 20.7% of the respondents strongly agreed with statement6.9% agreed,

Table 2: Vendor Managed Inventories

Category	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Supplier Collaboration	31.0%	34.5%	13.8%	8.6%	12.1%
Framework Contracts	20.7%	6.9%	27.6%	24.1%	20.7%
Product Improvement	20.7%	6.9%	7.6%	27.6%	20.7%

Transport

The study sort to identify how transport influenced the stock levels in the supermarket retail supermarket outlets Kenya.

From the findings, it was reviewed that 27.5%of the Respondents Strongly Agreed with the statement as 34.5% Agreed 24% Did not agree while 3.4% Strongly Disagreed with the statement while 10.3% were Undecided. This showed that a total of 62.1% Respondents Agreed with the statement while 10.3% Disagreed with the statement while 10.3% were Undecided.

Warehousing on Transport affected the stock levels of the Retail supermarket outlets. From the findings it was reviewed that 24.1% of the Respondents Strongly Agreed with the statement as 44.8% Agreed 13.8% Did not Agree while 3.4% Strongly Disagreed with the statement while 13.8% were Undecided. This showed that a total of 68.9% Respondents Agreed with the statement while 17.2% Disagreed, while 13.7% were

27.6% were undecided disagreed while 27.6% strongly disagreed with the statement while 20.7% strongly disagreed. This showed that 27.6% of the respondents agreed with the statement while 44.9% disagreed as 27.6% were undecided on what to say. This indicated that supplier collaboration was the most favored among the three and had 65.5%. Respondents compared to Framework contracts which had 27.3% and product improvements which had 27.3 of those who supported. This was in line with (Lim, cu & Ten, 2014).

Undecided. This implied that most of the Respondents Agreed with the statement.

The Delivery Schedules on Transport affected the Stock Levels of Retail supermarket outlets. It was evident from the study that that 37.9% of the Respondents Strongly Agreed with the statement as 41.3% Agreed 17.2% Did not Agree while 3.4% Strongly Disagreed with the statement while none of Respondents were Undecided. This showed that a total of 79.3% Respondents Agreed as 20.7% Did not Agree. None of the Respondents were Undecided from the statement.

Customers

The study sought to identify the extent of influence of Customers on the stock levels of the supermarket retail outlets. Customers affected the stock levels of supermarket retail outlets. From the findings it was found that 34.5% strongly agreed with the statement 17.2% agreed with it 10.3% disagreed with the statement and 3.4%strongly disagreed with it as none were undecided. This implied that a total of 51.7%

agreed with the statement while 13.7% disagreed as 6.9% were undecided. This is according to (Rietiz & Henrekson, 2010).

Electronic point of sales on Customers affected the stock levels in retail supermarket outlets. It was revealed that 34.4% strongly agreed with the statement as 27.6% agreed. 3.4% disagreed with it and 3.4% strongly disagreed while 3.4% were undecided. This showed that 86.6% agreed with the statement while 6.8% disagreed with it and 3.4% were undecided.

Products display on customers affected the stock levels of the supermarket retail outlets. From the findings it was revealed that 35.7% strongly agreed with the statement 42.3% agreed 14% were undecided as 3.3% disagreed and 4.7% strongly disagreed. This implied that 78% of the respondents agreed with the statement as 8% disagreed while 14% were undecided. This was according to (Croucher Rizov, 2012).

Table 3: Customers

Category	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Customer Enquiries	34.5%	17.2%	6.9%	10.3%	3.4%
Electronic point of Sales	34.4%	27.6%	20.7%	3.4%	3.4%
Products Display.	35.7%	42.3%	14%	3.3%	4.7%

Multiple Regression Model

In order to establish the statistical significance of the hypothetical relationships multiple linear Regression was conducted at a percentage confidence level of (0.05). This was aimed at

establishing the influence of each predictor variable on the dependent variable that was implementation of the stock levels in retail supermarket outlets.

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.826	0.682	0.657	.009

Table 5: Analysis of Variance

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	18.986	4	4.747	59.501	.001 ^b
Residual	9.812	12.3	0.80		
Total	28.798	16.3			

Table 6: Coefficients Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	1.114	.0215		5.181	0.005
Order Quantity	.652	.101	.567	6.455	0.000
Vendor Managed Inventories	.626	.108	.549	5.796	0.002

Transport	.538	.092	.412	5.848	0.002
Customers	.447	.098	.384	4.561	0.010

a. Predictors :(Constant), Order quantity, Vendor managed inventories, Transport and Customers

b. Dependent Variables: Stock levels

Model Summary Results

The results of model summary was presented in the Table 4. The findings reviewed that $R = 0.826$ indicated strong association between the joint predictor variables (Order quantities, Vendor managed inventories, Transport and Customers.

The stated R squared is a coefficient of determination which tells the variation in the Dependent variable due to changes in the Independent variables. From the findings in the table the value of adjusted R squared was 0.657 an indication that there is a variation of 65.7% on firm's profitability due to changes in and Order quantity, Vendor managed inventories, Transport and Customer Services at 95 percent confidence level. Model Coefficient showed that Order quantity which showed possible statistically significant relationship between Order quantities and stock levels. There was 0.682 performance level due to changes in Order quantity and the remainder 0.318 was due to other factors.

