

## ABSTRACT

In Kenya, the wholesale and retail sector has been undergoing a difficult time that has seen some of the big retailers closing due to myriad challenges in their performance in the dynamic environment. This study sought to establish the influence of motorcycle delivery innovation on the performance of the wholesale and retail sectors in Kenya. The study was anchored on social exchange theory. The research philosophy adopted for the study was positivism. A descriptive research design using a quantitative approach was used in this study. The study targeted all wholesale and retail shops in 47 counties in Kenya that employed commercial motorcycles for their last-mile delivery of goods. Systematic sampling and simple random sampling techniques were employed to select a sample size of 383 respondents and a questionnaire was used to collect data. Descriptive and inferential analysis was undertaken across all variables using SPSS software. The findings indicated that there was a strong relationship between delivery innovations and the performance of the wholesale and retail businesses in Kenya (0.785). On the hypotheses, the study found that motorcycle delivery innovation had a statistically significant influence on the performance of wholesale and retail businesses in Kenya ( $t = 16.560, p=0.000$ )