

RETAILING AND ORGANISATION PERFORMANCE

A CASE STUDY OF SHOPRITE SUPERMARKET

IN KAMPALA UGANDA

BY

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DECLARATION

I hereby declare that this report is from my own knowledge and effort. It has never been submitted by any other person for degree in any University or institution of higher level

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APPROVAL

This report on “Retailing and Organization Performance; Case Study” has been submitted with my approval.

Signed-----

MUGUME TOM

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Date-----

DEDICATION

Dedicated to my Parents Mr.Njegyeri George &Mrs.Kyakwera Joy and My Brothers and sisters ; KabarungiScovia, BagumaBenon, Muhirwe Emmanuel, TowangyaRobert GumisizasizaDan,Rwamutsigazi Moses for their support towards my education.

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ABSTRACT

The overall objective of the study was to find out the impact of retail and organization performance a case study of Shoprite supermarket in Kampala Uganda. The study was guided by three objectives; to determine the various forms of retailing, impact of customer satisfaction on organization performance, and to examine the impact of retailing on organization performance of Shoprite supermarket. Data was collected using a questionnaire and interview guide, and during data collection purposive sampling method was used. Both qualitative and quantitative methodologies were used to analyze data as a sample size of 45 respondents was used. The study found out that there are several forms of retailing employed by Shoprite supermarket which included selling in small quantities at cheaper price highly used with 80% followed by displaying of items indicated by 75% then advertising with 68%, coloring of promises with 58% and finally arrange shelves had 55% of respondents. Thus Shoprite supermarket embraces retailing. It was established that there is high level of customer satisfaction at Shoprite supermarket as indicated by; 80% of respondents agreed that Shoprite delivers actual products expected by customer followed by timely delivery of goods with 76%, good customer care given to them and customers' requests and complaints are responded to as soon as possible had 75% of respondents respectively others were customers are dealt with on individual basis with 70% of respondents. The researcher found out that retailing has impacts on operations at Shoprite supermarket in the different ways which included; easy decision making had 75% of respondent who identified it as highest, followed by better stock management with 70%, more profit is got had 65%, others were improves organizational stock holding capacity with 60% and finally reduces lead time had 55% of respondents. The study recommended more of book keeping is required to ensure progress of the business with no huge losses. Attainment of more expertise in customer care management to address challenges of customers in the business to achieve goals and objectives of organization at Shoprite supermarket. Regular evaluation of the stock to enable the implementation of better stock management mechanism in place. Ensuring timely replenishing to effectively have all materials as required by customers to meet their expectation.

CHAPTER ONE

INTRODUCTION

1.0 Introduction

This Chapter covered the background of the study, statement of the problems, purpose of the study, objectives of the study, research questions, scope of the study, significance of the study and conceptual framework.

1.1 Background of the study

Retailing is commercial businesses where retailers sell their produce to the final consumers of that particular product and there are various forms of retailing for example display, store designs and others.

Retailing business first began to grow in the middle of the 19th century. These early design stores were swiftly continued with a new innovation called the chain store. The first chain store was first opened in the early 20th century. After the First World War, a new type of retail design building known as the shopping Centre came into being. Shopping centers began being built out of town in order to benefit the suburb family. The next evolution of retail design was the creation of the boutique in the 1960s, which emphasized the retail design run by individuals. The rise of the boutique was followed in the next two decades with overall increase in customer spending across the developed world. This rise made retail shift to compensate for increased customers and alternative focuses. Many retail design stores designed themselves over the period to keep up with customer tastes.

According to Christopher Lockett (2001) more than 35 years ago "Peter Drucker" insightfully observed that company's task create customers face a vast array of choices and prices hence the company should be able to provide them with the most value. Customers form expectations of value and act upon them, then they compare the actual value they receive in consuming to product to the value expected thus the focus of store designing always should be the customer.

Retailing provides consumer satisfaction through quality improvement across all areas not just selling goods and services for example the benefits delivered by retailing may satisfy

emotional, economic or social motives of the customers. To execute this marketing process and satisfy customer satisfaction, a retailer develops a retailing strategy. The consumers come into contact with a variety of retailers every day and they are in a good position to see how retailers can make or break any consumer oriented marketing plan. The value of design and layout can be underestimated. A new look for example could increase sales anywhere from 10 to 300 percent. Hence store design includes layout, exterior design (signage, entrance, windows, entrance, material and color) and interior design (fixture display, floors and lining).

Retailing as an industry has been growing by leaps and bounds, over the past decade.. There are several supermarket chains operating in Uganda. The private supermarket chains in the country are on a rapid expansion, driven to urban and rural areas. This was driven by factors like emergence of a new social class of wealthy people in outstation areas, the newly acquainted lifestyles of people requiring them to seek such services. Due to the mass demand, a number of super markets have been established in addition to the existing areas. Whatever the situation, this industry begun to expand after the year 2000. Today, the supermarket industry is at a growing stage of its industry life cycle.

