INFLUENCE OF CONSTRUCTION OF LAPSSET CORRIDOR ROAD ON PERFORMANCE OF RETAIL TRADERS IN ISIOLO TOWN, KENYA

RAYMOND BEN OGALO

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DECLARATION

This Research Project is my original work and has never been presented for the award of any degree in any other university.

Signature_____ Date_____

RAYMOND BEN OGALO

L50/82400/2015

Supervisor's Declaration

This Research Project Report has been submitted for examination with my approval as University Supervisor.

Signature_____ Date_____

DR. ANNE NDIRITU

Senior Lecturer

ODEL Campus

University of Nairobi

DEDICATION

This Research project is dedicated to my dear Mother Yunes Oseno whose moral support provided an enabling environment to carry out this study and to my brother Kennedy Sunga, who has been supporting me in my academics studies throughout my life.

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TABLE OF CONTENT

LIST OF FIGURES

LIST OF TABLES

LIST OF ABREVIATIONS AND ACRONYMS

AfDB	African development bank
GDP	Gross Domestic Product
GIS	Geographic Information System
GoK	Government of Kenya
ISDS	Integrated Safeguards Data Sheet
KeNHA	Kenya National Highways Authority
KeRRA	Kenya Rural Roads Authority
KNBS	Kenya National Bureau of Statistics
KPA	Kenya Ports Authority
KWS	Kenya Wild life Service
KURA	Kenya Urban Roads Authority
LAPSSET	Lamu Port South Sudan-Ethiopia Transport
LCDA	LAPSSET Corridor Development Authority
PID	Project Information Document
RSIP	Road Sector Investment Plan
SSA	Sub-Saharan Africa
USA	United States of America
VMT	Vehicle Miles Travel

ABSTRACT

The absence of a structured transport system leads to serious hindrance in economic development of any Country in Africa and beyond. The main roads traversing Isiolo County are in poor physical conditions and therefore failure to improve the road status hampers realization of full potential in economic development of the Isiolo town. LAPSSET Corridor road is very key for the economic development of Isiolo Town and therefore its influence on retail business as one of the key economic activities in Isiolo town needed to be investigated. The study is was intended to investigate the influence of LAPSSET Corridor road on performance of retail traders in Isiolo town. Four objectives guided the study which include: to examine the influence of access to LAPSSET Corridor road on performance of retail traders in Isiolo Town, to establish the extent to which transportation time along LAPSSET corridor road influences performance of retail traders in Isiolo Town, to assess the influence of transportation cost along LAPSSET corridor road on performance of retail traders in Isiolo Town, to assess the extent to which business houses' rent charge due to LAPSSET corridor road influences performance of retail traders in Isiolo Town. The indicators of the first objective are LAPSSET corridor road connectivity and distance to LAPSSET corridor road which are measured in terms of rate of road connection and distance taken to reach destinations. The second objective also touched on traffic congestion rate of which an indicator of time taken to reach destinations was measured accordingly. The third objective explored transport fare and hire charges as an indicator of transportation cost along LAPSSET corridor road. The fourth objective also was intended to assess the monthly rent and rates charges of which the retailers were expected to pay and these conditions influence the retail business performance. Literature was reviewed according to the objectives of the study. The study employed descriptive survey method as a research design. The target population was 740 Isiolo Retail traders and 28 staffs from the LAPSSET Corridor Development Authority. Data Collection Instruments that were used include: questionnaires and interview schedule. The researcher used SPSS to analyze data. The study had a questionnaire return rate of 97.30% which was considered adequate for the study. The study established that over 83% of the respondents had lived in the area for over 10 years with the respondents having high level of education of which 91.70% of the respondents had secondary education and above. The study found out that 93.1% of the respondents frequently use the LAPSSET Corridor road and 95.8% of respondents concluded that LAPSSET Corridor road influences performance of retail traders in terms of revenue generation whereby 84.7% indicated that the road has led to profit increment up to 11% and above. The study recommended development of Isiolo County Spatial Plan, Integrated Transport Infrastructure Master Plan and Investment Framework for Isiolo town to promote retail trade. The study further recommended retail business house rent regulations and construction of access roads and railway lines and the right choice of county based leaders to promote retail business.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

According to Oyesiku (2002), transport infrastructure is key to economic growth of any country and has positive impacts on lives of people. Mannering, Fred, Kilareski, Washburn (2004) also mentioned that road networks are observed in terms of the levels of road connectivity, accessibility, traffic density and level of service provision. Level of service is measured in terms of the quality of transportation and infrastructure provisions. According to Bailey, Mokhtarian, Littlel (2008), transportation route is part of urban development pattern of which investment in transport leads to improved levels of accessibility to various business localities and also saves travel time and reduces costs incurred in Transportation. These advantages are perceptible in expanded catchment regions for administrations and offices like shops, schools, workplaces, banks, and relaxation exercises.

Development of road infrastructure has been the responsibility of National governments as well as County governments in some countries. Road construction and maintenance is funded by the government using funds taxes. Most governments also have adopted the system of giving the construction work to private concessionaires who build the roads and must recover the investment funds through a tolling system. They run the tolling system for a number of years say ten to twenty years until they recover the agreed value of money invested (Austin, 2007). In the United States of America the federal government funds roads classified as national trunk roads while the rest of the roads are the responsibility of the county governments. It has been agreed that countries that achieve steady economic growth must have sizeable investments in infrastructure. Examples of such countries include Japan, U.S.A, United Kingdom, Germany, china, South Africa among others (Raissudin, 2007).

The African development bank (AfDB) and the Chinese development bank have been funding most of road infrastructure projects in Africa such as: Kenya, Ethiopia, South Sudan, Sudan, and South Africa among other countries. These countries of Africa have formed regional blocks which marks the international routes which every country must

complete the construction work (ADB, 2002). Some countries have been progressing with regard to road infrastructure development. These countries include Uganda, South Africa, Ghana, Nigeria, Egypt, and Tanzania. The republic of Kenya have been lagging behind in infrastructure development although in the last ten years the government have been upbeat in these work and have tarmac thousands of Kilometers to international standards.

According to Burgess (2013), before 2002, road infrastructure development was hindered by key challenges such as defilement and absence of responsibility in street development and restoration. Vulnerabilities, duplication of parts, and irregularity in the street resource administration were one of the common challenges which negatively affected road sector in Kenya. Proper coordination mechanisms were lacking and even ministries undertook road management responsibilities through their agencies and departments. Favoritism in government, Political instability and interference in portion of assets for the development of streets were meddled with by political support and slant where streets have been customarily built in territories saw to be well disposed to government or where intense government official originate from; subsequently, there was a requirement for the new government to direly address the specified standoffs. The Sessional Paper No. 5 of 2006 was then composed and endorsement its endorsement was finished by Parliament on the date of nineteenth October, 2006. The endorsed Sessional paper unmistakably showed strategies to be embraced by the Government in the medium term to guarantee a supported financial development is accomplished and furthermore given a lawful structure to the administration of streets (Ministry of Roads, 2011). The changes in reference to the Sessional Paper No 5 of 2006 accomplished four critical building methodologies which inluded: cleared up duty, possession, stable financing, and popularized administration. Facilitate alterations of Sessional Paper No. 5 of 2006 was joined into the drafting of the Kenya Roads Bill of 2007. The bill gave arrangement for the foundation of different street representing offices which include: Kenya National Highways Authority (KeNHA), Kenya Urban Roads Authority (KURA) and the Kenya Rural Roads Authority (KeRRA). The street organizations were to supervise execution of different classes of streets (Republic of Kenya, 2007).The road implementing agencies have their network of roads which they must build, maintain and or rehabilitate. Kenya Wild life Service (KWS) is also among

other government agencies mandated with the responsibility of maintaining some roads. The Kenya Vision 2030 distinguishes street framework as one of the key parts of correspondence and improvement under the outline's financial column 8 (Republic of Kenya, 2008). The Kenya's street arrange is included unpaved streets, for example, tracks, trails, pathways, and normal, rock and earth streets that connection country towns and towns and frequently interface with optional streets, which permit items and factor advertises and in addition other social administrations to come to the assigned towns. The other sort are designed streets (alluded to as cleared streets) which interface residential areas and urban habitats for open transportation, and they were generally utilized amid frontier period to associate regulatory home office which in ideal conditions empowers the town inhabitants to get to urban focuses inside a shorter travel time. Street vehicles are the most predominant method of transport in Kenya achieving aggregate of 160,886 km of street organize in the nation. The cleared streets represent only 7% while unpaved streets represent 93% (Ministry of Roads, 2011).

According to World Bank (2016), in the current past, real street advancement strategies and institutional changes have been fundamentally actualized in the vehicle area. The changes include: Separation of approach detailing from execution of projects; Creation of three new self-governing street experts by clearing up the responsibility for, provincial and urban streets; Provision of more noteworthy straightforwardness and responsibility in the utilization of assigned assets, Enactment of new arrangements; Enhancement and administration of fuel require stores for street upkeep over all parts of the nation; Development and selection of a 15-year Road Sector Investment Plan (RSIP) 2010– 2024. The Government of Kenya (GoK) in its Road Sector Investment Plan (2010– 2024), has distributed critical assets towards change of transport framework with the concentration of giving quality foundation to help financial development prospects. Further, a lot of accentuation has been given in keeping up the current street framework to guarantee that streets are kept in great condition all the year. To this impact, a deducted finance is being gathered for street support from fuel demand and different sources.

"Kenya Economic Outlook, 2016 report" by Deloitte also indicates that the Government of Kenya has kept on building up the foundation of the nation at a quick rate. KNBS announced that the division developed by 13.6% of every 2015 contrasted with the 13.1% development the area appeared in 2014. This is chiefly because of usage of super framework lead extends under Vision 2030. The proceeded with advancement of the Northern Corridor Transport Improvement Project (NCTIP) and LAPSSET Corridor have likewise been drawing in potential financial specialists all inclusive.

According to LAPSSET Corridor Development Authority (2017), LAPSSET Corridor Project's Status report further indicates that LAPSSET Corridor road (Isiolo-Moyale Section) is key for economic development of Isiolo town and its influence on various economic activities such as retail trade needs to be investigated for proper preparation of Planning and Investment framework of Isiolo town.

Based on the report by Ruske and Kauschke (2013), Kenya has attracted retail trade investors interested in setting up retail business in eastern Africa. The country has adequate population, growing middle class and strategically located in the East African region whereby it is well positioned both as a point of entry and as a gateway to other markets. Further, Kenya has a growing local based market having consumers capable of affording retail goods being offered in the market. The consumer market is also dynamic in nature and this has promoted strong growth among local producers which in turn has led to increase in competition. Kenya's retail advertise is involved a blend of current retail outlets that supply customer merchandise from real global firms and casual brokers that offer essential retail products. The Kenya Vision 2030 has plans to enhance the productivity of the retail showcase and once the formal retail grows, there will be noteworthy open doors for coordinations specialist organizations.

1.2 Statement of the Problem

The absence of a well-structured transport system has a serious constraint on growth of any country and Kenya is not an exception in facing road transport challenges. A lot of resources have to be invested in road construction in Kenya if the country is truly to achieve the much anticipated vision 2030 (Muhu 2012). Isiolo town is located within North Eastern region of Kenya where the majority of the populace is chiefly relies upon domesticated animals and exchanging as key financial exercises. Amid the blustery season, the locale is cut-off from whatever is left of the nation because of poor street condition. Amid dry season, it goes up against normal three days to achieve Mandera by means of Isiolo from Nairobi which is a province of around 983km. Since the fundamental street halls navigating this district are in poor condition, even dissemination of nearby retail deliver is extremely troublesome and at times are unthinkable because of the time factor and breakage. What's more, inability to enhance the street states of the vehicle halls in this locale that give access to the profitable focuses and market for retail products would obstruct the acknowledgment of full advantages from devolution (World Bank, 2016).

According to Kenya population Census (2009) and Kenya National Bureau of Statistics (2012), the population of Isiolo County is 143,294 of which Isiolo town has a population of 45,854 which is 32% of the county's population. The Isiolo urban population is followed by Merti 5%, Kinna 3% and Garbatula 3%. Even though Isiolo is endowed with natural resources, the retail traders lack basic road infrastructure which is imperative foar corresponding help to financial advancement including change of family unit occupations. The Isiolo communities identify poor road infrastructure as one of the major constraints to their economic development especilally in retail trade activities. LAPSSET Corridor Development Authority's Status report (2017) also indicates that Isiolo County has a road network of 976 km, out of which only 34 km are bituminized. Gravel and earth surfaced roads account for 22 percent and 75 percent of the total road surface respectively. All the earth surface roads are impassable during the wet season. Isiolo Town has some of the major streets cabro paved. With Isiolo town becoming the hub of the LAPSSET Corridor, at the junction of its Kenyan, Ethiopian and Southern Sudan routes, it is obvious that Isiolo town is a major focus point, with high rate of population growth and retail business which

requires adequate road Infrastructure development. The research was therefore meant to study and analyze the influence of LAPSSET Corridor road on performance of retail traders in Isiolo town.

1.3 Purpose of the Study

The purpose of the study was to investigate influence of LAPSSET Corridor road on performance of retail traders in Isiolo town.

