AN INVESTIGATION OF THE INFLUENCE OF USING COMPUTERS ON PERFORMANCE OF SMALL BUSINESSES.
A CASE STUDY OF NAIROBI C.B.D

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This Is A Research Project Submitted In Partial Fulfillment Of The Award Of Diploma In Business Management Of The University of Nairobi.

JULY 2012.
DECLARATION

This is my original work and has never been presented in any other university for any academic award.

Wambua Samuel Ngile.    Signature........................ Date 9/7/2012

This research project is submitted for examination with my approval as a university supervisor.

Miss Josephine Ndung'u. Signare........................ Date 11/7/2012
ABSTRACT.
The process of diffusion of innovation involves getting new ideas accepted and new
technologies adopted and used. There has been a slow rate of adoption of technology
despite its premise and potential for use in instruction. The purpose of this study was to
examine the influence of computer use as an ICT accessory on office performance in
businesses in the Nairobi central district. The specific objective was to be able to
establish the type of ICT commonly used, to investigate computer use as an ICT
accessory in the office and finding out the challenges affecting ICT adoption in the
office.

The study adopted a systematic and simple random sampling. The respondents included
10 law firms, 5 chemists, 6 cyber cafes, equity bank, 5 hardware shops, 3 dentist clinics
and 5 insurance agents totaling to 400 respondents. A random sample of 120 employees
from the small businesses was done and questionnaires hand delivered hand delivered to
the participants. Systematic sampling was used to select the individual respondents.
Open and closed questionnaires were used to collect the data. The findings from the
research are expected to provide a basis for government ICT policy decisions on the
adoption of computers in small businesses in Kenya. The study should provide a
systems view of the macro and micro level factors and the systems dynamics that need
first to be considered for successful implementation and expansion of computer
adoption in small business management.