

UNIVERSITY OF DAR ES SALAAM
FACULTY OF COMMERCE AND MANAGEMENT

GM 611: MBA RESEARCH PROJECT 2

**'AN ASSESSMENT OF HOUSEHOLD PURCHASING
DECISIONS IN KASULU URBAN AND KASULU
RURAL AREAS'**

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ABSTRACT

The study is mainly concerned with an assessment of household purchasing decisions in Kasulu Urban and Kasulu rural areas for some selected product types. Data analysis shows that, there is no significant difference in household purchasing decision making patterns between Kasulu urban and Kasulu rural areas. The same results were obtained regardless of the employment status of the wives. However, significant differences were noted for individual product types.

Kigoma region has poor infrastructure especially roads and railway systems. Thus the distributive system for a range of products is still inefficient. This has been a disincentive to the growth of retail business.

The time allocated for the research work was inadequate. Due to this limitation, the researcher was able to cover a small number of villages in Kasulu rural area. These were: Heru Juu, Muganza, Songambebe and Karunga Villages. Kasulu town was used for the urban sample. Lack of reliable means of transport also contributed to the researcher's failure to cover a larger area.

The study shows that participation of wives in purchase decision making is affected by lack of information on the availability of commodities. This is caused by inadequacy of retail shops, a problem mainly faced by households in Kasulu rural areas. Most of the wives in Kasulu rural areas are not employed. This affects their participation in household financial management decision making as well as household purchasing decision making for a number of product types.

One of the major recommendations concerns improvement of the distributive system by building better roads and repairing existing ones, improving the financial condition of women by helping them to establish small projects, making it easy for the people to establish more retail shops by reviewing licensing regulations and procedures, adopting a market orientation approach and reducing the number of complaints arising due to poor quality of products bought. The complaints can be reduced if the consumer protection association is committed to fight for the protection of consumers rights.