1.4 Objectives of the Study

The Research study was guided by the following four objectives:

1) To examine the influence of access to LAPSSET corridor road on performance of retail traders in Isiolo Town,
2) To establish the extent to which transportation time along LAPSSET corridor road influences performance of retail traders in Isiolo Town,
3) To assess the influence of transportation cost along LAPSSET corridor road on performance of retail traders in Isiolo Town,
4) To assess the extent to which business houses' rent charge due to LAPSSET corridor road influences performance of retail traders in Isiolo Town.

1.5 Research Questions

The study sought to answer the following research questions:

1) To what extent does access to LAPSSET corridor road influences retail trader's performance in Isiolo town?
2) How does business houses' rent charge due to LAPSSET corridor road influences retail traders' performance in Isiolo town,
3) How does transportation cost along LAPSSET corridor road influences retail traders' performance in Isiolo town?
4) How does transportation time along LAPSSET corridor road influences retail traders' performance in Isiolo town?

1.6 Significance of the Study

The study investigated influence of LAPSSET Corridor road on performance of retail traders in Isiolo town and it was hoped that this will in turn help the policy formulators come up with positive solutions concerning road network development within Isiolo town and other towns within other counties in Kenya.

Based on complexity of commercial activities such as retail business and the level of urbanization shown by the study area, deductions and findings from the research study may be applicable to other LAPSET Corridor Counties such as Lamu, Garissa, Meru, Laikipia, Samburu, Baringo and Marsabit among others.

1.7 Limitations of the Study

The respondents that the researcher interacted with were not known to him and some did not cooperate and some were reluctant to answer. The researcher therefore explained clearly his intention to the respondents first before collecting data to create an understanding.

The researcher had limited time to carry out the research work since he is employed and work takes a bigger part of his time. The researcher overcame time limitation by extending the research work to night hours, weekends and leave from work was sought whenever there was research backlog.

Insufficiency of funds to carry out the research was a major limitation of the study and to overcome this impediment, the researcher cut down his expenditure on food, entertainment and development projects to save money for the study.

1.8 Delimitations of the Study

The study was limited to Isiolo town and was focused on a population of retail traders in Isiolo town. The study was limited to this population because the retail traders were available in Isiolo town and this in turn assisted the researcher to get as much correspondence as possible within the time limits of the study.

The target population were 740 Isiolo Retail traders and 28 Staffs from the LAPSSET Corridor Development Authority (LCDA).The study was limited to sample at 10%-20% whereby a sample size of Isiolo retail traders was only 740 at 10% and LCDA Staffs was 6 at 20%. This enabled the researcher to study a manageable population and in order to come up with a conclusive study.

The study was ntended to find out how and whether the independent variables focused on how access to LAPSSET Corridor road, transportation time along LAPSSET corridor road, transportation cost along LAPSSET Corridor road and business houses' rent influence performance of retail traders in Isiolo town. The study did not intend to cover any other factors influencing performance of retail traders in Isiolo town other than the ones set in the objectives of the study but this does not imply that other factors are not worth studying in any future study.

1.9 Basic Assumptions of the Study

The study assumed that the instruments which were used (questionnaires and interview schedule) conformed to the Conceptual Framework of the study and that the measurement model and data analysis were adequately captured core concepts in the theory.

The study assumed that the respondents were truthful and knowledgeable and answered questions truthfully and honestly.

The study further assumed that LAPSSET Corridor road is the major road that influences retail performance in Isiolo town.

1.10 Definition of Significant Terms used in the Study

Investment Framework: An overarching strategy which identifies priorities, projects and exploration of financing options to align action and unlock economic opportunities for delivery of sustainable growth.

Land rates : Property taxes that the County governments impose on retail land users.

LAPSSET Corridor : The Lamu Port South- Sudan, Ethiopia Transport infrastructure project intended to open up the Northern part of Kenya to enhance trade and logistics locally and at the regional level by providing an alternative strategic corridor to serve the landlocked neighboring countries of Ethiopia and South Sudan.

Master Planning : To reorganize land uses through a long-range plan that balances and harmonizes all elements.

Retail Traders Business persons who sell retail goods to the public in relatively small quantities for use or consumption by the customers.

Retail Performance : Accomplishment in revenue generation as a result of retail business

Road accessibility : Provision of connection to a specific destination, as to a main highway or to a property that lies within another property.

Retail Profitability : The degree to which a retail business yields financial gain.

Revenue Generation : This is the process by which a retailer sells retail goods to produce income.

Transportation cost : The expenses incurred by retailers while involved in moving retail goods to different places for consumers.

Transportation time : The time spent during the movement of humans and retail goods from one location to another.

1.11 Organization of the Study

The study was organized into five chapters of which Chapter one indicated that the purpose of the study was to investigate the influence of LAPSSET Corridor road on performance of retail traders in Isiolo town. The chapter further highlights following four objectives: to examine the influence of access to LAPSSET corridor road on performance of retail traders in Isiolo Town, to establish the extent to which transportation time along LAPSSET corridor road influences performance of retail traders in Isiolo Town, to assess the influence of transportation cost along LAPSSET corridor road on performance of retail traders in Isiolo Town, to assess the extent to which business houses' rent charge due to LAPSSET corridor road influences performance of retail traders in Isiolo Town.

The chapter two of the study entails literature review according to the objectives of the study whereby topics such as Performance of retail traders, Influence of access to road on retail trader's performance, Influence of transportation time on retail traders' performance, Influence of transportation cost on retail traders' performance and Influences of business houses' rent on retail traders' performance have been discussed. The study also indicates the Conceptual Framework and Research gap. The study further elaborates on Road Infrastructure and Regional Development Theory which gives theoretical approach that links road transport infrastructure and regional development.

The chapter three of the study covers the Research methodology. The study indicates that descriptive survey method as a research design was used. The target population and sample size were identified. Questionnaires and Interview Schedule were the Data Collection Instruments that were used and were constantly checked and verified to ensure completeness and accuracy of data. The study further indicated that Cronbach alpha (α) coefficient was used to determine the reliability of instruments. Statistical package for social sciences (SPSS) was used for data Analysis.

Chapter four covered data analysis, presentation and interpretation. The study ended with Chapter Five covering summary of findings, discussion of findings, conclusions, recommendations and suggestions for further studies.

CHAPTER TWO
LITERATURE REVIEW

2.1 Introduction

Retail traders' performance is explored by highlighting influence of access to road on retail trader's performance, influence of transportation time on retail traders' performance, the effects of road congestion on retail business and mitigation measures, influence of transportation cost on retail traders' performance and influences of business houses' rent on retail traders' performance. The also covers road Infrastructure and Regional Development theory. The chapter finally provides conceptual framework encompassing independent variables, moderating variable and their influence on the dependent variable which is Retail traders' performance. The study further covers the Knowledge gap in details.

2.2 Performance of Retail traders

The purchasing power by customers in retail trade is very significant as it influences performance of retail business. The performance of retail business is measured in terms of the level of revenue generation which depends on the extent to which the physical infrastructure such as good road network makes it convenient for consumers to obtain their preferred goods from retailers with ease (Smith and Sparks, 1997). According to Sweeney (2002), retail traders are the most extensive distribution channels that take the product to the final consumer. For the retailers to maintain good performance in their retail business, there is need for provision of good road infrastructure, building of strong alliances with other retailers and having franchises or dealerships. These strategies create a strong barrier to entry for other competitors in the retail market thus leading to increase in profit making by retailers.

According to Beverland (2005), the retail business involves a network of resellers and customers and in most cases, the retailers endeavor to maintain profit maximization as consumer demand for better value through competitive pricing and provision of variety of retail goods. However, these cannot be effectively realized if the road infrastructure is not

well structured and developed accordingly. Alexander and Myers (2000) further observed that for the retailers to perform well in terms of positive revenue generation, they needs to meet their customers' pressing needs of which some do it much better than others. The retailer who perform better in most cases have an upper hand as a result of good road network links within locations where they operate their businesses. Davidson (1984) observes that for retail business to perform well in terms of high revenue generation, retailers should be ready to exchange value through efficient handling of retail business transactions, competitive prices, convenient time frame and location. Nelson (2017) further highlights that good performance of retail business require retailers to give their customers what they want whereby the products and services provided should reflect on customers' needs and wants at the right time, convenient place and affordable price.

The retail business plays important role in the Kenya's economic growth by contributing 10% to GDP and total wage payment of approximately Ksh. 87 million within the private sector in year 2009. Over the last fifteen years, the Kenyan retail investments have experienced positive development with significant retailers extending toward the East Africa and past. Retailers have likewise situated themselves for all sort of client needs and salary levels particularly the persistently developing working populace who are significantly young people. Much of the time, a few retailers have been migrating to present day shopping centers and strip malls and furthermore giving unrivaled shopping knowledge particularly in the urban zones. Retail improvement has picked up from the way that as of late, the Kenyan government has made extensive progress regarding making the business condition in Kenya more appealing for speculators. While simplicity of credit has essentially enhanced the business condition for financial specialists, different factors, for example, an enhanced street foundation and political solidness have all powered retail execution as far as expanded income age in retail business segment (Economic Survey, 2010).

According to Cytonn (2017), Kenya's retail market is mostly concentrated in urban areas due to good road infrastructure developments which have attracted high population leading to increased purchasing power of retail goods. Kenya's retail showcase is pulling in expanded enthusiasm from neighborhood and universal speculators as saw through

development of nearby stores, section of worldwide retailers and expanded development of shopping centers. Market examines rank Kenya as the nation in Sub-Saharan Africa with the biggest shopping space after South Africa. While booths, showcase slows down, general stores and corrective shops are as yet the most predominant stores, the retail market, for example, shopping centers are likewise being developed to offer buyers accommodation of a one-stop shop whereby variety of retail goods are readily availability. Retailers are employing business strategies such as convenient locations of their business premises, increasing branch networks and affordable pricing of goods to expand retail sales which in turn leads to increase in revenue generation.

2.3 Influence of access to road on retail trader's performance

Urban zones normally create at nodal focuses in the vehicle system and regions with great transport access to different territories have relative favorable position over areas with poorer transport offices. The areas with relative points of interest are discovered where diverse transport courses merge and a general change of transport offices will expand the measure of populace, whose viable interest for merchandise can be tapped and accordingly increment the measure of specialization and trade that happens, consequently empowers retailers to make high benefits (Lean and Goodall, 1977).

Good transport network enhance availability because of better transport connections and administrations, grow markets for singular transport-utilizing organizations and enhance their entrance to provider inputs. Expanded access and availability make expanded open doors for retail exchange, rivalry and specialization, which can prompt longer-term benefit picks up. These progressions are practically equivalent to the additions from bringing boundaries down to exchange and the development of chances that originate from doing as such. In this way, knowing the conditions in which these effects happen is a vital piece of understanding the monetary advantages that may emerge from transport ventures. What's more, Proper transport association opens up access to new markets permitting retail merchants to work over a more extensive region and furnishing customers with more decision subsequently prompting benefit boost by brokers (Eddington, 2006).

Wyatt (1997) indicates that urban regions have inclination to create at nodal focuses in transport system and spots with great street system will have relative preferred standpoint over areas having poor system. Urban areas with such relative preferred standpoint are discovered where diverse transport courses merge with high level of smallness, availability, thickness, length and openness showed inside the intra-and between urban street systems. Lean and Goodall (1977), for example, expressed that urban zones normally create at nodal focuses in the vehicle arrange and those areas with great transport access to different zones have relative preferred standpoint over areas with poorer transport offices and that urban areas having such relative points of interest are probably going to be the place transport courses meet. They additionally expresses that retail business destinations which are neighboring fundamental transport courses have relative focal points over those found some separation away, and different locales situated at course convergences have relative preferred standpoint with more prominent preferences having a place with destinations situated at center of transport framework. These preferences are resolved in connection to availability, which has distinctive attributes in connection to singular destinations consequently separating between locales regarding openness points of interest. This prompts more benefit for retailers nearer to principle transport course than the ones situated far away.

Access to significant streets gives relative focal points ensuing whereupon business clients situate to appreciate the favorable circumstances. Present day organizations, exchanges and general exercises rely upon transport and transport foundation, with development of merchandise and enterprises from place to put getting to be plainly fundamental and indistinguishable parts of worldwide and urban financial survival. Advancements of different transportation modes have turned out to be vital to physical and financial improvements. Such modes incorporate human porterage, railroads, pipelines, inland conduits, ocean, air, and streets (Said and Shah, 2008). Straightforward entry brings about expanded buyer activity, making the area appealing to retailers. Vicinity to urban regions, thickly populated territories or top of the line settlement will bring about a huge buyer base for retailers' items (Cytonn Real Estate, 2016).

2.4 Influence of transportation time on retail traders' performance

Reducing transportation time is one of the a few channels through which transport speculation improves development in retail business. Because of decrease in travel time, retail dealers increase simple and speedier access to business sectors in this way extending their business scope and profit maximization (Lakshmanan, 2010).

According to Eddington (2006), road transport expands business proficiency, through time investment funds and enhanced unwavering quality for retail business explorers, cargo and coordinations operations. A 5 for each penny decrease in travel time for all business go out and about system in Great Britain could create around £2.5 billion of cost funds: 0.2 for each penny of GDP. Eddington (2006) additionally expresses that street transport enhancements bolsters groups and agglomerations of monetary exercises, for example, retail business. Transport upgrades can grow work advertise catchments, enhance work coordinating, and encourage business to business communications. London is the most critical illustration, adding 30 for every penny to the efficient advantages of some vehicle plans. Such profitability impacts reach out crosswise over suburbanite catchment zones, dropping without end following forty minutes of travel time.