All major super market chains spend more than 40% of their promotional budget on in store promotions. The major intention behind this is that most of the marketers today reasonably presume that a considerable influence can be made on buying decisions of customers through advertisement. Though the situation is so, in certain cases, it seems that the customers select the stores based on store design other than persuasive advertisement.

1.2 Statement of the problem.

Shoprite supermarket is one of those organizations carrying out store design despite its effort to emphasize repetitive store design while attempting new concepts and store formats in an effort to differentiate themselves from other types of retailers. The variety and quantity of items and materials held in the store of a particular enterprise will depend on its size and on its store design .Major demographic and consumer lifestyle changes have affected not only how consumers shop and move all over the entire store. Recently Shoprite have seen decline in how much shoppers spend and how frequently they shop in a

particular store, low retention levels and customer turn over. Because poor store design causes anxiety in customers, and ruthless retail experience. Although customer satisfaction is affected by other elements like high prices, poor products assortment and inventory management, but given the ability of an environment it can change consumer emotions and thereby affecting consumer responses, retail design not needs to focus on trying to understand actual customers' store behavior, but also on attempting to capture or understand the mediating role of emotions on consumer responses in the store.

Hence, the problem centered in this study is to measure the extent to which store design of Shoprite affect the customer satisfaction. The study of retailing is important because consumers evaluate prices based on retail environment design and accept a higher price level in store environments, which are perceived favorable. Investing in store design can therefore offer a lucrative way for the organization to increase sales and to build a sustainable competitive advantage over competitors. So if retailers want the best reputation and an ability to sell their goods for more, the best way to achieve that is with the right store design.

1.3 Purpose of the study.

The purpose of the study is to establish the relationship between retailing and organization performance.

1.4 Objectives of the study

- i. To determine the various forms that retailers practice to improve their organization performance case study of Shoprite supermarkets in Kampala district
- ii. .To determines the impact of customer satisfaction on organization performance of Shoprite super markets in Kampala district.
- iii. To examine the impact of retailing on organization performance of Shoprite supermarket in Kampala district.

1.5 Research questions

- iv. What are the various forms of retailing used by Shoprite super markets in Kampala district?
- v. What is the level of customer satisfaction that affects organization performance of Shoprite super markets in Kampala district?

vi. What is the effect of retailing on operation of Shoprite supermarket in Kampala district?

1.6 Scope of the study

Content scope

The study was confined to various forms of retailing used by retailers as their presumed to achieve their goals and objectives of the business to earn profit and deliver better services to its customers

Geographical scope

The study will use Shoprite supermarket, which is located in Nakasero, Kampala city along Duster Street.

Time scope

The study was carried out between October 2015 to January 2016. It was appropriate to establish relationship between retailing and organization performance of Shoprite supermarket in Kampala.

1.7 Significance of the study

The managers of super markets shall use the findings to understand how effectively to understand different forms of retailing used to achieve a competitive advantage.

The study findings will be used as a reference for future researchers in this study or related studies as it will contribute to literature concerning retailing business.

The findings shall be used by academicians for study purposes to guide them about retail business and its operations.

It will help managers and other people to understand different forms of retail business and how they influence buyers.

It will help managers understand impact of customer satisfaction on the organization performance of any business.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introductions.

This chapter precision the hypocritical review conceptual frame work and review of literature related to the study objectives.

Retailing.

According to Mason. J et al (1998); retailing refers to the style or atmosphere of the business to which retailers use to extend their service to final consumers in any affordable package/small quantities at cheap price that helps project and image to the market. Retailing is an important image creating element and should begin with an understanding of preferences desires and expectations of target market. One of the most distinguishing features of the retailing is cheap easily affordable by any person/low income earners.

Exterior design.

According to Ron Hasty et al (1997), it is a complete architectural aspect of what the customers see before entering the store/retail shop. The exterior design is the first part of the shop that potential customers see, they will determine from the outside weather or not they wish to enter and shop. It is critical that the outside of the store gain the attention of customers entice them to enter. If the outside does not reflect an image appropriate to customers they will not enter.

According to J Mason et al (1992); many retailers make a mistake of concentrating only on the inside of the store and fail to give adequate attention to the exterior of the building. However, a stores exterior is the most important aspect of image creation.

Exterior design elements.

Color and material; according to Ron Hasty et al (1997); the exterior color and texture of a store gives a lasting impression to the customer. Often this will be the first and sometimes the only thing a customer sees of a store. It's important that the exterior looks and feel, it should feel right to the shoppers. The colors and material should express the image of the store.

