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**ASSESSING TECHNOLOGICAL FACTORS INFLUENCING CONSUMER BUYING
BEHAVIOR ON HOUSEHOLD PRODUCTS IN TANZANIA; A CASE STUDY OF
DAR ES SALAAM REGION**

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Abstract

The development of internet and its easy accessibility has led to an increase in e-commerce in recent years. Online shopping has significantly increased, and has become a common activity on the internet apart from email uses and web browsing. The present paper examined how technology factors influence consumer buying behavior on household products in Tanzania. In particular, the paper attempted to determine what influenced the consumer to purchase household products, taking into consideration the technological developments in marketing and shopping. The sample of this study comprised of 96 consumers of household products in Dar es Salaam. Convenience sampling was used to select the respondents from the social media through Google form. This study used cross-section research design since it allows comparison of many different variables. The study revealed that several factors influenced the consumer buying behavior of household products, including: internet connectivity, reliable power supply, social media, digital payment systems, privacy and security of financial information, and quality product information. The findings also showed that the respondents reported several strategies to enhance consumers' utilization of digital marketing, including: social media marketing, clear information about the products or services, brand awareness, assurance of consumers financial information security and reliable internet connectivity.

Key Words: Technology, Influence, Consumer, purchasing, Behavior on Household Products.

1.1 Introduction

The development of internet and e-commerce has increased rapidly in the recent years. According to Dishek (2019), online shopping has significantly increased, and has become a common activity on the internet apart from email uses and web browsing. Online shopping is more convenience and it is becoming more popular than the traditional method of shopping (Vysekalová, 2014). Online shopping is the latest trend in purchasing and selling of goods and services.

1.2 Online Shopping and Consumer Behaviour

Studies show that, in Asia, China is the largest online shopping market in the world. According to Zangri (2019), the total spending is approximately twice to that of the United States of America. That is to say, the number of Chinese consumers turning to online shopping is increasing exponentially. Similarly, other studies indicate that other Asian countries like South Korea have increased online shopping.

Consumer behavior refers to the study which analyzes how consumers decide to buy a product or a service to satisfy their needs and desires (Solomon, 2001). According to Kuester (2012), consumer behavior is the study of how consumers make decisions to buy products or services and the processes involved to make such decision. It involves psychological, physical and social processes when consumers make decisions to buy products or services.

A study conducted by ILO (2017) in Dar es Salaam showed a growing number of companies offering digital online marketing, community local market and mall built on physical household products at competitive prices. The existence of online digital market stations on Applications like Kikuu, Zoom, Uber, Bolt, Wazoefu Technology as well as social media like WhatsApp Business, Instagram, Facebook, Twitter are the sheers light on the seriousness of competitive winning market.

Rapid growth of technology seems to influence consumers' behavior and performances of retailers on the market that can lead them to encounter losses, closed and hence the national economy is affected

(Karinga & Abubaka Omari, 2015). This study intends to determine the gap by assessing how technological factors influence consumers' buying behavior in Tanzania.

2.1 Literature Review

Increasing usage of information technology in various aspects of development has notable impacts in economic activities. The internet revolution as one of the media of information technology has brought a new wave of conducting business and it proved to be an important marketing tool for all sorts of business fields that found this new means as convenient as it is creative in conducting business. (Snively, 2009). There are billions of people online and each of them are potential online consumers for a particular product of a certain company providing online services.

Despite the business trend in Tanzania and Dar es Salaam in particular to show an increase of competing companies offering digital online marketing, there is a big number of household products sellers who depend on physical means to sell their products and they are unaware of the influence of the technological factors to consumer purchasing behavior regarding household products.