When a change of a street venture builds limit and diminishes travel time on a specific road, street, or travel course will inspire the adjustments in explorer conduct, for example, changes in course. This is whereby clients change their course from different offices to an enhanced office. Changes in time of travel likewise happens whereby clients change their season of go to a more wanted time because of the abatement in clog and age of new treks whereby clients make trips they already would not have made, in light of the fact that travel time are lower. This is called created movement, alluding to extra vehicle activity on a specific street. This comprises in part of incited travel, which alludes to expanded aggregate vehicle miles travel (VMT) contrasted and what might some way or another happen. This extra vehicle head out tends to build outer expenses (downstream congestion, parking subsidies, accident risk, and pollution emissions), Litman (2001).

In retail trade, markets accessibility what's more, volume of exchange are to a great extent reliant on the nature of framework and particularly transport which encourages the physical development of individuals and merchandise. Movement blockage happens when a city's

street arrange can't suit the volume of activity that utilizations it. This circumstance is caused by quick development in mechanization and with not as much as comparing change in street arrange, activity administration strategies and related transport foundation. Street activity blockage along these lines greatly affects coordinations costs regarding direct transport costs, transportation time spent, level of inventories held and capacity of cargo forwarders to viably live up to clients' desires (Fadare and Ayantoyinbo, 2010). Managing street clog is another imperative part of streets strategies. A methodology must be created on both financial and ecological grounds to manage expanding blockage. Measures to diminish the need to set out and to draw sought after to different methods of transport must be considered in the more extensive way to deal with an incorporated transport strategy. Three potential alternatives exist for reacting to the anticipated increment in blockage on trunk streets: Making better utilization of existing street framework, overseeing interest for go by street and making new foundation. The alternatives are not totally unrelated. They could be blended, and diverse blends might be reasonable to various areas. All alternatives should be weighed against the ramifications of doing nothing and enabling the expanding blockage to impact street clients' choices on when, how and whether to travel (Wasike, 2001).

According to Survey study done by Muchori (2015), the efficient flow of goods at the port of Mombasa is constrained by rising street activity levels which backs off cargo development prompting time wastage, delays in conveyance, low profitability and expanded business costs. The automobile overloads in Mombasa have turned into an everyday schedule, deferring development of products and individuals prompting monstrous misfortunes. The misfortune is felt by all segments of the economy in the form of wasted man hours, travelers and tourists getting stuck in traffic, excessive fuel consumption, and prolonged transit times which leads to various logistical inefficiencies for Kenya Ports Authority (KPA) and freight companies. According to Ronald Fischer (2011) traffic congestion diminishes productivity and builds the general cost of transportation administrations. Expanded expenses might be because of higher expenses of armada operations, demurrage charges for unscheduled postponements, diminished armada and vehicle usage, diminished fuel effectiveness, expanded outflows because of lingering,

and diminished hours of gainful administration for drivers. Since an inventory network is a "system of retailers, wholesalers, transporters, storerooms, and providers that take part in the deal, conveyance, and creation of a specific item," as characterized by "investorwords.com," clog bringing about temperamental outing times and missed conveyances can have real business suggestions, causing an expansive influence that includes costs at each connection of the production network. In the event that the transportation work is dependable, retail firms can convey less inventories since they can depend on merchandise being conveyed when and where they are required inside the ideal time period.

2.5 Influence of transportation cost on retail traders' performance

According to Lakshmanan (2010), lower transportation costs because of street transport changes alter the peripheral expenses of transport makers, the family units 'portability and interest for products and ventures. Levels of popularity for products and ventures prompts accomplishment of high benefits in retail business endeavors. After some time dynamic advancement impacts get from the components get under way when transport benefit enhancements enact an assortment of interconnected far reaching procedures and yield a scope of sectoral, spatial, and local impacts, that expand general profitability and monetary development. Krugman (1998), demonstrates that by lessening the cost of transporting products between areas which diminishes the compelling separation between two focuses; transport enhancements can advance retail exchange benefit making, increment rivalry and assortment, and encourage specialization in retail business.

According to (Allen & Hamilton, 1999; Litman 2009; Polzin, and Raman, 2008) identifies poor road surface as one of the key factors affecting transportation costs in business. The unpleasantness of the street surface can influence vehicle working expenses by influencing moving protection; harsh surfaces can diminish speed, require more prominent fuel utilization, increment wear on tires, and increment upkeep costs. They additionally express that a thruway bend requires a more prominent yield of vitality from a vehicle to counter the diffusive power. This, joined with extra wear on the vehicle's tires, prompts an expansion in working expenses. These transportation costs makes fare charges high, hence hindering profit making in retail business.

It is sensible to regard transport enhancements as being practically identical to "decreases to exchange boundaries", especially while looking at where as a zone has been especially distant preceding the change. In such cases, transport upgrades may bring about impacts, for example, enhanced efficiencies in retail business where transport is a substantial cost part of the business; enhanced work advertises and expanded capacity for specialization; among others, thus improved profit in business (Carolyn O'Fallon, 2004). According to UK SACTRA report (1999)**,** measures which lessen transport costs support retail business execution in different ways. Organizations can pass on the advantage of lower transport expenses to customers as lower costs of goods and this ensures high profit is attained as a result of increase in retail business sales.

Eddington (2006) states that road transport provision increasing retail exchange by diminishing the expenses of exchanging prompting acknowledgment of high benefits by retail brokers. Since 1960, falling transport costs have helped the global exchange of merchandise by 10-17.5 for every penny, raising UK GDP by an expected 2.5-4.4 for each penny. Household exchange joins are especially vital to the financial achievement of some urban regions e.g. the connection between the money related administrations divisions in Leeds and London. Eddington additionally shows that very much created street transport expands retail business speculation and advancement by supporting economies of scale or better approaches for working, subsequently lessening superfluous cost of working retail organizations. The 2001 change in controls that allowed 44 ton trucks is evaluated to have spared 134m truck km, £160 million of working and fuel costs, and 135,700 tons of carbon dioxide.

Forkenbrock (1990) states that the potential impacts of roadway improvement may accumulate not exclusively to people and organizations who utilize the thruway. An adjustment in transportation costs for parkway clients might be passed on to different gatherings in various ways. For instance, decreased transportation costs for makers of merchandise and enterprises may be passed on to buyers as lower costs for shopper products, or to laborers in these businesses as higher wages. In either case, changes in costs or wages are not attached to coordinate utilization of the interstate by recipients. People may in this way advantage from a thruway without going on it, for instance, when go on

the expressway by others builds the benefit they get from their assets or when such travel expands the acquiring energy of that benefit by diminishing the costs paid for wares. The increase in purchase of goods leads to increase in profit making in business.

2.6 Influences of business houses' rent on retail traders' performance

According to Kivell (1993), in a mono-driven urban territory, the middle that draws in most elevated esteems and leases is the place transport offices expand work accessibility, client stream and proximate linkages, while lease is the charge that proprietor of a moderately open site can force in view of sparing in transport costs which the utilization of the land makes conceivable. The better the vehicle arrange the less the grinding and the higher will be the lease charge, which is the installment to defeat the grating of room.

Based on the final report on "Impact of Highways on Property Values," Carey (2001), indicates that get to benefits passed on by road development gather to property proprietors as total increments in property estimations. Road development makes business improvement more achievable in zones promote from the focal business area, as travel times are lessened between areas. This thus makes these zones more appealing to engineers, bringing about higher property estimations in the turnpike hallway. Given the useful impacts of expressway improvement on the estimation of properties, neighborhood governments may profit by suitable arranging choices in the region of an interstate hallway and charge high land rates on the commercial properties.

Perera (1990) also states that, on the off chance that transportation changes upgrade the attractive quality of areas inside the effect zone of the change passage, the interest for arrive at those areas would be animated. Given a settled supply of land, expanded request would prompt acceleration of land rents/rates, bringing about higher land esteems. As per the Final report 516 via Carey (2001) on the "Effect of Highways on Property Values," the report shows that a Washington consider additionally inspected test of business locales to decide the impacts of a close-by parkway. In the wake of controlling for such factors as bundle size, zoning, and access to different transportation modes, properties close to the interstate were appeared to acknowledge at a rate almost 17 percent more prominent than control region locales. Meetings with business property proprietors demonstrated that they were very much aware of the advantages of enhanced access for both the vehicle of

products and client activity. These commercial properties closer to the highways normally generate high property rent charges thus benefiting the property owners.

Levinson and Istrate (2011) states that well-located road infrastructure creates access which is a great deal for property owners in terms of rent charges. In spite of the fact that the advantage of openness collects to the group everywhere, a large portion of it goes to pri-vate landowners. Landowners pick up so much since property estimation or lease catches a significant part of the advantage of availability. In those zones where one can achieve the most exercises in the briefest time, for example, Manhattan, building thickness is higher, particularly tall building structures, and leases and land costs are higher. For instance, arrive is at a premium in the downtown zones, at significant trades, and adja¬cent to vital characteristic comforts, for example, the Chain of Lakes in the Twin Cities.

According to Gamble, *et al*, (1978), development of highways may attract population increase and with populace development can come changes to the requests on nearby group administrations, for example, schools, utilities and crisis insurance. Districts in developing territories can be unable to stay aware of the interest for progressively and better open administrations, and duty rates may ascend so as to give adequate incomes to the additional administration prerequisites. For pre-interstate inhabitants of the purview who may have profited just marginally or not in any manner from arrive esteem gratefulness in light of their area in respect to the thruway, their assessment increments could surpass their increases from extended city administrations. The taxation rate that for the most part goes with such development, when joined by a lower increment in amount or nature of group administrations, has been refered to as a reason for restricting development in various groups. Bet, et al, (1978) additionally expresses that nearness to the interstate gives perceivability to passing drivers, which may profit proprietors of retail property. The locational advantage is especially solid for organizations that depend on movement based business, for example, eateries, comfort stores and banks. Moreover, business and modern property proprietors remain to profit by the entrance to a more extensive work advertise that the expressway gives.

2.7 Road Infrastructure and Regional Development Theory

Jelena Sisinacki, Valerija Botric and Lorena Skuflic (2006) assert that interest in transport framework positively affects a provincial improvement. The point of the paper was to introduce a hypothetical way to deal with the connection between transport framework and territorial improvement, trailed by observational confirmation in view of the Croatian illustration. The Theory proposes that communication amongst foundation and territorial improvement can be named: framework takes after local advancement, foundation improvement as a factor behind prompting provincial advancement and adjusted advancement that similarly underlines the part of framework and monetary development in the area. While it is very simple to decide coordinate advantages in term of lessened travel time, diminished vehicle working expenses and in addition expanded transport security, commitment to the general public (local) improvement overall i.e. assessment strategies, are liable to specific talks. Through its improvement systems, the Republic of Croatia is supporting postulation that foundation organize is essential to the local advancement. In that unique circumstance, escalated interests in the thruway program are explained with the normal beneficial outcomes on the territorial advancement. Working of the alleged Croatian interstate that ought to enhance transport associations inside the County of Istria was chosen to decide if there is a legitimization for such a conviction. It was normal that beneficial outcomes of the foundation advancement was to be demonstrated by the chosen markers, which affirmed that framework can be considered as an inductor of the local improvement in Croatian case.

According to Muthama, Mubea and Mundia (2016) the arrangement of good quality framework is frequently refered to as the most imperative factor of nearby and provincial improvement, through which satisfactory conditions for the development of new business and fascination of firms to less created regions are given. In the meantime, the effect of framework improvement on nearby and provincial advancement is the subject of different dialogs. In spite of political impacts, the financial effect of framework advancement is a standout amongst the most essential contemplations in foundation strategy making. The street foundation is for the most part acknowledged as the way to economy and it is crucial for provincial financial development and neediness lessening since it assumes a key part in

upgrading intensity and monetary improvements. Street framework opens up detached locales to exchange and venture and enhances access to products, administrations and business openings.