Signs; according to Ron Hasty et al (1997); effective use of signs identifies the nature of the business, builds a corporate identity, communicates image, ties store to its advertising through the use of the logo and attracts attention to the store.

Windows; According to Joel R. Evans et al (1992), the main purpose of the windows is to attract attention and create image to potential customers standing outside. A window should be a total environment, a complete statement on its own. A retailer can take advantage of his own window to expect changes in the store's offering on a seasonal or monthly basis while some stores may be trying to say "quality" in its windows by showing specific brands or fashions, others may use window displays to protect a low-price or value image. The window displays protect the image of the store, the window display is often one of the first efforts to communicate to customers and invite them. According to Mason J et al (1998), there is a new interest in store window displays especially in super markets and more so those located in cities where walking and window shopping are still in style. Window displays may be used to enhance store image, to expose the would be shoppers to new season.

Retail name; According to Joel R. Evans et al (1992), although not strictly related to exterior design, the choice of a retail shop name has an overall effect in the store's image. A favorable or unfavorable image generated by the use of a name created by the use of a name can enhance the style set by the store design. The name should immediately be understandable to the shopper not complicated for customers to remember or pronounce. It should not be offensive, negative or have a disagreeable sound. The name should not be dated, as your business expands or as it changes to meet changing conditions. A name that is timely has a distinct benefit over one that is not.

Interior design

The interior design of the store determines the way merchandise is stored and offered for sale. The design should allow easy access to the merchandise for the customers. The interior also projects an image to the shoppers, and should be consistent with that conveyed by the store, promotion, promotion, price, merchandise and the exterior design. The store

interior should make the customer comfortable and encourage shopping. The objective of layout is to obtain the maximum benefits from the space available.

Fixtures; According to Ron Hasty et al (1997), a major consideration in developing an appropriate design involves use of fixtures. They are used to display merchandise, to help sell it, to guard it, to provide storage and space for it. They should be attractive and focus on grabbing customers' attention and interest on the merchandise. One way of bringing down the cost of fixtures is standardization and moving towards smaller and less dense fixtures.

Displays; According to Ron Hasty et al (1997), displays play an important role in a retail store. An attractive and informative display can help to sell; poorly displayed displays can ruin the atmosphere of the store and create an uncomfortable setting for the shop. The should achieve balance, provide a dominant point, create eye movement, allow gradation, adjust a merchandise to a proper height and generate sales appeal. Displays should also be simple and not chaotic and contested.

Color; According to Joel. R Evans et al (1992), the psychological effect of color continues to be important to retailers. Color is also important in warehouse type of store because of the vast open area of the interior. Bold colors are frequently used highlight colors are used to highlight colors and reduce the attention to what is typically a girder. The use of color and lighting can be important during various selling seasons. According to Mason. J et al (1998), color can affect store and merchandise image as well as shopping behavior. It has been shown that people are physically drawn to warm colors thus warm colors are a good color choice for drawing customers into a retail store. Warm colors are appropriate foe store windows and entrances as well as for buying situations associated with impulse purchase.

Lighting; According to Ron Hasty et al (1997), proper lighting is one of the most important considerations of retail design. At one point in time, the function of lighting was to provide customers with the means of finding their way through the store but today,

lighting has become a display medium. However, lighting should match the mood the retailer is attempting to create

With the rest of the store decoration, and should complement rather than detract from the merchandise. It helps the store to achieve the overall image that the store is trying to project, and it also creates environments that enhance displays.

According to Mason. J et al (1998), lighting can be used to spotlight merchandise to affect buying behavior and lower its operation costs. In general, customers tend to examine and handle more merchandise when the lighting is bright, than when it is soft.

Shelving; The material used in shelving as well as its design must be compatible with the merchandise strategy and the overall style desired. For instance, glass shelving framed in fine wood creates an element of elegance difficult to achieve otherwise, according to Mason. J et al (1998).

Customer satisfaction

Research studies have shown again and again that shopper make up to 80% of their purchase decisions right in the store. The reasons are many. Some customers have only a vague idea of what they want to buy, before entering a store. Others have decided on a particular product beforehand, but they are not sure about the specific brand or style. Yet others, the impulse buyers, decide to spur off the moment that they must have a specific product they have been right here and right now. Whatever the different motives of buying a product, the fact that most purchasing decision are made on the sales floor makes the point of sale an ideal marketing tool for both the retailers and the manufacturers. There are thus several reasons why store design and visual merchandising are so important.

Through store design, you can influence shopper's right where they make most of their buying decisions. Unlike traditional forms of communication such as media or print advertising or direct mailings, the influence that the store environment has on the customer is immediate and three dimensional. The store appeals to all the senses.