2.2 Online Digital Marketing Platforms in Tanzania

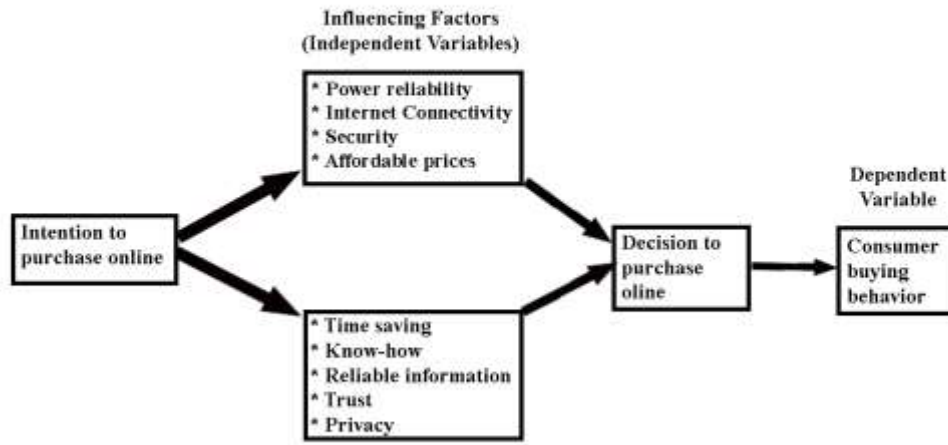
The existence of online digital marketing platforms in Tanzania are not exhaustively utilized by household product sellers. Therefore, this study sought to investigate technological factors underlying the utilization of digital online marketing taking into considerations consumers purchasing behaviors on household products. In particular, the study focused on identifying technology factors which influence consumer buying behavior on household products in Dar es Salaam, and it recommended strategies which might enhance consumers' utilization of digital marketing in purchasing on household products.

2.3 Technology Acceptance Model

This paper adopted the Technology Acceptance Model (TAM) to examine how technological factors influence consumer buying behavior of household products in Dar es Salaam. TAM was developed by Davis (1986) based on the ideas of the Theory of Reasoned Action which is designed to measure the adoption of new technology based on consumer attitudes. The Theory postulates that the use of new technology is a result of the behavioral intention which is also determined by the person's attitude towards the use of the new technology, and an individual's perception of its utility.

2.4 Conceptual Framework

The conceptual framework of this study shows the relationship between variables of this study, indicating both the dependent and independent variables. Technological factors, including internet, power reliability and security constitute the independent variables. In this study, consumer buying behavior was treated as the dependent variable in the conceptual framework. The interplay among the attributes is diagrammatically represented in Figure 1.



3.0 Methodology

3.1. Introduction

The study was conducted in Dar es Salaam City. Selection of the Dar es Salaam was made due to the fact that it is the centre for business in the country. Similarly, the technological development of Dar es Salaam is high compared to other regions of Tanzania. This study adopted the quantitative research approach and descriptive analysis as well as inferential statistics to draw conclusions.

3.2 Study Design

This study used cross-section research design because it allows comparison of many different variables at the same time.

3.3 Population of the Study and Sampling Procedures

The population of this study was the consumers of household products in Dar es Salaam. This study adopted a formula by Fisher *et al.* (2003) to determine the sample size of 96 respondents. Convenience sampling was used to select the respondents from the social media through Facebook and WhatsApp groups. Convenience and snowball sampling were used to select the respondents from the social media through Facebook and WhatsApp groups.

3.4 Data Collection Methods

Data were collected using questionnaires and then, they were analyzed using SPSS and it was used to safeguard the drawing of conclusions concerning this study.

3.5 Data Analysis

This study used descriptive statistics as well as Correlation analysis to determine the relationships among variables.

3.6 Ethical Considerations

This study took into consideration all ethical issues. The researcher observed all ethical issues, including research clearance, informed consent, confidentiality and privacy of respondents.

Research clearance was secured from the Institute of Accountancy Arusha. Informed consent was sought and the researcher informed the participants about the aim of the study.

4.0 Findings and discussions

4.1 Demographic Characteristics

The sample of this study comprised 96 consumers of household products in Dar es Salaam. Of 96 the respondents, 45 (46.9%) were male, and 51 (53.1%) were female. The age groups of the respondents were as follows: below 20 years; between 20 to 30 years; between 31 to 40 years; between 41 to 50 years; and above 51 years. A total of 31 respondents (32.3%) was in age group 31 to 40 years, followed by the age group 41 to 50 years which had 29 (30.2%) respondents. The age group 51 years and above had the lowest number of the respondents (10.4%).

4.2 Factors influencing consumer buying behavior on household products

The respondents identified several technological factors that influenced their decision to purchase household products, including: internet connectivity, reliable power supply, social media, digital payment systems, privacy and security of financial information, quality product information as indicated in Table 4.1.