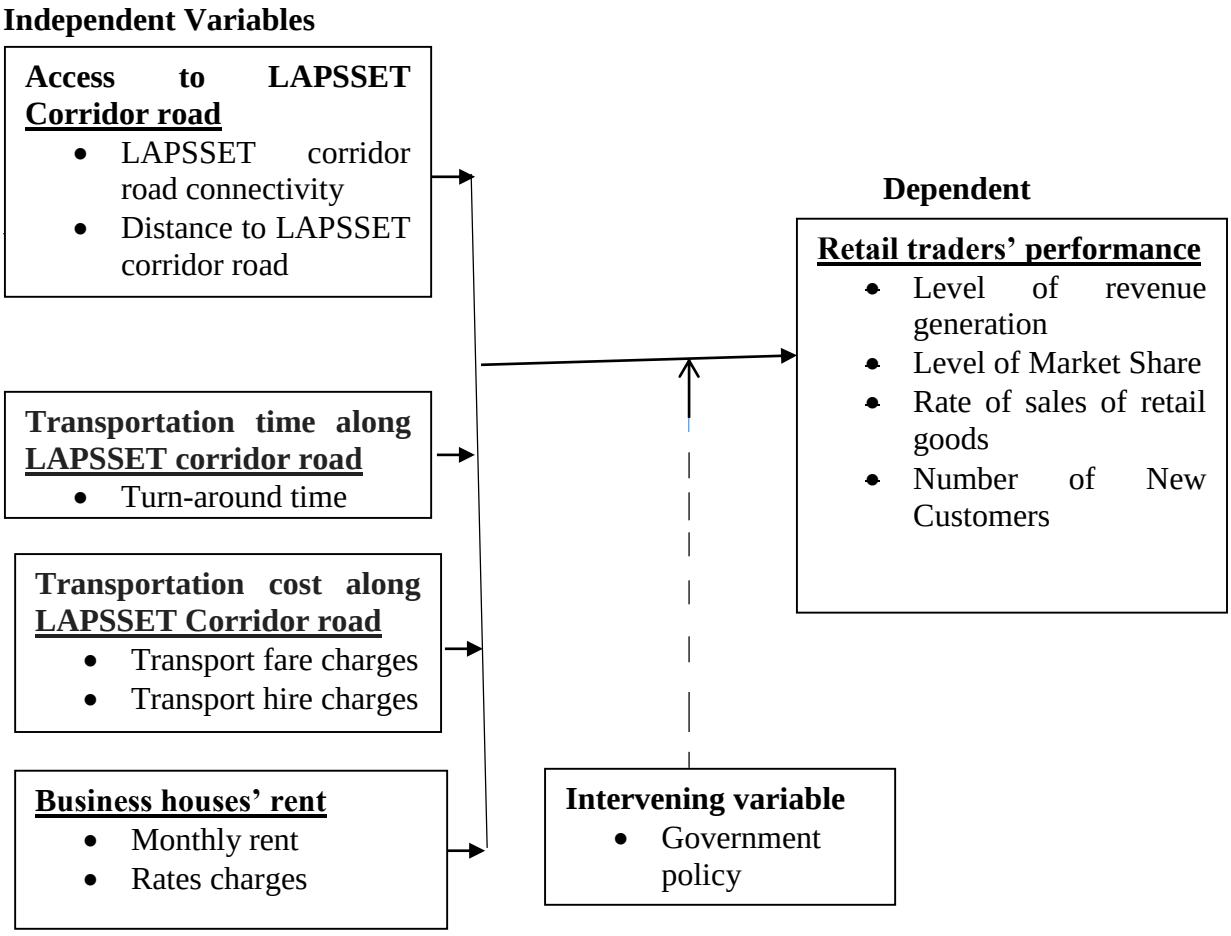
Road Infrastructure and Regional Development Theory is also applicable in the case of Republic of Kenya, especially in Isiolo Town of which LAPSSET Corridor road project has been playing significant role in promoting economic developments such as retail trade. The objective of the infrastructure connectivity is paramount in enhancing social mobility and economic inclusivity and access to opportunities across the local towns and states. The LAPSSET Corridor road is a key component intended to reduce distance, logistics cost thus enhances both local and regional trade. Locally, retail trade has been thriving in Isiolo town and other towns strategically located along the LAPSSET Corridor road. This is a clear evidence that with an improved road infrastructure development in Kenya, economic activities such as trade among others can greatly improve economic status of Kenyan people and beyond. This is further indicated by the LAPSSET Corridor Development Authority (2017) of which the LAPSSET Corridor Project's Status report reveals that LAPSSET Corridor road (Isiolo-Moyale Section) has led to great economic impact in Isiolo town and beyond whereby the road project's influence on the performance of retail business in Isiolo town is required for the preparation of Master Planning and Investments Framework.

2.8 Conceptual framework

Conceptual framework is an arrangement of expansive thoughts and standards taken from applicable field of enquiry and used to structure resulting introductions. A reasonable system distinguishes key ideas under examination and shows how the different ideas identify with each other. Reasonable structure includes framing thoughts regarding connections between factors in the examination and demonstrating these connections graphically or diagrammatically (Mugenda and Mugenda 2003, 214; Boeije 2010, 101; Frankfort-Nachmias and Nachmias 1996; Cole 2011).

The conceptual framework of this study looks at access to LAPSSET Corridor road, transportation time along LAPSSET Corridor road, transportation cost along LAPSSET Corridor road and business houses' rent as the key indicators to investigate the extent of retail traders' performance.

Figure 1: Conceptual Framework



2.8.1 Relationship among variables in the conceptual framework

The following independent variables of access to LAPSSET Corridor road, transportation time along LAPSSET Corridor road, transportation cost along LAPSSET Corridor road and business houses' rent are presented in the conceptual framework.

LAPSSET corridor road connectivity and distance to LAPSSET corridor road indicate access to LAPSSET Corridor road. Turn-around time indicates transportation time along LAPSSET Corridor road. Transport fare charges and transport hire charges indicate transportation cost along LAPSSET Corridor road and monthly rent and rates charges indicate business houses' rent with government policy intervening on how the independent variables affect the dependent variable which is retail traders' performance measured by the level of revenue generation.

2.9 Knowledge gap

Nezic (1996)'s study on market and community developments indicates that the retail business contributes to local developments through increase in tax revenue generation whereby the revenue generated are used in the development of the markets and the community at large. The study however does not explore on how retail business house rent and land rate taxation charges negatively affects the performance of retail business leading to low profit in retail business. Asian Development Bank (2002) study on Impact of Rural Roads on Poverty Reduction indicates that road infrastructure are clearly critical in improvement of living conditions of rural areas by raising the quality of life through creation of income generating opportunities such as retail businesses within the rural areas. The study by Asian Development Bank however only focuses on the influence of road infrastructure on performance of income opportunities such as retail business at the rural areas without covering the urban areas. Schuetz (2013 study report on the influence of rail transit Investment on retail business, rail transportation time and access to railway are one of the key factors that affects the performance of retailers in their businesses whereby reduced transportation cost, minimum transportation time and easy access to railway transport provision leads to profit maximization in retail business. However the study does not involve on how the road transportation costs, road transportation time and access to road infrastructure influences performance of retail business.

2.10 Summary of literature review

Davidson (1984) observes that for retail business to perform well in terms of high revenue generation, retailers are expected to give prepared trade of significant worth through effective treatment of exchanges, helpful hours, advantageous area and focused costs.

On the influence of access to road on retail trade's performance, Eddington (2006) is quoted in the literature review; stating *that* good transport network enhances openness because of better transport connections and administrations, grow markets for singular transport-utilizing organizations and enhance their entrance to provider inputs. Expanded access and availability make expanded open doors for retail exchange, rivalry and specialization, which can prompt longer-term benefit picks up. Lean and Goodall (1977) and Cytonn Real Estate, 2016 further states that retail business sites which are adjoining principle transport courses have relative points of interest over those found some separation away in terms of profit making. Literature review also quotes Lakshmanan, 2010 by highlights that reducing transportation time enhances growth in retail business whereby retail traders gain easy and quicker access to markets thus expanding their business scope and profit maximization. Eddington (2006), further indicates that road transport builds business productivity, through time investment funds and enhanced dependability for retail business voyagers. The same has been echoed by Litman (2001) who also mentions that improvement of a road project increases capacity and reduces travel time in retail business. Effects of road congestion on retail business and mitigation measures have been discussed whereby Fadare & Ayantoyinbo, 2010 is quoted in the literature by stating that traffic congestion is a situation caused by quick development in mechanization and with not as much as comparing change in street arrange, movement administration systems and related transport infrastructure. Fischer (2011) also indicates that traffic congestion diminishes productivity and increases the overall cost of transportation services. For mitigation measures, Literature puts forward Wasike (2001) who identifies three mitigation approaches which include: improving utilization of existing street framework, overseeing interest for go by street and making new foundation.

On the Influence of transportation cost on retail traders' performance, literature mentions Lakshmanan (2010)'s arguments that lower transportation costs due to road transport upgrades alter the negligible expenses of transport makers, the family units 'versatility and interest for merchandise and ventures. High demands for goods and services leads to attainment of high profits in retail business. The literature also quotes Booz Allen & Hamilton, 1999; Litman 2009; Polzin, Chu and Raman, 2008) who mention poor road surface as one of the key factors affecting transportation costs in business. The literature elaborates on the influences of business houses' rent on retail traders' performance by quoting Levinson & Istrate (2011) who states that well-located road infrastructure creates access which is a great deal for property owners in terms of rent charges. Kivell (1993) is also mentioned in the literature by stating that in urban area, the locations that draws in most noteworthy esteems and leases is the place transport offices augment work accessibility, client stream and proximate linkages, while lease is the charge that proprietor of a generally open site can force on account of sparing in transport costs which the utilization of the land makes conceivable. Bet (1978) additionally expresses that vicinity to the thruway gives perceivability to passing drivers, which may profit proprietors of retail property.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

Research methodology discusses the procedures and methods that will be followed when the study is being conducted. The chapter discusses the methodology that was adopted to carry out the investigation on influence of LAPSSET Corridor road on retail performance in Isiolo town. It discusses the examine configuration, target populace, test size and test determination, information accumulation strategies, information gathering instruments, legitimacy and dependability of instruments, Data accumulation methodology, moral contemplations, operational meaning of factors and information investigation procedures.

3.2 Research Design

Research configuration is the course of action of conditions for gathering and investigation of information in a way that means to join pertinence to the exploration reason with economy in methodology, (Kothari, 2004; Babbie, 1991; Goddard and Melville, 2001). The investigation utilized unmistakable review strategy as an exploration outline. Engaging study is a strategy for gathering an inquiry by meeting or regulating an inquiry to an example of people (Orodho, 2007). This plan was picked by the specialist since it enabled the scientist to viably obtain in-depth information from a large population that may be either quantitative or qualitative in nature. This further allowed multifaceted approach to data collection and analysis. This Research design also helped in collecting original data on the influence of LAPSET Corridor road on performance of retail traders in Isiolo town.

3.3 Target Population

The target population was Isiolo retail traders and staffs from the LAPSSET Corridor Development Authority (LCDA). The area of study was Isiolo town. According to the LAPSSET Corridor Development Authority status report (2017) and Isiolo County based cluster of retailers (2017), Isiolo town has a total of 740 retailers which are cluttered into 5 groups as per their specific location zones within the town.

The researcher also chose the LCDA because it is the Government agency responsible for planning coordinating and sequencing the implementation of LAPSSET Corridor project in Isiolo town. According to LCDA staff list (2017), it has 28 staffs from Planning Department who are actively involved in planning, coordination and implementation of LAPSSET Corridor project in Isiolo town. The targeted staffs will therefore be 28 as shown in Table 3.1

Table 3.1: Target population

Population		**Target Population**
Isiolo town Retail Traders	CBD Zone	270
	Mwangaza	160
	Zenru	110
	Kiwanjani Zone	80
	Turuba	120
LCDA Staffs	Urban Planners	12
	Civil Engineers	6
	Surveyors	5
	Economists	5
TOTAL		**768**

3.4 Sample size and Sample Procedure

A sample of 10%-20% is acceptable according to Airy (1972). The researcher sampled at 10% of which sample size of Isiolo retail traders was 74 and LCDA Staffs was 6 in number. The researcher used systematic sampling to select a respondent falling within the identified clusters of retail traders. In order to select the relevant correspondents, the researcher randomly chose one day of the week among the five working days to question the

respondents. The researcher selected 6 LCDA staffs representing professional positions from the Department of Planning as the respondents.

Table 3.2: Target population and sample size

Population		Target Population	Sample Size
Isiolo town Retail Traders	CBD Zone	270	27
	Mwangaza Zone	160	16
	Zenru Zone	110	11
	Kiwanjani Zone	80	8
	Turuba Zone	120	12
LCDA Staffs	Urban Planners	12	3
	Civil Engineers	6	1
	Surveyors	5	1
	Economists	5	1
TOTAL		**768**	**80**

3.5 Data Collection Instruments

The researcher utilized surveys and meeting plans. Surveys were utilized in light of the fact that they are exceptionally financially savvy particularly valid for thinks about that included substantial example sizes and vast geographic regions like for this situation of Isiolo town. Surveys diminish inclination since there are uniform inquiry introductions and no center man predisposition. The analyst's own conclusions never impact the respondents to answer inquiries in a specific way and there are no verbal or visual pieces of information to impact the respondents.

The researcher also used interview method for the respondents who may not write their responses. This category also included illiterate subjects or subjects who do not write as frequently as they speak of which are common in Isiolo town.

3.5.1 Pilot Testing of the Study

Keeping in mind the end goal to find out if the exploration instrument is useful, the poll was first gone for on 10 respondents who were not taking an interest in the genuine information gathering stage. This was intended to guarantee that each respondent inspected did comprehend the poll, as well as all respondents comprehend the survey a similar way. Further, this aided in testing the respondent's solace in noting the poll.

3.5.2 Validity of Data Instruments

Legitimacy of the examination instrument is the precision, rightness, and significance of inductions, which is portrayed by the coveted aftereffects of the investigation. It is how much outcomes got from the examination of the information really speak to the factors of the investigation (Mugenda and Mugenda, 2003). The researched looked into the content and construct validity of the research instruments. Content validity depict whether the questions and statements fully represent every element of the research questions and objectives of the study (Bryman, 2012). Further, Construct validity ensured that the questions and statements in the questionnaire are correctly and stated clearly. In order to determine if the research instrument measures what it was intended to be measured, the validation programs were borrowed from relevant specialists incorporating counsels with the examination bosses who have the fundamental experience and aptitude in the zone of research work. Their sources of info were fused in the instruments previously the real information gathering as needs be.

