

ABSTRACT

This study focused on assessing the Challenges Facing Online Payment on Economy in Medium Scale Farmers in Tanzania: A Case of Kibaha in the light of specific objectives states: to examine the understanding of the medium scale farmers on online payments, to determine the Impact of Online Payment on Economy in Medium Scale Farmers in Tanzania in Tanzania and to suggest the strategic measures to curb the challenges facing Online Payment to Medium Scale Farmers in Tanzania. This study employed descriptive research design which accompanied with mixed research approach which was quantitative and qualitative research approach. The purposive sampling was used to select a total of 43 respondents who were 39 medium scale farm entrepreneurs, 2 agricultural officers and revenue officers in Kibaha District area to be involved in the study. The data were collected mostly using questionnaires and interview. Data were be analysed using quantitative method by SPSS and qualitative method to indicate themes after each specific objective. There is awareness of the medium scale farmers on online payments in Tanzania as the majority are aware of e-payments and opined that, online payment is fast, secure and efficiency but farmers lack education on online payments and transactions, online payment is difficult and complex and e-payment is applied universal. The impact of online payments on economy in medium scale farmers are such as, it results to cash decreasing, increase of credit in online transaction systems, results to market dynamics, quick access to financial services, assists small and medium farm enterprises to enter in digital and international market, modernise the economy, create a dynamic and productive business environment, driving new investment and economic growth. The strategic measures to curb the challenges facing online payment on economy are such as, there should be with then provision of education, knowledge and skills on how to use e-payment, imposition to digital market, building and maintaining a secure payments' system or network. This study recommends that, there should be with the improvement of the infrastructures of e-payment system such as internet, power supply, and telecommunication systems to promote online business and build trust on part of users in undertaking online transactions.