Table 4.1: Technological Factors Influencing Customer to Purchase Household Products

Technological Factors	Frequency	Percent
Internet connectivity	23	23.9
Reliable power supply	16	16.6
Social media	11	11.4
Digital payment systems	13	13.5
Privacy and security of financial information	18	18.7
Quality product information	15	15.9
Total	96	100

The results from the Pearson Product-Moment method showed that reliable power supply was significantly related to consumers' intention purchase household products using digital payment systems ($r = .572, p < .01$). Similarly, the results from the Pearson Product-Moment method further showed that internet connectivity influenced respondents to purchase household products using digital payment systems ($r = .468, p < .01$).

4.3 Strategies to Enhance Consumers' Utilization of Digital Marketing in Purchasing of Household Products

The respondents mentioned several strategies to enhance consumers' utilization of digital marketing, including: social media marketing, clear information about the products or services, brand awareness, assurance of consumer's financial information security and reliable internet connectivity as indicated in Table 4.2.

Table 4.2: Strategies which enhance consumers' utilization of digital marketing in purchasing of household products

Strategies	Frequency	Percent
Social media marketing	20	20.8
Understand the need of potential customers	14	14.5
Asking feedback from customers	9	9.3
Brand awareness	26	27.1
Availability to customers when needed	8	8.3
Clear information about the products or services	8	8.3
Price of products	11	11.7
Total	96	100

4.4 Discussions

The findings from this study are similar with other previous studies, suggesting that customers' decision to purchase household products through digital payment systems is influenced by a number of factors. Saif (2012) analyzed the factors affecting consumers' decision to purchase household items online. The findings revealed that accessibility to information about the products was one of the conditions for consumers to do the shopping. Thus, relevant and adequate information about the products was the most important attribute before the customer purchased the products.

Chaffey (2011) noted that clear information about the products or services influenced customers to purchase products through online banking. Consumers need clear information about the products or services to avoid misinterpretation of the information. Comprehensive product information which customers can rely on and make purchase decision.

Ganapathi (2015) reported that convenience, website features, security and time saving were the factors affecting online shopping behavior of consumers. The findings of the study also indicated that convenience, security, website features and time saving are positively and significantly influencing the purchasing decision of consumers.

Social media marketing is one of the important aspects in digital marketing. According to Chaffey (2011), social media marketing enables business companies to distribute information about their products and services to customers at a very reasonable cost compared to traditional marketing. That is to say, social media marketing is relatively lower than other marketing strategies which use traditional marketing.

Kim and Ko (2016) asserted that, the good media marketing strategy with the right content, to the right people, and the right time helps to circulate the information about the product and services very quickly. The use of Twitter, Instagram, or Facebook gives the marketers of business owners a voice and a way to communicate with customers and would be customers. In other words, Social media allow you to create relationships with people who might not otherwise know about your products and services or what your company represents.

5. Conclusions and Recommendations

5.1 Conclusion

The findings from this study revealed that several factors influenced consumers behavior to purchase household products, including: internet connectivity, reliable power supply, social media, digital payment systems, privacy and security of financial information and quality product information.

From the findings of this study it can be concluded that there are several strategies to enhance consumers' utilization of digital marketing including: social media marketing, clear information about the products or services, brand awareness, assurance of consumers financial information security and reliable internet connectivity.

5.2 Recommendations

The following recommendations are presented;

- a) The government in collaboration with internet services providers should ensure that there is reliable internet connectivity to enable consumers utilize digital marketing and engage in online shopping.
- b) Prices of online products or services should be economical in order to induce online buying behavior for many consumers.
- c) Online retailers or sellers should create convenience platforms to reach customers with their products easily and ensuring easiness in purchasing process and reducing unnecessary procedures when transacting online.

This study assessed the consumer purchasing behavior on household products in Dar es Salaam but merits further investigation as indicated hereunder;

- a) A similar study using large sample is needed to determine technological factors influencing customers of household products to use digital marketing.
- b) A research should be conducted to analyze challenges that face online buyers and it should recommend appropriate strategies to deal with the challenges.

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