3.5.3 Reliability of Instruments

According to Borg and Gall (1986), dependability is the level of inside consistency or steadiness of measuring gadget extra minutes. A measuring instrument is solid on the off chance that it gives reliable outcomes. Unwavering quality is expanded by including numerous comparable things on a measure, by testing a differing test of people and by

utilizing uniform testing strategies. Polls were first tried in two arbitrarily chose three retail outlets not in the investigation test. This investigation utilized Cronbach alpha (α) coefficient to compute the unwavering quality. As per George and Mallery (2003), Cronbach alpha dependability coefficient falls in the vicinity of 0 and 1 thusly the closer the alpha coefficient is to 1.0, the better the interior consistency of the things in the scale. Cronbach alpha sets a benchmark for dependability at 0.7 as the base (Saunders & Lewis, 2009). The reliability index of the study was 0.8 which was a good indication of consistency for the study.

3.6 Data Collection Procedure

The permission to collect data was sought from relevant authorities then the research assistants were trained on the use of research instruments, administration and interview conduct by taking them through a mock exercise. The scientist made a few inquiries requiring verbal reactions extending from general to particular data and this empowered the specialist to evoke data from key respondents and controlled the stream of inquiries given to the respondents. The questionnaires were collected from respondents after 2 days to allow them time to fill in the questionnaires at the time of their convenience. The questionnaires included both closed and open ended questions to enable the respondents to express themselves as much as possible. The researcher then checked the returned instruments for errors before proceeding to analyze data.

3.7 Ethical Considerations

The researcher considered the accompanying moral issues: secrecy of all the data from the respondents, insurance of the respondents' personalities, exercise of flexibility of thought, scholarly genuineness and keeping up of freedom from conceivable endeavors to inclination and guaranteeing security of information amid and after fulfillment of research.

3.8 Operational definition of variables

According to Mugenda and Mugenda (2006), operational definition of variables involves description of operations that is used in measuring the study variables.

Table 3.3: Operationalization of the variables

Research objectives	**Type of variable**	**Indicator**	**Measure**	**Level of scale**	**Data collection method**	**Analysis**
To examine the influence of access to LAPSSET corridor road on retail trader's performance in Isiolo Town	Independent Access	LAPSSET corridor road connectivity, Distance to LAPSSET corridor road.	Rate of road connection Distance taken	Ratio ordinal	Questionnaire /Interview	Quantitative/ Qualitative
	Dependent Retail traders' performance	Level of retail performance	Average monthly profit	Ordinal	Questionnaire /Interview	Quantitative/ Qualitative
To establish the extent to which transportation time along LAPSSET corridor	Independent Time	Traffic congestion rate	Time taken	Ordinal Ratio	Questionnaire /Interview	Quantitative/ Qualitative

road influences retail traders' performance in Isiolo town.	Dependent Retail traders' performance	Level of retail performance.	Average monthly profit	Ordinal Ratio	Questionnaire /Interview	Quantitative/ Qualitative
To assess the influence of transportation cost along LAPSSET corridor road on retail traders' performance in Isiolo town	Independent Cost	Transport fare charges, Transport hire charges.	Average monthly transport fair charge Average monthly transport hire charges	Ordinal	Questionnaire /Interview	Quantitative/ Qualitative
	Dependent Retail traders' performance	Level of retail performance	Average monthly profit	Ordinal Ratio	Questionnaire /Interview	Quantitative/ Qualitative
To assess the extent to which business houses' rent charge due to LAPSSET corridor road influences retail traders' performance in Isiolo town	Independent Rent	Monthly rent, Rates charges.	Average Monthly rent Average Monthly rates	Ordinal	Questionnaire /Interview	Quantitative/ Qualitative
	Dependent Retail traders' performance	Level of retail performance.	Average monthly profit	Ordinal Ratio	Questionnaire /Interview	Quantitative/ Qualitative

3.9 Data Analysis Techniques

The information gathered with the end goal of the examination was received and coded for culmination and exactness of data toward the finish of each field information accumulation day and before capacity. The information from the finished polls was considered, re-coded and went into the PC utilizing the measurable bundle for sociologies (SPSS). This exploration was both subjective and quantitative information. Reactions were organized by the examination inquiries and goals. Subjective information was broke down subjectively utilizing content examination in light of investigation of implications and suggestions exuding from respondents data and archived information. Engaging measurements was utilized to investigate Quantitative information. Information was then introduced in type of frequencies, organizations, rates and logical notes.

CHAPTER FOUR
DATA ANALYSIS, PRESENTATION AND INTERPRETATION

4.1 Introduction

This chapter presents the data analysis and interpretation of the research findings. Data analysis consists of categorizing and tabulating the evidence to address the initial preposition of the study. The data analysis was based on specific objectives which were earlier predefined and therefore used to draw correlations, conclusions and recommendations in regard to research study.

4.2Questionnaire return rate

Out of the 74 questionnaires given to the respondents, 72 were filled and returned representing 97.30% which was considered adequate for the study.

4.3 Demographic characteristics of the respondents

The respondents consisted of adult Females (58.3%) and Males (41.7%) who are retail traders as indicated in table 4.1. In addition, LCDA Staffs from Planning Department were also interviewed. The interviewed staffs include 3 Urban Planners, 1 Civil Engineer, 1 Surveyor and 1 Economist. Heads of retail business operators and heads of professional departments were preferred whenever they were present else the instruments were administered to the next adult person present.

Table 4.1: Gender of the respondent

Gender	Frequency	Percent
Male	30	41.7
Female	42	58.3
TOTAL	72	100.0

4.4 Years living in Isiolo town

The study sought information on the number of years respondents had lived in Isiolo town and the result was as shown in Table 4.2.

Table 4.2: Years Retail Traders have lived in Isiolo town

Period	Frequency	Percent
=>10 Years	60	83.3
5-9 Years	9	12.5
1-4 Years	3	4.2
TOTAL	**72**	**100.0**

The Table 4.2 shows that 60 respondents (83.3%) have lived in Isiolo town for 10 years and above, 9 respondents (12.5%) have lived in Isiolo town for 5-9years, while only 3 (4.2%) respondents have lived between 1-4 Years. The findings therefore indicate that a clear majority of the respondents have lived in this area for over 10 years thence were able give valid response about the influence of LAPSSET Corridor road on performance of retail traders in Isiolo town.

4.5 Level of education

The study sought to find out the level of education of the respondents, the response was as shown in Table 4.3.

Table 4.3: Level of education

Education level	Frequency	Percent
Primary	4	5.6
Secondary	35	48.6
College and above	31	43.1
Informal Education	2	2.8
TOTAL	**72**	**100.0**

According to Table 4.3, the findings were that 4 (5.6%) respondents had primary education, 66 (91.7%) had secondary education and above while only 2 (2.8%) of respondents had informal education.

4.6 LAPSSET Corridor road use by retail traders

The level of frequency use of LAPSSET Corridor road by town retail traders in Isiolo town were identified by the respondents are shown in Table 4.4.

Table 4.4: Level of LAPSSET Corridor road use by retail traders

Road use	Frequency	Percent
Frequently	67	93.1
Rarely	5	6.9
TOTAL	**72**	**100.0**

Based on the findings in Table 4.4, majority of the respondents (93.1%) frequently use the LAPSSET Corridor road and only minority (6.9 %) rarely use the road. This indicates the significance of LAPSSET Corridor road on retail trade business in Isiolo town and its influences on the performance of retail traders in the town.

4.7 Influence of LAPSSET Corridor road on retail traders performance in terms of revenue generation

The respondents' opinion on whether LAPSSET Corridor road influences retail performance in revenue generation is indicated in Table 4.5.

Table 4.5: LAPSSET Corridor road influence on retail performance in terms of revenue generation

Opinion	Frequency	Percent
Yes	69	95.8
No	3	4.2
TOTAL	72	100.0

The study findings in Table 4.5, shows that majority 69 respondents (95.8%) believe that LAPSSET Corridor road influences performance of retail traders in terms of revenue generation while only 3 respondents (4.2%) indicated that it doesn't influence.

4.7.1 Retail traders' performance in revenue generation

The study sought to find out the respondents' average profit per month in retail business and they responded as shown in Table 4.6.

Table 4.6: Average monthly profit in retail business

Profit	Frequency	Percent
Ksh. 1-10,000	13	18.1
Ksh. 11,000-20,000	23	31.9
Ksh. 21,000-30,000	17	23.6
Ksh. 31,000-40,000	9	12.5
Ksh. 41,000-50,000	6	8.3
> Ksh. 50,000	4	5.6
TOTAL	**72**	**100.0**

The study findings in Table 4.6 indicated that 13 respondents (18.1%) makes between Ksh. 1-1,000 as profit, 23 respondents (31.9%) makes between Ksh. 11,000-20,000 as profit, 17 respondents (23.6%) makes between Ksh. 21,000-30,000 as profit, 9 respondents (12.5%) makes between Ksh. 31,000-40,000 as profit, 6 respondents (8.3%) makes between Ksh. 41,000-50,000 as profit and only 4 respondents (5.6%) makes above Ksh.50, 000 as profit.

4.7.2 Retail business profit increment due to LAPSET Corridor road

The study sought to find out the rate at which the development of LAPSET Corridor road has led to profit increment in retail business and the respondents gave the rates as shown in Table 4.7.

Table 4.7: Level of profit Increment

Profit Increment	Frequency	Percent
(1-10)%	8	11.1
(11-20)%	15	20.8
(21-30)%	14	19.4
(31-40)%	12	16.7
(41-50)%	11	15.3
> 50%	9	12.5
N/A	3	4.2
TOTAL	**72**	**100.0**

The study findings in Table 4.7 indicates that 8 respondents (11.1 %) had profit increment ranging between (1-10) %, 15 respondents (20.8%)'s profit increment rate was (11-20) %, 14 respondents (19.4%)'s profit increment was (21-30) %, 12 respondents (16.7%)'s profit increment was (31-40) %, 11 respondents (15.3%)'s profit increment was (41-50)% and 9 respondents (12.5%) indicated a profit increment of above 50%. Further, 3 respondents (4.2%) did not indicate any increment in salary since they believed that LAPSSET Corridor road has not led to retail business increase in profit making. This confirms that majority of retailers have experienced increase in profit while using the LAPSSET Corridor road.

4.8 Influence of access to LAPSSET Corridor road on performance of retail traders

The respondents' opinions about the influence of access to LAPSSET Corridor road on the performance of retail business are indicated in table 4.8.

Table 4.8: Access to LAPSSET Corridor road's influence on retail business

Opinion	Frequency	Percent
Strongly agree	49	68.1
Agree	18	25.0
Doesn't agree	1	1.4
Don't know	4	5.6
TOTAL	**72**	**100.0**

In reference to Table 4.8, majority of the respondents, 68.1% acknowledged that access to LAPSSET Corridor road influences performance of retail business, while only 1.4% didn't agree and 5.6% didn't know whether it influences or not.

4.8.1 Proximity to the LAPSSET Corridor road

The distance between retail business locations to the LAPSSET Corridor road are shown on the Table 4.9. The distances were confirmed by the researcher on the ground during the data collection process.

Table 4.9: Distance coverage

Distance	Frequency	Percent
<20 Meters	25	34.7
21-50 Metres	14	19.4
51-100 Metres	17	23.6
>100 Metres	16	22.2
TOTAL	**72**	**100.0**

Based on Table 4.9, the proximity of Retail trade location to the LAPSSET Corridor road, the research findings indicated that: 34.7% are located less than 20Metres, 19.4% are located 21-50Metres, 23.6% are located 51-100Metres and 22.2% are located more than 100 Metres. This indicates that the respondents were evenly located and therefore gave practical insight on the reality about the influence of access to LAPSSET Corridor road on performance of retail traders bearing in mind that they were at different locations.

4.8.2 LAPSSET Corridor road connectivity within Isiolo town

The respondents rated the level of LAPSSET Corridor road connectivity within Isiolo town are shown in Table 4.10.

Table 4.10: Level of LAPSSET Corridor road Connectivity

Connectivity level	Frequency	Percent
Poor	4	5.6
Fair	21	29.2
Good	44	61.1
Excellent	3	4.2
TOTAL	**72**	**100.0**

According to the study findings in Table 4.10, the majority of respondents 61.1% indicated that the level of LAPSSET Corridor road connectivity within Isiolo town is good. However 5.6% of respondents believed that the connectivity level is still poor hence requires readjustments in terms of road network developments within Isiolo town.

4.8.3 Rating retail performance improvement due to access to LAPSSET Corridor road

The study sought to find how the respondents rate the improvement in performance of retail business as a result of accessibility to LAPSSET Corridor road. Table 4.11 shows the ratings at the scale of 1-10.

Table 4.11 Rating performance of retail traders

Rating	Frequency	Percent
3	3	4.2
4	5	6.9
5	7	9.7
6	3	4.2
7	12	16.7
8	12	16.7
9	20	27.8
10	10	13.9
TOTAL	**72**	**100.0**

The study findings in Table 4.11, shows that most of the respondents (over 95%) indicated high ratings on the retail performance improvement due to access to LAPSSET Corridor road. The findings of the study therefore indicated that access to LAPSSET Corridor road has improved performance of retail trade in Isiolo town in terms of revenue generation.

4.8.4 Satisfaction with the accessibility of LAPSSET Corridor road

The respondents gave their satisfaction level regarding accessibility of LAPSSET Corridor road as shown in table 4.12.