In ideal retail world, sales staff would always greet the customers, guide them through the store, and discuss their need, point out products that they might like and in general keep them happy and in a buying mood. In reality, it is economically unfeasible for many retailers to keep the number of staff necessary to achieve all those goals. While the store environment cannot entirely replace good sales people, the right store design can customers through the store, provide them with information, entertain them and even sell products to them. Best of all, your store design can do this day after day without sick leave, training costs or overtime pay.

In an age of saturated markets, it is increasingly difficult for retailers to differentiate themselves from competitors, store design can be a very effective positioning tool to do just that by using the principles of store design, you can create memorable experience for their customers that will set your store apart from the competition and create delighted store buyers. The focus of the store design should always be the customer. If the store design and layout are appealing, the customer will form a image that is appealing, it is easy to get into the technical aspect of a store design and forget that the retailer's reason for existence is the customer. The design should be focused on forming and maintaining an image while at the same time making the layout as accessible as possible for the shoppers.

Customer tariff flow

Merchants use three types of layout patterns to control flow in a store. The first type is known as the "grid pattern". This arrangement has main secondary and tertiary aisles; the layout often maximizes the amount of selling space. It has an advantage in lower costs because of their possibility of standardizing of their construction and fixture requirements, according to Ron Hasty et al (1997).

According to Mason. J et al (1998) in grid layout, merchandise is displayed in straight parallel lines with secondary aisles at the right angle. A super market typically uses a grid layout. The grid layout is more for store efficiency than customer convenience because it tends to hinder movement. Customer movement is guided more by the layout of the aisles and fixtures than by the customers' desire for the merchandise.

The other type of layout is the flow pattern. The free flow arrangement provides for flexibility in a layout. It reduces to the minimum the structural elements that form the fixed forms of the building such as columns and fixed partitions. Counters are arranged to give maximum visual interest and customer attention to each merchandise department. Counters can be arranged so that their angles will literally customers in a department. The use of “cross aisles” is an effort to make shopping easier, make the aisles wider and increase the number of end caps (displays at the end of rows) according to Ron Hasty et al (1997).

According to Mason. J et al (1998), in free flow layout, merchandise and fixtures are grouped into patterns that allow an unstructured flow of customer traffic. The free flow pattern is designed for customer convenience and exposure to merchandise. A free flow layout also tends to portray a higher image than does a grid layout. The free form layout however is more costly and uses space less efficiently.

The other “shop” concept or boutique pattern is a natural extension of the free flow layout arrangement. The idea behind the shop layout is to create departments that sell related merchandise. Shops must be presented to the public so that they stand out from other departments and become small, intimate especially with stores themselves. Stores should be laid out so that customers should get access to various parts conveniently and with little effort. Some aisles are made larger and more designed to accommodate a higher traffic count than others. In general, aisles should be wide if the merchandise adjoining the aisles the type that the customers like to look at for a long time before purchasing, if the retailer is attempting to control customer traffic to maximize customer exposure to various departments, according to Ron Hasty et al (1997).

According to Mason. J et al (1998), a boutique layout creates a small store atmosphere conducive to provide personalized service. Because of its high construction costs, higher security costs and greater personal needs, the boutique layout is primarily used for high status, high service and other outlets where a sale of higher priced merchandise allows absorption of increased costs.

The most significant element in planning a store layout is the fact that store space varies in value; some parts of the store are visited by more people than other parts. Therefore it is easier to make sales along the routes travelled by customers. This means that the value of the space is higher along the more highly travelled routes. The area closest to the entrance of the store is the most valuable, the space nearest the front ranks second in value and so on to the back of the store. As height from the ground floor increases, the difficulty of attracting customers becomes greater.

In general, this means that obtaining complete customer circulation throughout all parts of the store can be a problem. Knowing this, retailers should assign space to departments in such a way that sales volume per square foot of setting area is maximized across the total store.

Jain (2009) in the study of retail design suggested that as a retailer; adjust the design until it creates the right atmosphere without giving the feel of being crowded. A store with limited space can keep extra retail items in the back with limited display items available up front. Plan for ease of movement hence providing a good experience for the customers.

Gary (2007), Make the store easy to navigate. Create a sensible layout and clear signs of each section. Ensure that products are accessible by putting them on shelves within reach. Putting items in shelves out of reach may discourage customers from purchasing them. Allow enough space for the customers to navigate the aisles. Narrow aisles can make the customer feel trapped. Leave enough space in front of the store, as that will experience the highest level of traffic. Create an individualized layout that reinforces your store image. The layout should echo your company's message and highlight your key products.

Brookins. To perfect the art of visual merchandising and store design, you need to know the trends in the interior design and retail, and study the psychology of shopping. Have a clear sense of your store's branding; what items you carry, what separates you from your competitors and who your target customer is. Then you can begin the layout of your store. You want your customers to have an enjoyable experience so that they can come back.