An analysis of variance the ANOVA statistics, the study established the Analysis of variance model had a significance level of 0.01% which was an indication that the data was ideal for making a conclusion on the population parameters as the significance value was less than 5%. The calculated value was greater than the critical value ($59.501 > 28.798$) an indication that the Independent variables affected the stock levels. The significance value was less than 0.05 indicating that Analysis of variance was Significant.

This indicated that an unit increase in Order quantity led to .652 Improvement in stock levels These findings were consistent with (Moses,2013) The findings also showed that Vendor managed

inventories $\beta = 0.626, = 0.002 < 0.05$ This showed there was an increase in Vendor managed inventories improvement in Stock Levels This was in support with (Cao & Zhang ,2011). It also indicated that Transport 0.538. $p = 0.002 < 0.05$. Finally, it also showed an improvement in Customers 0.447, $P = 0.010 < 0.05$

CONCLUSIONS

The first objective of the study was to determine influence of Order quantity on stock levels. The respondents indicated that Order quantity was relevant in their performance needs. The Correlation showed positive and statistically significance between Order quantities and the Stock levels in retail supermarket outlets. The findings had a positive and specifically significant effect of order quantities on stock levels. It concluded that order quantities had the most effect on Stock levels effectiveness in supermarket retail outlets.

The second objective of the study was to determine the influence of Vendor managed inventories on the Stock levels. The respondents indicated that it was important for them to manage the inventories on daily basis. Supplier collaborations was most favored among the product improvement and Framework contracts and statistically had significant effect in Vendor managed inventories on stock levels in Retail supermarket outlets.

The third objective of the study was to determine influence of Transport on Stock levels. Descriptive findings indicated that Transport played a role in the Stock levels performance as this depended on

Transport required for items to get to the supermarket retail outlets. Correlations showed Delivery schedules was most favored and had positive and statistically significant association between Transport and the stock levels effectiveness. The regression findings had a positive and statistically significant effect of Transport and the stock levels. The study therefore concluded that Transport had an influence on stock levels.

The fourth objective of the study was to determine the influence of Customers effect on Stock levels. The descriptive findings indicated that Customers had an effect on the Stock levels in the retail supermarkets outlets. Correlations analysis showed that Electronic point of sales had a positive and statistically was most favored among customer enquiry and product display and had significant association between customers and the stock levels. The study therefore concluded that customers had the least influence on the Stock levels in Retail supermarket outlets.

RECOMMENDATIONS

The study recommended that Order quantities led from the front. Order quantities information was to be shared with the suppliers to ensure there was adequate stock levels in retail supermarkets. Preparation of orders was rather a complex and tedious matter and the management needed to sensitize the suppliers and staff in the Supermarket retail outlet. The departments were submitting their order quantities within good time and within set time deadline. Order quantities is one of the primary functions in Stock levels with a potential contribution to the success of the retail supermarket outlets. A mistake in Order quantities therefore had wide implications on stock levels. The study established that suppliers to the organization needed to have adequate supply base in the retail supermarket outlets and needed to be sensitized on the supply procedures, as well

as following the guidelines of the Public Procurement and Disposal Act and regulations. The study established that Vendor managed inventories affected the stock levels of the retail supermarket outlets, the study therefore recommended that the organizations to come up with a Framework contract that identified the recommended suppliers in any retail supermarket outlet.

The management was to ensure Framework contracts were given only to prequalified suppliers during delivery of items to the Inventories of a retail supermarket outlets. The study recommended that Transport played an important role in stock levels in retail supermarket outlets therefore, Top management was to allocate resources and encourage trainings to improve the skills and knowledge of the retail supermarket outlets staff. Procurement plans from all departments was to be followed to improve service delivery and avoid accumulation of projects. A good Procurement plan was associated with sufficient resources to perform the job which included the right people to do the job and to ensure items were brought on time to the retail supermarket outlets.

The management was to embrace the customer's tools in the retail supermarket outlet. They were to ensure that all departments enhanced customer enquiries so as to integrate all the departments of the organization. Retail supermarkets outlets needed to make conclusive and informed decisions on the requirements of all departments and the other outlets at large. The management was to ensure that all staffs had good relationship with the suppliers. They also needed to ensure procedures did not cause delays in decision making. The Stores department was to observe procedural transactions for the good of the population given the fact that expenditure incurred was the taxpayer's money.

Recommendations for further Studies

The study reviewed the factors that influenced the stock levels in retail supermarket outlet in Kenya with a case study of Naivas, Tuskys, Carrefour Quick Matt and Uchumi supermarkets and recommendation of further research was suggested to be carried out in other business areas.

The study need to establish and find out if the same results could be obtained by using other

variables besides the ones used in the study. Data from other retail business made a unifying factor and enhanced research the study not to be replicated.

The study recommended that a Research should be done to check if other factors that would influence the stock levels in other retail supermarket outlets in Kenya besides those studied.

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