Table 4.12: Level of accessibility satisfaction

Satisfaction	Frequency	Percent
Fully satisfied	11	15.3
Satisfied	21	29.2
A bit satisfied	26	36.1
Not satisfied	14	19.4
TOTAL	**72**	**100.0**

In reference to Table 4.12, the level of respondents' satisfaction with the LAPSSET Corridor road accessibility indicated that majority of the respondents are satisfied with the level at which LAPSSET Corridor road is accessible. In details, 11 respondents (15.3%) were fully satisfied, 21 respondents (29.2%) were satisfied and 26 (36.1%) were a bit satisfied 4.5% are fully satisfied while only 12.5% are not satisfied. However, the study reveals that 14 respondents (19.4%) were not satisfied with the level of LAPSSET Corridor road accessibility which should not be ignored as it indicates that improvement in accessibility is still necessary.

4.9 Influence of Transportation time on the performance of retail business

Respondents' opinion on the influence of Transportation time along LAPSSET corridor road on the performance of retail business in Isiolo town is indicated in Table 4.13.

Table 4.13: Influence of Transportation time on retail business performance

Opinion	Frequency	Percent	Cumulative Percent
Strongly agree	61	84.7	84.7
Agree	11	15.3	100.0
TOTAL	**72**	**100.0**	

The Study findings in Table 4.13 indicates that all the respondents believed that Transportation time along LAPSSET corridor road influences performance of retail business in Isiolo town of which 61 (84.7%) strongly agreed and 11 (15.3%) respondents also agreed.

4.9.1 Traffic Congestion

Respondents' opinion on whether the LAPSSET Corridor road has led to traffic congestion in Isiolo town or not is indicated in Table 4.14.

Table 4.14: Traffic congestion due to LAPSET Corridor road

Opinion	Frequency	Percent
Strongly agree	37	51.4
Agree	10	13.9
Doesn't agree	16	22.2
Not sure	9	12.5
TOTAL	**72**	**100.0**

Respondents' opinion as shown in Table 4.14 indicates that most retailers believe that LAPSSET Corridor road has led to traffic congestion in Isiolo town whereby 37 (51.4%) strongly believe, 10 (13.9%) agree, while 16 (22.2%) respondents doesn't agree and only 9 (12.5%) of the respondents were not sure of whether the road has led to traffic congestion or not.

4.9.2 Traffic flow along the LAPSSSET Corridor road

The respondents rated the level of traffic flow along the LAPSSSET Corridor road within Isiolo town as shown as shown in Table 4.15.

Table 4.15: Rating the level of traffic flow along the LAPSSSET Corridor road

Rating	Frequency	Percent
Poor	6	8.3
Fair	45	62.5
Good	16	22.2
Excellent	1	1.4
Don't know	4	5.6
TOTAL	**72**	**100.0**

Majority of the respondents indicated that the traffic flow along the LAPSSET Corridor road is fair whereby 62.5% of respondents rated Fair, 22.2% rated Good, and 1.4% rated Excellent, while 8.3% rated Poor but only 5.6% of the respondents didn't know the level of traffic congestion along the LAPSSSET Corridor road. The study therefore reveals that the traffic flow within LAPSSET corridor road is manageable and may not have a serious

negative impact in terms of time wastage while undertaking retail trade especially during transportation of retailers and goods.

4.9.3 Level of Transportation time

The respondents indicated the level of transportation time they experience along the LAPSSET corridor road in regards to their business as shown in Table 4.16.

Table 4.16: Level of Transportation time

Rating	Frequency	Percent
Very long	4	5.6
Long	5	6.9
Fair	16	22.2
Short	35	48.6
Very Short	12	16.7
TOTAL	**72**	**100.0**

In reference to Table 4.16, majority of the respondents 35 (48.6%) indicated that transportation time along the LAPSSET corridor road is short and also 12 (16.7%) indicated it is very short. 16 (22.2%) indicated that transportation time is fair. On other hand, 5 (6.9%) of respondents indicated that transportation time is long and 4 (5.6%) respondents also indicated that that the transportation time along the LAPSSET Corridor road is very long. The study finding therefore reveals that transportation time along the LAPSSET Corridor road is reasonable and good for retail business which in turn leads to positive performance in retail business.

4.9.4 Satisfaction on Transportation time along the LAPSSET corridor road

The level of retail traders' satisfaction on Transportation time taken along the LAPSSET corridor road while undertaking retail business are indicated in Table 4.17.

Table 4.17: Level of Satisfaction on Transportation time taken along the LAPSSET corridor road

Opinion	Frequency	Percent
Fully satisfied	13	18.1
Satisfied	30	41.7
A bit satisfied	17	23.6
Not satisfied	12	16.7
TOTAL	**72**	**100.0**

According to Table 4.17, majority of the respondents (41.7%) were satisfied, 13 (18.1%) were fully satisfied, 17 (23.6%) are a bit satisfied, while only 12 (16.7%) were not satisfied with the Transportation time taken along the LAPSSET corridor road while undertaking retail business.

4.9.5 Improvement on performance of retail business due to Transportation time taken along LAPSSET corridor road

Rating the improvement on performance of retail business as a result of Transportation time taken along LAPSSET corridor road were indicated by the respondents as shown in Table 4.18.

Table 4.18: Rating improvement in retail business performance

Rating	Frequency	Percent
4	2	2.8
5	3	4.2
6	10	13.9
7	9	12.5
8	10	13.9
9	29	40.3
10	9	12.5
TOTAL	**72**	**100.0**

Based on the findings in Table 4.18, majority of the respondents gave high ratings on the improvement on performance of retail business as a result of Transportation time taken along LAPSSET corridor road, whereby 5-10 ratings were 70 respondents, representing 97.4% against 2 respondents who rated the performance improvement at 4 which is 2.8% only.

4.10 Influence of Transportation cost along LAPSSET corridor road on retail traders' performance in Isiolo Town

Respondents' opinion on whether the Transportation cost along the LAPSSET Corridor road affects performance of their retail business or not is shown in Table 4.19.

Table 4.19: Opinion on the effect of Transportation cost on retail traders

Opinion	Frequency	Percent
Strongly agree	42	58.3
Agree	23	31.9
Doesn't agree	1	1.4
Not sure	6	8.3
TOTAL	**72**	**100.0**

Table 4.19 indicates that majority of the respondents agreed (31.9%) and strongly agreed (58.3%) that Transportation cost along the LAPSSET Corridor road has effect on the performance of their retail businesses, while only 1.4% didn't agree. Further, very few respondents (8.3%) were not sure.

4.10.1 Transportation fare and hire charges

The level of spending on transport fare and hire charges along the LAPSSET Corridor road in a month by the respondents are indicated in Table 4.20.

Table 4.20: Transportation fare/hire charges

Transportation Cost	Frequency	Percent
Ksh. 1,000-2,000	28	38.9
Ksh. 2,001-4,000	17	23.6
Ksh. 4,001-6,000	9	12.5
Ksh. 6,001-8,0000	5	6.9
Ksh. 8,001-10,000	7	9.7
>Ksh. 10,000	6	8.3
TOTAL	**72**	**100.0**

The Table 4.20 shows that majority of the respondents (62.5%) spend between Ksh. 1,000-4,000. On the other hand, the minority (37.5%) spend more than Ksh. 4,000 in a month.

4.10.2 The level of satisfaction with the Transportation cost

The study sought to know the levels at which the respondents were satisfied with transportation cost along the LAPSSET Corridor road is indicated on the Table 4.21.

Table 4.21: Level of Satisfaction with Transportation cost along the LAPSSET road

Satisfaction level	Frequency	Percent
Fully satisfied	11	15.3
Satisfied	17	23.6
A bit satisfied	35	48.6
Not satisfied	9	12.5
TOTAL	**72**	**100.0**

The findings in Table 4.21 indicates that 11 (15.3%) respondents indicated that they were fully satisfied, 17 (23.6%) indicated that they were satisfied, 35 (48.6%) indicated that they were a bit satisfied while the minority 9 (12.5%) of respondents indicated that they were not satisfied with the transportation cost they incur along the LAPSSET corridor road while undertaking retail businesses.

4.10.3 Improvement in retail business performance

The respondents were asked to rate the level of improvement in performance of their retail businesses as a result of Transportation cost along the LAPSSET corridor road and their responses was shown in Table 4.22.

Table 4.22: Rating improvement in performance of retail business within the scale of 1-10

Level of Performance Improvement	Frequency	Percent
4	2	2.8
5	3	4.2
6	10	13.9
7	9	12.5
8	10	13.9
9	29	40.3
10	9	12.5
TOTAL	**72**	**100.0**

The findings indicate that within the scale of 1-10, most of the respondents rated highly the levels at which their retail businesses have improved as a result of low transportation cost along the LAPSSET Corridor road. 9 respondents (12.5%) rated improvement at the maximum score (10), 29 respondents (40.3%) rated improvement at 9. Further, 10 respondents (13.9%) rated improvement at 8 and also 3 respondents (4.2%) rated improvement at 5. Only 2 respondents rated improvement of their retail business performance at 4 only.

4.11 Influence of business houses' rent

The study sought to find out the retail traders opinion on whether business houses' rent charge due to LAPSSET corridor road influences retail traders' performance in Isiolo town or not and the response was as shown in Table 4.23.

Table 4.23: Opinion on the influence of business houses' rent

Opinion	Frequency	Percent	Valid Percent
Strongly agree	49	68.1	68.1
Agree	20	27.8	27.8
Doesn't agree	2	2.8	2.8
Not sure	1	1.4	1.4
TOTAL	**72**	**100.0**	**100.0**

Based on Table 4.23, majority of the respondents strongly agreed that business houses' rent charge due to LAPSSET Corridor road influences retail traders' performance in Isiolo town whereby 49 respondents (68.1%) strongly agreed, 20 respondents (27.8%) agreed. On the other hand, only 2 respondents (2.8%) didn't agree while only 1 respondent (1.4%) was not sure.

4.11.1 Monthly business house rent

The respondents pay monthly house rents per month as shown on Table 4.24.

Table 4.24: Rent per Month

Monthly Rent	Frequency	Percent
< Ksh. 3,000	3	4.2
Ksh. 3,000-6,000	9	12.5
Ksh. 6,001-9,000	13	18.1
Ksh. 9,001-12,000	14	19.4
Ksh. 12,001-15,000	11	15.3
Ksh. 15,001-17,000	12	16.7
> Ksh. 17,000	10	13.9
TOTAL	**72**	**100.0**

Based on the findings in Table 4.24, the respondents indicated that the monthly rent they pay are follows: 3 respondents (4.2%) pays less than Ksh. 3,000; 9 respondents (12.5%) pay between Ksh. 3,000-6,000; 13 respondents (18.1%) pay between Ksh. 6,001-9,000; 14 respondents (19.4%) pay Ksh. 9,001-12,000; 11 respondents (15.3%) pay between Ksh. 12,001-15,000; 12 respondents (16.7%) pay Ksh. 15,001-17,000 and 10 respondents (13.9%) pay more than Ksh 17,000 as a monthly rent.

4.11.2 Affordability of monthly business house rent paid by the retail traders

The study sought to find out the affordability of business house rent paid by the retail traders in Isiolo town and their responses are shown in Table 4.25.

Table 4.25: Affordability of monthly business house rent

Opinion	Frequency	Percent
Yes	10	13.9
No	62	86.1
TOTAL	**72**	**100.0**

The study findings in Table 4.25 shows that the majority, 62 respondents (86.1%) indicated that the business house rent they pay to the tenants every month are not affordable while only 10 respondents (13.9%) indicated that the rents are affordable.

4.11.3 Level of satisfaction with the business house rent

The study sought to find out whether the respondents' satisfaction with the business house rent and rates charges they pay every month and the response was as shown on Table 4.26

Table 4.26: Level of retail traders' satisfaction with the business house rent and rates

Level of Satisfaction	Frequency	Percent
Satisfied	7	9.7
A bit satisfied	19	26.4
Not satisfied	46	63.9
TOTAL	**72**	**100.0**

The study findings as per Table 4.26 indicates that majority of the respondents were not satisfied with business house rent charges the pay every month. This is whereby the majority 53 respondents (73.6%) said that they were not satisfied against only the few 6 respondents (8.3%) were satisfied. In addition, 13 respondents (18.3%) were also a bit satisfied.

4.11.4 Performance of retail business as a result of business houses' rent charge due to LAPSSET Corridor road

The Respondents' rating on the performance of their retail business as a result of business houses' rent and rate charge due to LAPSSET corridor road are shown on the Table 4.27.

Table 4.27: Rating performance of retail business as a result of business houses' rent

Rating	Frequency	Percent
1	25	34.7
2	13	18.1
3	10	13.9
4	8	11.1
5	6	8.3
6	4	5.6
7	3	4.2
8	2	2.8
10	1	1.4
TOTAL	**72**	**100.0**

According to Table 4.27, Performance of retail business as a result of business houses' rent and rate charge due to LAPSSET Corridor were rated whereby majority 25 respondents (34.7%) rated performance of retail business very low at 1. The respondents 13 (18.1%) rated performance at 2, respondents 10 (13.9%) rated performance at 3, respondents 8 (11.1%) rated performance at 4, respondents 6 (8.3%) rated performance at 5, respondents 4 (5.6%) rated performance at 6, respondents 3 (4.2%) rated performance at 7. Further, 2 respondents (2.8%) rated performance at 8 and the only 1 respondents (1.4%) rated performance at 10.