Sorenson (2008), to make most of your space, use wall and floor space to solidify your store's image. The feature wall, which is the wall most visible to customers when they

enter the store, allows you to control customers' impression of your store. Group merchandise that best sell your store, including important signage. Remember that the first items that the customer will see are the eye level. Floor fixture should enhance the effect of the feature wall.

Here, you can become more creative, as you can see a variety of displays including tables and mannequins.

Araghchi Ali, in his study of customer experience suggested that there is strong relation between customer "experience" from outside and "service quality, customer satisfaction, behavioral intention" from the other side. If companies concentrate on improving the quality of service and its relation with their customers' satisfaction, they can successfully build a positive experience in their retail stores for their customers.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter discusses the methodology that is used to study on the Retail Store design and Customer satisfaction. It highlights how data is collected and analyses. This chapter also describes in detail the overall research design adopted by the study, population of the study, sample size and sample selection strategy, data collection methods, data collection instruments, data processing and analysis, validity and reliability, ethical consideration and limitations of the study.

3.1 Research design

The study used co relational design. This approach was set to establish a clear and objective orientation, a vigorous, disciplined and systematic procedure, and a reality bound methodology, which allows arriving at a reality, that should be distinguished from social philosophy, and every day assumptions (stergios 1991, Vlahos,19840).

3.2 Study population

In the study, the target population was 50, customers and employees of the Shoprite super markets in Kampala. The employees were 25, customers 25. The researcher studied those classes of people to minimize on the time and costs to be incurred during the study when studying the whole population and to add on that, the researcher believes that the target population has more and valid information about the selected super markets in Kampala that assisted the researcher in his research, and not make the research biased to both the respondents and the researchers.

3.3 Sample size

The sample size was demonstrated by use of the target population (Kunene, 2008) in order to be suitable. The minimum sample size was computed using the Solvens formula, which states that for any given population the required sample is given by;

$$n = \frac{N}{1 + N(e^2)}$$

Where; n = the required sample size, N = the know target population, e = the level of significance, which is 0.05, given the total population which is 60 respondents from the

Shoprite super markets in Kampala, a sample size of respondents was got and it is indicated in the table1.

Table 1: Allocation of sample size respondents from selected.

Supermarkets	Population	Sample size
Procurement	02	02
Stores	08	06
Cashiers	10	10
Administration	05	05
Customers	25	23
TOTAL	50	45

Source: Kraljic (1970)

3.4 Sampling procedures

The researcher used simple random sampling depending on the resources available, because large samples need to weigh against the costs in terms of money and time available. The target population of 60 respondents being large hence the sample size of 45 respondents was used to collect/gather the required information about the study. The researcher divided the sample unit using convenience sampling. In this method, the researcher selected a sample unit of the respondents which appeared more convenient to him.

3.5 Data collection procedures

The researcher intends to use both secondary and primary data collection approaches.

Secondary data was got through revising/consulting text books, manuals, periodicals, dissertations, journals, periodicals and interest sources about the study.

Primary data, this involves the use of respondents to collect data thus give facts about the study by use of questionnaires, observations, interviewing

3.6 Data collection instrument

Questionnaires; was used to collect required information by use of useful questions being designed for the purpose of study for respondent to fill the information, they are used mainly to collect primary data from respondents in the field.

3.7 Data processing and analysis

Data on answered questionnaire was edited, categorized and entered into the computer statistical package for social scientists (SPSS) to summarize them, using simple and complex frequency tables. The same package was used to further analyze data by computing means and standard deviations to measure the level of retail store design and levels of customer satisfaction.

3.8 Validity and reliability

The researcher tested the validity and reliability on the retailing questionnaire which were non-standardized, content validity was achieved by making sure that items on the study conformed to study's conceptualization, supervisors and other staff at KIU who are experts in the field of study help to evaluate the relevance, wording and clarity of questions or items in the instrument. Pre-testing was done by administering the questionnaire to respondents in the actual study.

3.9 Ethical considerations

The researcher was guaranteed that the study justifies moral considerations of research by safeguarding discretion of respondents and the data they deliver. All respondents were required to sign the informed consent, authors' quotes were recognized through citations and references and no respondent was forced to participate.

3.9.1 Limitations of the study

High costs involved in data collection process costs like, transport and maintenance cost.

The stated number of customers may not return questionnaires due to circumstances beyond the researcher's control hence the researcher will give out more questionnaires than required to reduce the effect of questionnaires not being returned. Since data is being collected from different respondents at different time, there will be testing threats due to differences in conditions and time. Furthermore, there are other conditions where the researcher will have no control over such as honesty and customers' biases hence the researcher will claim an acceptable (0.05 level of significance), 5% error consideration.

