

ABSTRACT

The purpose of this study was to assess the influence of consumer complaints handling on consumer satisfaction in dairy milk processors in Kenya. The study population was 384 consumers from 15 major supermarkets chains in Kenya. Primary data was sought from consumers of processed dairy milk using a semi-structured self-administered questionnaire employing a mixed methods research design. Descriptive and regression analysis and regression analysis were conducted with the help of SPSS software. Majority of the respondents disagreed that their complaints were handled so well to their expectation. Respondents also disagreed that merchandisers were receptive to their complaints as consumers to their satisfaction. The results showed a weak positive relationship between complaints handling and consumer satisfaction. The beta value of the computed (composite index) scores of consumers' complaints handling was 0.027 with a t-test value of 1.026 and significance level of 0.306. Dairy milk processors in Kenya had poor consumer complaints handling mechanisms. However, this seemed to have no reduction in consumer satisfaction in the products in question. The study recommended that dairy milk processors in Kenya had poor consumer complaints handling mechanisms.