CHAPTER FIVE
SUMMARY OF FINDINGS, CONCLUSIONS, DISCUSSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter comprises of summary of findings where different findings of the study were related, discussion of findings where findings of the study were compared and contrasted to other studies as reviewed in literature review, conclusions, recommendations to policy formulators and suggestions for further studies. The summary, discussions, conclusions and recommendations are aligned to the specific objectives of the study.

5.2 Summary of findings

The purpose of the study was to investigate influence of LAPSSET Corridor road on performance of retail traders in Isiolo town. Factors focused on access to LAPSSET Corridor road, transportation time along the LAPSSET Corridor road, transportation cost along the LAPSSET Corridor road and business house rent as a result of LAPSSET Corridor road have been highlighted in regards to the research findings obtained and analyzed.

5.2.1 Influence of LAPSSET Corridor on Performance of Retail traders

The study investigated influence of LAPSSET Corridor road on performance of retail traders in Isiolo town. Based on the study findings, majority of retailers have experienced increase in profit while using the LAPSSET Corridor road. This was further shown whereby the respondents (11.1 %) had profit increment ranging between (1-10) %, respondents (20.8%)'s profit increment rate was (11-20) %, respondents (19.4%)'s profit increment was (21-30) %, respondents (16.7%)'s profit increment was (31-40) %, respondents (15.3%)'s profit increment was (41-50)% and respondents (12.5%) indicated a profit increment of above 50%. This shows how significant LAPSSET Corridor road influences performance of retail trade in Isiolo trade.

5.2.2 Influence of access to LAPSSET Corridor road on retail trader's performance

The first objective of the study was to examine the influence of access to LAPSSET Corridor road on performance of retail traders in Isiolo Town. The study found out that over 95 % of the respondents indicated high ratings on the retail performance improvement due to access to LAPSSET Corridor road. The study found out that LAPSSET Corridor road links Isiolo town to various Counties such as Garissa, Meru, Nanyuki, Samburu among others hence leading to easy access to new markets whereby retail traders undertake their business over a wider area and this expand their business scope that enable them to maximize profit in retail trade. Further LAPSSET Corridor road enables retail customers to access the shops of retail traders with ease hence leading to increase in purchase of retail goods of which retailers benefit by making high returns as profit due to increased sales.

5.2.3 Influence of transportation time along the LAPSSET Corridor on performance of retail traders

The second objective of the study was to establish the extent to which transportation time along LAPSSET corridor road influences performance of retail traders in Isiolo Town. The study showed that majority of the respondents 48.6% indicated that transportation time along the LAPSSET corridor road is short and also 16.7% indicated it is very short. Further, 22.2% indicated that transportation time is fair. The study finding therefore reveals that transportation time along the LAPSSET Corridor road is reasonable and good for retail business which in turn leads to positive performance in retail business as indicated on the study finding with the majority of respondents giving high ratings on the improvement in performance of retail business whereby 5-10 ratings were 97.4% against 2 respondents who rated the performance improvement at 4 which is only 2.8%. The respondents explained that LAPSSET Corridor road has increased business efficiency, whereby time taken by retail traders and customers in during transportation of retail goods and people has been reduced enabling both retailers and their customers to save time sell and buy retail goods respectively. This enables retailers to sell their retail goods faster to many customers and therefore benefiting from increased business returns in terms of high revenue generation.

Based on the study findings, traffic flow along the LAPSSET Corridor road was positively rated whereby the ratings for fair were 45%, good was 16% and excellent was 1.4%).

However the minority of the respondents (8.3%) indicated that the traffic floor is poor and highlighted that occasionally, there are tracks of Lories that are sometimes spotted ferrying goods along the LAPSSET Corridor road to Ethiopia through Isiolo town hence leading to poor traffic flow in Isiolo town which sometimes become a hindrance to retail traders as this wastes their time during transportation of their retail goods within Isiolo town. However, this normally happens occasionally does not have big negative impact on their retail performance.

5.2.4 Influence of transportation cost along the LAPSSET Corridor on performance of retail traders

The third objective was to assess the influence of transportation cost along LAPSSET corridor road on performance of retail traders in Isiolo Town. Majority of the respondents (90.2%) were of the opinion that Transportation cost along the LAPSSET Corridor road has effect on the performance of their retail businesses whereby 31.9% and 58.3% of respondents agreed and strongly agreed respectively that in deed transportation cost along the LAPSSET Corridor road has effect on the performance of their retail businesses. The respondents further rated the level of improvement in performance of their retail businesses as a result of low transportation cost along the LAPSSET Corridor road .The study findings indicated that within the scale of 1-10, most of the respondents rated highly the levels at which their retail businesses have improved as a result of low transportation cost along the LAPSSET Corridor road whereby 12.5% of respondents rated improvement at the maximum score (10), and also 40.3% respondents rated improvement at 9 which is a very high score. This is due to increased purchasing power as a result of affordable transportation fare/hire charges experienced by the retail traders.

5.2.5 Influences of business houses' rent charge due to LAPSSET Corridor on retail traders' performance

The fourth objective was to assess the extent to which business houses' rent charge due to LAPSSET corridor road influences performance of retail traders in Isiolo Town. The study revealed that the majority of the respondents (over 95%) were of the opinion that business houses' rent charge due to LAPSSET Corridor road influences retail traders' performance

in Isiolo town. The respondents (86.1%) emphasized that the business house rent they pay to the tenants every month are not affordable while only 13.9% of respondents indicated that they can easily afford rent charge. This was further revealed based on the ratings within the scale of 1-10 of which Performance of retail business as a result of business houses' rent and rate charge due to LAPSSET Corridor shown of which majority 34.7% rated performance of their retail business very low at 1. The 18.1% of respondents rated performance at 2, the 13.9% of respondents rated performance at 3, the 11.1% of respondents rated performance at 4, the 8.3% of respondents rated performance at 5, the 5.6% of respondents rated performance at 6, the 4.2% of respondents rated performance at 7. Only 2.8% and 1.4 % of respondents rated performance at 8 and 10. The trend of performance shows how high rent charges negatively affects performance of retail traders by reducing their profit maximization.

5.3 Discussion of findings

The motivation behind the dialog is to translate and portray the importance of the examination discoveries in light of what is as of now thought about the exploration issue being researched, and to clarify any new understanding or crisp bits of knowledge about the issue thinking about the discoveries.

5.3.1 Influence of LAPSSET Corridor on Performance of Retail traders

The findings imply that the performance of retail trade is measured in terms of the level of revenue generation of which the higher the profit the better the performance and vice-versa. This gives clarification on how LAPSSET Corridor road influences performance of retail trade in Isiolo trade. The study further confirms findings by Davidson (1984) who observes that for retail business to perform well in terms of high revenue generation; retailers are expected to provide ready exchange of value through efficient handling of transactions, convenient hours, convenient location and competitive prices which are realized through road infrastructure development. Alexander and Myers (2000) further confirm the study findings and observed that for the retailers to perform well in terms of positive revenue generation, they needs to meet their customers' pressing needs of which some do it much

better than others. The retailers who perform better in most cases have an upper hand as a result of good road network links within locations where they operate their businesses.

5.3.2 Influence of access to LAPSSET Corridor road on retail trader's performance

The study findings confirmed that road infrastructure lead to easy access to new markets for retail business over a wider area and this expand their business scope that enable them to maximize profit in retail trade. Retail customers easily access the shops of retail traders with ease leading to increase in purchase of retail goods thus high profit returns is attained. Eddington (2006) also indicated the same by elaboration that transport network enhances openness because of better transport joins which extend markets for singular transport-utilizing organizations and enhance their entrance to provider inputs. Expanded access and network make expanded open doors for retail exchange, rivalry and specialization, which can prompt longer-term benefit picks up. Moreover, great transport association opens up access to new markets permitting retail brokers to work over a more extensive territory and giving shoppers more decision consequently prompting benefit expansion by merchants.

5.3.3 Influence of transportation time along the LAPSSET Corridor on performance of retail traders

The study reveals confirmed that road infrastructure such as LAPSSET Corridor road increases retail business efficiency, whereby time taken by retail traders and customers during transportation of retail goods and people are reduced enabling both retailers and their customers to save during trade. This enables retailers to sell their retail goods faster to many customers and therefore benefiting from increased business returns in terms of high revenue generation. Lakshmanan (2010) is also of the same opinion that reducing transportation time is one of the a few channels through which transport venture improves development in retail business. Because of lessening in travel time, retail brokers increase simple and speedier access to business sectors in this manner extending their business scope and profit maximization.

The study further indicates that poor traffic flow is a hindrance to retail traders since time wastage during transportation of retail goods reduces performance of retail business. Ronald Fischer (2011) also confirms the same by indicating that traffic congestion diminishes productivity and increases the general cost of transportation administrations. Expanded expenses might be because of higher expenses of armada operations, demurrage charges for unscheduled deferrals, diminished armada and vehicle use, diminished fuel effectiveness, expanded outflows because of sitting, and diminished hours of profitable administration for drivers. Since an inventory network is a "system of retailers, wholesalers, transporters, storerooms, and providers that partake in the deal, conveyance, and generation of a specific item," as characterized by "investorwords.com," clog bringing about untrustworthy trek times and missed conveyances can have significant business suggestions, causing a progressively outstretching influence that includes costs at each connection of the production network. On the off chance that the transportation work is dependable, retail firms can convey less inventories since they can depend on merchandise being conveyed when and where they are required within the right time-frame.

5.3.4 Influence of transportation cost along the LAPSSET Corridor on performance of retail traders

Based on the experience of the respondents, Transportation cost along the LAPSSET Corridor road has effect on the performance of their retail businesses whereby high purchasing power is realized as a result of low transportation fare/hire charges by the retail traders. This was similar to UK SACTRA report (1999) which elaborates that measures which lessen transport costs empower retail business execution in different ways. Organizations can pass on the advantage of lower transport expenses to shoppers as lower costs of goods and this ensures high profit is attained as a result of increase in retail business sales. The same opinion has been highlighted by Forkenbrock (1990) who states that reduced transportation costs is passed on to consumers as lower prices for consumer goods, and this increases the customers' purchasing power leading to increase in purchase of retail goods and high profit making in business.

5.3.5 Influences of business houses' rent charge due to LAPSSET Corridor on retail traders' performance

As per the opinions, business houses' rent charge due to LAPSSET Corridor road influences retail traders' performance in Isiolo town. Good road provision leads to high rent charges which negatively affects performance of retail traders by reducing their profit maximization. Kivell (1993) is also of the same opinion that in a mono-driven urban region, the middle that pulls in most noteworthy esteems and leases is the place transport offices augment work accessibility, client stream and proximate linkages, while lease is the charge that proprietor of a moderately available site can force on account of sparing in transport costs which the utilization of the land makes conceivable. The better the vehicle organize the less the erosion and the higher will be the lease charge, which is the installment to beat the grating of room.

5.4 Conclusion

The main purpose of the study was to investigate influence of LAPSSET corridor road on performance of retail traders in Isiolo Town. The key factors that the study were in involved in were the road accessibility, transportation time, transportation cost and business house rent charge due to road provision.

5.4.1 Influence of LAPSSET Corridor on Performance of Retail traders

The study concluded that LAPSSET Corridor road influences performance of retail traders in Isiolo Town due to good road network links within locations where retailers operate their businesses of which the performance is measured in terms of revenue generation, hence the higher the profit returns the better the performance of retail business.

5.4.2 Influence of access to LAPSSET Corridor road on retail trader's performance

The study concluded that access to LAPSSET Corridor road influences performance of retail traders Isiolo town due to ease of access to retail markets over a wider area and this expand retail business scope which in turn increases purchasing power of retail goods by customers and this leads to high returns in revenue generation.

5.4.3 Influence of transportation time along the LAPSSET Corridor on performance of retail traders

The study concluded that transportation time along the LAPSSET Corridor road influences performance of retail traders in Isiolo town since it increases business efficiency of which time taken by retail traders and customers during trading process is well utilized enabling retail retailers to sell their retail goods faster to many customers and therefore benefiting from increased business returns in terms of high revenue generation.

5.4.4 Influence of transportation cost along the LAPSSET Corridor on performance of retail traders

The study concluded that transportation cost along the LAPSSET Corridor road influences performance of retail traders Isiolo town whereby affordable transportation fare/hire charges incurred by the retail traders is passed on to consumers as lower prices for consumer goods, and this increases the customers' purchasing power leading to increase in purchase of retail goods high revenue generation returns.

5.4.5 Influences of business houses' rent charge due to LAPSSET Corridor on retail traders' performance

The study concluded that business houses' rent charge due to LAPSSET corridor road influences performance of retail traders Isiolo town whereby good road network provision leads to high rent charges which negatively affects performance of retail traders by reducing their profit maximization.