CHAPTER FOUR PRESENTATION, INTERPRETATION AND ANALYSIS OF FINDINGS

4.0 Introduction

This chapter presents the findings that were gathered by the researcher from the employees of Shoprite supermarket and customers of supermarket on “Retailing and organization performance in Kampala. Presentation and interpretation of data has been done with the aid of quantitative and qualitative methods for example the use of tables and personal analysis and interpretation presented in essay form. Questionnaires were provided to 45 respondents who filled them to the best of their knowledge.

4.1 Respondents Background of respondents

4.1.1 Gender of respondents

Table 2: Showing Gender of respondents

Respondents	Frequency	Percentage
Male	25	56
Female	20	44
Total	45	100

Source: Primary data, 2015

Table 2 above indicate that the majority of respondents are male that is 25 respondents representing 56% of the total respondents and 20 respondents were female representing 44% of the respondents. This imply that gender was considered in data collection thus implied that the researcher collected information concerning both male and female.

4.1.2 Age distribution of respondents

Table 3: Showing age distribution of respondents

Respondents	Frequency	Percentage
20 – 29	18	40
30 – 39	12	27
40 – 49	10	22
50+	5	11
Total	45	100

Source: Primary data, 2015

Figure above, indicate that the majority of the respondents are aged between 20-29 years representing 40%, followed by 30 -39 years representing 27% ,40 -49 represented by 22%and above 50+ represented by 11%. From the analysis, it can be construed that the majority of the staff from Shoprite supermarket and customers are mature and therefore they have an active memory hence the information obtained from them can be trusted and looked at as true and good representation of the information required by the researcher.

4.1.3 Education level of respondent

Table 4: Showing academic qualifications of the respondents

Academic qualifications	Frequency	Percentage
Primary	01	02
Secondary	03	07
Certificate	10	22
Diploma	12	27
Degree	19	42
Total	45	100

Source: Primary data, 2015

Results in table 4 above indicate that the majority of the staff at Shoprite supermarket and customer who were sampled are degree holders representing 42% of the respondents followed by diplomas with 27%and certificate holders at 22%, secondary had 07% and primary was recorded with 02%. This implies that the staff at Shoprite and few customers who purchase from the supermarket are well educated, therefore information obtained from them can be relied upon for decision making.

4.1.4 Professional qualification

Table 5: Showing professional qualifications of the respondents

Professional Qualifications	Frequency	Percentage
CIPS	00	00
CPA	00	00
ACCA	04	09
No professional course	41	91
Total	45	100

Source: Primary data, 2015

Table 4 indicate that majority of the respondents are having no professional qualifications indicated by 91%, followed by 09% who were recorded for ACCA, while the rest have 00% for CIPS and 14% for CPA. This indicated that majority had no professional qualifications.

4.1.5 Level of experiences

Table 6: Showing level experience of the respondents

Working experience	Frequency	Percentage
1 -4 years	10	22
5 – 9 years	15	33
10 – 14 years	12	27
15 above	08	18
Total	45	100

Source: Primary data, 2015

The findings reveal that 33% of the respondents had worked for 5-9years followed by 27% had been there for 10-14 years, 22% had worked for 1-4years and finally 18% had worked for 15 years plus. This Implied that most respondents had worked for long, they therefore understand retail business and organization performance at Shoprite supermarket.

4.2 Determination of the methods of store designs at Shoprite supermarket in Kampala.

The first objective of the study was to examine the various forms of retailing at Shoprite supermarket. The findings on this objective were collected based on the required aspects of the study as presented below.

Table 7: Showing the response to the methods of store designs at Shoprite supermarket in Kampala.

Forms of retailing	Strongly Agree (%)	Agree (%)	Not Sure (%)	Disagree (%)	Strongly Disagree (%)	Total (%)
Displaying	60	15	15	5	5	100
Advertising	45	12	10	18	15	100
Arranging in shelves	40	15	15	20	10	100
Coloring the shop	50	18	07	10	15	100
Selling in small quantities and at cheap price	60	20	05	05	10	100

Source: primary Data (2015)

Results in Table (7) present findings on the responses about the various forms of retailing business used at Shoprite supermarket. ,60% of the respondents who strongly agreed, 15% agreed 15% were not sure, 5% disagreed and 5% strongly disagreed with the selling in small quantities and cheap price.

Advertising had 45% of the respondents who strongly agreed, 12% agreed, 10% were not sure 18% disagreed and 15% strongly disagreed.

Arranging in shelves for customers to see well had 40% of the respondents who strongly agreed, 15% agreed, 7% disagreed 20% were not sure and 10% strongly disagreed.

Coloring the promise to look nice and attractive to customers had 50% of respondents who strongly agreed, 18% agreed, 07% were not sure 10% disagreed and 15% strongly disagreed.

60% of respondents strongly agreed with displaying items so that can easily be seen, 20% agreed, 5% were not sure, 5% disagreed and 10% strongly disagreed.

As regards to determining the various forms of retailing employed by Shoprite supermarket selling in small quantities at cheap price has the highest with 80% followed by displaying items to be seen by clients with 75% of respondents identifying it, then coloring the promise to look nice had 68% others were, advertising for client to know about such business with 57% and finally arranging in the shelves had 55%.

4.3 Determining the effect of customer satisfaction at Shoprite supermarket in Kampala.

[The second objective of the study was to determine the effects of customer satisfaction at Shoprite supermarket in Kampala.

4.4 Examine effect of customer satisfaction at Shoprite supermarket in Kampala.

Table8: shows the effect of customer satisfaction at Shoprite supermarket in Kampala.

Level of customer satisfaction	Strongly Agree (%)	Agree (%)	Not Sure (%)	Disagree (%)	Strongly Disagree (%)	Total (%)
Good customer care given to them	55	20	8	5	12	100
Delivers actual customer expected products.	50	30	5	5	10	100
Timely delivery of goods	38	38	10	5	9	100
Customers are dealt with on individual basis.	25	45	5	10	15	100
Customers request and complaints are responded to as soon as possible at Shoprite.	45	30	10	5	10	100
A Shoprite uses customer complains to bring new ideas to improve on its services.	40	28	12	15	15	100

Source: Primary Data, 2015

The findings on the level of customer satisfaction at Shoprite supermarket in Kampala. It was established that Good customer care given to them had 55% of the respondents who strongly agreed, 20% agreed, 8% were not sure, 5% disagreed while 12% strongly disagreed.

50 % of the respondents strongly agreed with delivers actual products expected by customers, 30% agreed 5% were not sure, 5% disagreed and 10% of the respondents strongly disagreed.

38% of the respondents strongly agreed, 38% Agreed, 10% were not sure, 5% disagreed and 9% of the respondents strongly disagreed with timely delivery of goods at Shoprite supermarket in Kampala.

Customers are dealt with on individual basis had 25% of the respondents who strongly agreed, 45% agreed 5% were not sure, 10% disagreed and 15% strongly disagreed.

Customers request and complaints are responded to as soon as possible at Shoprite had 45% who strongly agreed, 30% agreed, 10% were not sure, 5% disagreed and 10% strongly agreed.

Shoprite uses customers complain to bring new ideas to improve on its services 40% of respondents who strongly agreed, 28% agreed, 12% were not sure, 15% disagree and 15% strongly disagreed.

The researcher found out that; Shoprite delivers actual product that customer expects had 80% followed by timely delivery of goods with 76%, good customer care given to them and customers request and complaints are responded to as soon as possible at Shoprite had 75% respectively, others were customers are dealt with on individual basis had 70% and finally Shoprite uses customers complain to bring new ideas to improve on its services had 68% of respondents who identified it.

4.5 Effect of retail business on organization performance at Shoprite supermarket in Kampala.

To examine the effect of retail business on organization performance at Shoprite supermarket in Kampala. The findings collected are shown below.

Table 9: Showing the effect of retail business on organization performance at Shoprite supermarket in Kampala.

Effect of retailing on organization performance.	Strongly Agree (%)	Agree (%)	Not Sure (%)	Disagree (%)	Strongly Disagree (%)	Total (%)
Better stock Handling/mgt	45	25	15	5	5	100
Easy decision making regarding customers needs	45	30	5	10	10	100
More profits is earned	35	30	10	5	20	100
Reduces lead time	30	25	15	15	15	100
Improves organizational holding capacity	25	35	10	15	15	100

Source: Primary Data (2015)

Results in table (9) present that the effect of store designs on customer satisfaction at Shoprite supermarket. Include better stock handling/ management due less cost incurred to manage stock with 45% of the respondents who strongly agreed, 25% agreed, 15% the respondents were not sure, 5%strongly disagreed, and 5% respondents disagreed.

Easy decision making regarding needs of customers so that their expectation can be achieved 'had 45% of the respondents who strongly agreed, 30% agreed, 10% of the respondents disagreed, 5% of the respondents were not sure and 10% strongly disagreed.

35% of the respondents strongly agreed with more profit is got, 30% agreed, 5% disagreed and 5% of the respondents were not sure not sure and 10% of respondents.

Reduces lead time had 30% respondents who strongly agreed, 25% agreed, 10% were not sure, 15% respondents disagreed and 15% strongly disagreed.

Improves organizational stock holding capacity had the following 25% of the respondents strongly agreed, 35% agreed, 10% were not sure, 15% disagreed and 15% strongly disagreed.

CHAPTER FIVE

SUMMARY OF THE FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter looks at the summary, conclusion of the research findings, considers possible recommendations.