5.5 Recommendations

The study provided recommendations that if implemented will lead to positive performance of retail traders in Isiolo town. The recommendations include the following:

The National Government through the LAPSSET Corridor Development Authority in collaboration with the Isiolo County Government (Department of Physical Planning) should develop Isiolo County Spatial Plan in line with the National Spatial Plan (2015-2045) to undertake strategically land use zonings in an organized manner that provides a

baseline for proper short and long term Physical Planning and ensure an efficient/effective infrastructural development and improvements that enhances sustainably advancement of retail business in Isiolo town;

LAPSSET Corridor Development Authority in collaboration with Isiolo County Government should develop an Investment Framework for Isiolo town to identify retail trade investment opportunities in Isiolo town and also to identify infrastructure and urban development gaps and future needs for retail business developments;

The National Government through the LAPSSET Corridor Development Authority in collaboration with the Isiolo County Government and the Ministry of Lands and Physical Planning should develop a Detailed Integrated Road Transport Infrastructure Master Plan to link and open up various retail business potential areas in Isiolo town;

Both the National Government and Isiolo County Government should strategically develop access road that links retail business locations to the LAPSSET Corridor road to ensure that customers can easily reach retail shops located far from the LAPSSET Corridor road; Government of Kenya should build LAPSSET Corridor by pass road to ease traffic congestions caused by tracks of Lorries passing through Isiolo town whiles using LAPSSET Corridor road through Isiolo town to Ethiopia;

Speedy development of LAPSSET Corridor Standard gauge railway which is also one of the key LAPSSET Corridor project component that link Isiolo to Lamu Port, Ethiopia and South Sudan; to ensure that the railway component supports the existing LAPSSET Corridor road in terms of improving transportation fare charges and expanding market for retail goods in Isiolo town;

The National Government should accomplish the construction of LAPSSET Corridor road that links Isiolo to Lamu Port (Isiolo-Garissa-Lamu section) and South Sudan (Isiolo-Lokichar-Nakodok section) to enhance transportation of retail goods within a short span of time as this will also ease traffic flow and expand market for the retail goods Isiolo town;

The National Government (the National Land Commission) should develop a standardized land value index and housing rent rates index policies to regulate rent charges by ensuring that the retail traders are not exploited by tenants just because of road infrastructure developments around their retail business premises;

Kenyans particularly in Isiolo County should elect development conscious leaders since these leaders influence provision of services like road infrastructure developments that influences performance of retail traders in Isiolo town.

5.6 Suggestions for further studies

The following suggestions were made by the researcher for further studies; there is need to investigate other factors influencing performance of retail traders in Isiolo town, other objective measures can be used to study factors influencing performance of retail traders in Isiolo town.

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APPENDICES

APPENDIX I: LETTER OF INTRODUCTION

Raymond Ben Ogalo

c/o University of Nairobi

P.O. Box 45008-00100

Nairobi

18th October, 2017

To: The respondents

RE: CONDUCT OF RESEARCH ON INFLUENCE OF LAPSSET CORRIDOR ROAD ON RETAIL TRADERS' PERFORMANCE IN ISIOLO TOWN; ISIOLO COUNTY KENYA

You are kindly requested to accord me the necessary assistance while conducting research in your area in the above subject.

Your contribution will be highly appreciated and all information given will be treated with confidentiality.

Yours faithfully

Raymond Ben Ogalo.

APPENDIX II: QUESTIONNAIRE

QUESTIONNAIRE FOR RETAIL TRADERS IN ISIOLO TOWN, ISIOLO COUNTY

SECTION A

Questions to give general information

1. Indicate your Gender
   a) Male
   b) Female
2. When did you start living in this Isiolo?

   a) 10 Years and above b) 5-9 Years

   c) 1-4 Years d) Less than a year

3. What is your level of education
   a) Primary b) Secondary

   c) College and above d) Informal education

4. What type of retail business are you undertaking?
   a) .....
   b) .....
   c) .....
   d) .....
   e) .....
5. How often do you use LAPSSET Corridor road while undertaking your retail business?
   a) Frequently
   b) Rarely
   c) Not at all

SECTION B

Questions on how access to LAPSSET Corridor road influences retail Traders' performance in Isiolo Town:

6. What is the distance between your retail business locations to the LAPSSET Corridor road?
    a) Less than 20 meters
    b) 21-50 meters
    c) 51-100 meters
    d) More than 100 meters
7. Has the distance from LAPSSET Corridor road affected your retail business?
    a) Yes
    b) No
8. How would you rate the level of LAPSSET Corridor road connectivity within Isiolo town in reference to performance of your retail business?
    a) Poor
    b) Fair
    c) Good
    d) Excellent
    e) Don't Know
9. Access to LAPSSET Corridor road influences performance of retail business:
    a) Strongly Agree
    b) Agree
    c) Doesn't Agree
    d) Not Sure
10. How does access to LAPSSET Corridor road influences performance in your retail business?
    a) .....
    b) .....
    c) .....
    d) .....

e) .....

11. Is there performance improvement in your retail business as a result of LAPSSET Corridor road?
    a) Yes
    b) No

If "Yes", in a scale of 1-10, how would you rate the improvement in performance of your retail business as a result of accessibility to LAPSSET Corridor road?

a) 1 b) 2 c) 3 d) 4 e) 5 f) 6 g) 7 h) 8 i) 9 j) 10

12. Are you satisfied with the accessibility of LAPSSET Corridor road?

    a) Fully Satisfied
    b) Satisfied
    c) A bit Satisfied
    d) Not Satisfied

13. What do you suggest the Government of Kenya should do in regards to improving accessibility of LAPSSET Corridor road?
    a) .....
    b) .....
    c) .....
    d) .....
    e) .....

SECTION C

Questions on how Transportation time along LAPSSET corridor road influences retail traders' performance in Isiolo Town:

14. Has the LAPSSET Corridor road led to traffic congestion in Isiolo town?
    a) Strongly Agree
    b) Agree
    c) Doesn't Agree
    d) Not Sure
15. How would you rate the level of traffic flow along the LAPSSSET Corridor road within Isiolo town?
    a) Poor
    b) Fair
    c) Good
    d) Excellent
    e) Don't Know
16. What are some of the cases of traffic congestion in Isiolo town as a result of LAPSSET Corridor road?
    a) Many vehicles on the road
    b) Heavy loaded vehicles
    c) Narrow roads
    d) Others (Specify).....
17. Transportation time along LAPSSET corridor road influences performance of retail business:
    a) Strongly Agree
    b) Agree
    c) Doesn't Agree
    d) Not Sure

18. How does the transportation time along the LAPSSET corridor road has been for you retail business?

    a) Very long
    b) Long
    c) Fair
    d) Short
    e) Very Short

19. How does transportation time along LAPSSET corridor road influences performance in your retail business?

    a) .....
    b) .....
    c) .....
    d) .....
    e) .....

20. Are you satisfied with the Transportation time taken along LAPSSET corridor road while undertaking retail business?

    a) Fully Satisfied
    b) Satisfied
    c) A bit Satisfied
    d) Not Satisfied

21. How would you rate the improvement in performance of your retail business as a result of Transportation time taken along LAPSSET corridor road**?**

    b) 1 b) 2 c) 3 d) 4 e) 5 f) 6 g) 7 h) 8 i) 9 j) 10

22. What do you suggest the Government of Kenya should do in regards to improving Transportation time along LAPSSET corridor road?

    a) .....
    b) .....
    c) .....

d) .....

SECTION D

Questions on how Transportation cost along LAPSSET corridor road influences retail traders' performance in Isiolo Town:

23. Has the Transportation cost along LAPSSET corridor road affected performance of your retail business?
    a) Strongly Agree
    b) Agree
    c) Doesn't Agree
    d) Not Sure
24. How much do you spend as Transport fare and hire charges in a month along the LAPSSET Corridor road?
    a) Less than Ksh. 1,000
    b) Ksh. 1,000-2,000
    c) Ksh. 2,001-4,000
    d) Ksh. 4,001-6,000
    e) Ksh. 6,001-8,000
    f) Ksh. 8,001-10,000
    g) More than Ksh. 10,000
25. How does transportation cost in terms of transport fare and hire charges along LAPSSET corridor road influences performance in your retail business?
    a) .....
    b) .....
    c) .....
    d) .....
    e) .....

26. Are you satisfied with the Transportation cost you in occurs along LAPSSET corridor road while undertaking retail business?
    a) Fully Satisfied
    b) A bit Satisfied
    c) Not Satisfied
27. How would you rate the improvement in performance of your retail business as a result of Transportation cost taken along LAPSSET corridor road**?**
    c) 1 b) 2 c) 3 d) 4 e) 5 f) 6 g) 7 h) 8 i) 9 j) 10
28. What do you suggest the Government of Kenya should do in regards to improving Transportation cost along LAPSSET corridor road?
    a) .....
    b) .....
    c) .....
    d) .....
    e) .....

SECTION E

Questions on how business houses' rent charge due to LAPSSET corridor road influences retail traders' performance in Isiolo town:

29. Has paying monthly business house's rent charge due to LAPSSET corridor road has affected your retail traders' performance in Isiolo town?
    a) Strongly Agree
    b) Agree
    c) Doesn't Agree
    d) Not Sure
30. How much do you pay as retail business house rent and rates per month?
    a) Less than Ksh. 3,000
    b) Ksh. 3,000-6,000
    c) Ksh. 6,001-9,000

d) Ksh. 9,001-12,000
e) Ksh. 12,001-15,000
f) Ksh. 15,001-17,000
g) More than Ksh. 17,000

31. Is the monthly house rent/rate affordable?

a) Yes
b) No

32. How does retail business house rent and rates per month as a result of LAPSSET corridor road influences performance in your retail business?
    a) .....
    b) .....
    c) .....
    d) .....
    e) .....
33. Are you satisfied with the house rent and rates charged where you undertake retail business
    a) Fully Satisfied
    b) A bit Satisfied
    c) Not Satisfied
34. In case you are not satisfied, how do you cope up with the challenge?
    a) .....
    b) .....
    c) .....
    d) .....
    e) .....

35. How would you rate the performance of your retail business as a result of business houses' rent and rate charge due to LAPSSET corridor road:

    d) 1 b) 2 c) 3 d) 4 e) 5 f) 6 g) 7 h) 8 i) 9 j) 10

36. What do you suggest the Government of Kenya should do in regards to improving performance of your retail business as a result of business houses' rent and rate charge influenced by the LAPSSET corridor road:

    a) .....

    b) .....

    c) .....

    d) .....

SECTION F

Questions on the level of retail business profitability as a result of LAPSSET corridor road influence of retail traders' performance in Isiolo town:

37. Roughly what is the average level of profit per month do you make in your retail business?

    a) Ksh1-10,000

    b) Ksh11, 000-20,000

    c) Ksh. 21, 000-30,000

    d) Ksh. 31, 000-40,000

    e) Ksh. 41, 000-50,000

    f) Above Ksh. 50, 000

38. Has the presence of LAPSSET corridor road led to increase in retail profit?

    a) Yes

    b) No

39. If yes, to what percent have you experienced the retail profit increment?

    a) 1- 10%

    b) 11-20%

    c) 21-30%

d) 31-40%

e) 41-50%

f) Above 50%

APPENDIX III: INTERVIEW SCHEDULE

INTERVIEW SCHEDULE FOR LAPSSET CORRIDOR DEVEOPMENT AUTHORITY

SECTION A

Questions on how access to LAPSSET Corridor road influences retail Traders' performance in Isiolo Town:

40. Do you agree that access to LAPSSET Corridor road influences performance of retail business in Isiolo town?
    a) Yes
    b) No
41. How does access to LAPSSET Corridor road influences performance in retail business within Isiolo town?
42. In a scale of 1-10, how would you rate the improvement in performance of retail business as a result of accessibility to LAPSSET Corridor road?
    e) 1 b) 2 c) 3 d) 4 e) 5 f) 6 g) 7 h) 8 i) 9 j) 10

43. What are the Plans and Programs the Government of Kenya has put in place in regards to improving accessibility of LAPSSET Corridor road in Isiolo town?

SECTION B

Questions on how Transportation time along LAPSSET corridor road influences retail traders' performance in Isiolo Town:

44. Do you agree that Transportation time along LAPSSET corridor road influences retail traders' performance in Isiolo Town?
    a) Yes
    b) No

45. How does Transportation time along LAPSSET corridor road influences retail traders' performance in Isiolo Town?
46. In a scale of 1-10, how would you rate the improvement in performance of retail business as a result of reduced Transportation time along LAPSSET corridor road?
    f) 1 b) 2 c) 3 d) 4 e) 5 f) 6 g) 7 h) 8 i) 9 j) 10

47. What are the Plans and Programs the Government of Kenya has put in place in regards to reducing Transportation time spent along LAPSSET corridor road by retailers from Isiolo town?

SECTION B

Questions on how Transportation cost along LAPSSET corridor road influences retail traders' performance in Isiolo Town:

48. Do you agree that Transportation cost along LAPSSET corridor road influences retail traders' performance in Isiolo Town?
    a) Yes
    b) No
49. How does Transportation cost along LAPSSET corridor road influences retail traders' performance in Isiolo Town?
50. In a scale of 1-10, how would you rate the improvement in performance of retail business within Isiolo town as a result of reduced Transportation cost along LAPSSET corridor road?
    g) 1 b) 2 c) 3 d) 4 e) 5 f) 6 g) 7 h) 8 i) 9 j) 10

51. What are the Plans and Programs the Government of Kenya has put in place in regards to reducing Transportation cost spent along LAPSSET corridor road by retailers from Isiolo town?

SECTION C

Questions on how business houses' rent charge due to LAPSSET corridor road influences retail traders' performance in Isiolo town:

52. Do you agree that business houses' rent charge due to LAPSSET corridor road influences retail traders' performance in Isiolo town?
    a) Yes
    b) No
53. How does business houses' rent charge due to LAPSSET corridor road influences retail traders' performance in Isiolo town?
54. What are the Plans and Programs the Government of Kenya has put in place to tackle the influence of business houses' rent charge due to LAPSSET corridor road in Isiolo town?