5.1 Summary of the findings

It was found out that determining the various forms of retailing employed by Shoprite supermarket. 80% the respondents who strongly agreed and agreed that selling in small quantities at cheaper price was most used at Shoprite supermarket followed by displaying of items had the 75%, advertising with 58% and finally arranging in the shelves with 55%.

It was found out that impact of customer satisfaction on organization performance at Shoprite supermarket are highly achieved as evidenced by the primary data gathered by research delivers actual customer expectation had 80% of the respondents, followed by timely delivery of goods with 76%, 75% of respondents agreed with customers' requests and complaints are responded to as soon as possible at Shoprite, and good customer care given to them others were customers are dealt with on individual basis had 70% and customers complain are used to bring new ideas to improve on its services with 68% of respondents.

It was found out that in regard to effect of retailing and organization performance at Shoprite supermarket had 80% of easy decision making followed by 70% of respondents who strongly agreed and agreed with better stock management, 65% of more profit is got, improves on organization stock holding capacity with 60% and others were reduces lead time had 55% of respondents.

5.2 Conclusions

This study was focusing retailing and organization performance at Shoprite supermarket in Kampala. It was guided by the study objectives which included determining the various forms of retailing used by Shoprite supermarket. Determining the effect of customer

5.4 Areas of further study

The results presented in this report may not be conclusive and should be treated as being preliminary. The researcher suggested other areas of further analysis on store designs and customer satisfaction needs to be done to validate these findings and provide greater confidence in explaining the interaction between the study variables. Following area need to be researched about.

- Finance management on operations of organization.
- Stock taking and logistics management
- Business challenges and customer satisfaction

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APPENDIX 1 Questionnaire

Dear respondent,

I, Mugume God a student at Kampala international university carrying out research on retailing and organization performance a case study of Shoprite supermarket in Kampala pleased to inform you that you are one of the customers who were selected to respond to this questionnaire. The data collected using this questionnaire will be used to compile an academic research report to be submitted to Kampala international university for the award of a bachelor degree of procurement in response towards the supermarket will be confidential and valuable to the successful completion of study.

You are kindly requested to fill this questionnaire as honestly as you can.

Please answer the following questions by either writing in it the space provided or by ticking in the box provided.

1. SECTION A: GENERAL INFORMATION

1. Gender

Male

Female

2. In which age bracket are you?

20-30

40-50

30-40

50+

3. Education level

Primary

Diploma

Secondary

Degree

Certificate

4. Professional qualification

CIPS

ACCA

CPA

CILT

5. Level of experience

1-4 years

10-14

5-9 years

15 and above

Direction: please respond to the options and kindly be guided with the scaring system below. Please write your rating in the space provided.

Rating	Score response	Description	Legend
1	strongly agree	you agree with no doubt	SA
2	Agree	you agree with some doubt	A
3	Not sure	you doubt	NS
4	Disagree	you disagree with some doubtA	
5	Strongly disagree	you disagree with no doubt at	SD

Under the following sections, please tick according to your level of agreement.

SA	Strongly Agree
A	Agree
NS	Not sure
D	Disagree
SD	Strongly Disagree

Please evaluate the statement by ticking in the box with the number that best suits you.

SECTION B: FORMS OF RETAILING

NO	SCALE	1	2	3	4	5
1.	<p>Displaying</p> <p>Here the merchandize/items are the way that clients can see them properly in shelves, so that buys what has impressed them.</p>					
2.	<p>Advertising</p> <p>Merchandize and sellers of those items adverts on media such as radio, television website so that can be know by buyers what they deal in.</p>					
3.	<p>Arranging in shelves</p> <p>Merchandize and fixtures are grouped into patterns that allow an unstructured flow of customer traffic and items properly in their orders.</p>					
4.	<p>Coloring the promises</p> <p>Seller/retailer paint their buildings in the color the attracts customers to buy from them.</p>					
5.	<p>Selling in small quantities and at cheap price</p> <p>Most retailers sell their stock in small quantities which can be easily affordable by their customers who are low income earners.</p>					

SECTION C; EXAMINE EFFECTS OF CUSTOMER SATIFICATION AT SHOPRITE SUPERMARKET

NO	Scale	1	2	3	4	5
1	Good customer care given to them					
2	Delivers actual customer expectation					
3	Timely delivery of goods					
4	Customers are dealt with on individual basis					
5	Customers' requests and complaints are responded to as soon as possible at Shoprite					
6	Shoprite uses customers complain to bring new ideas to improve on its services.					

SECTION D, EFFECTS OF RETAILING ON ORGANIZATION PERFORMANCE AT SHOPRITE SUPERMARKET

NO	Scale	1	2	3	4	5
1	Better stock management					
2	Easy decision making					
3	More profit are made					
4	Reduces lead time					
5	Improves organizational holding capacity					