

**FACTORS AFFECTING MARKETING PERFORMANCE OF GRAPE  
FRUITS IN TANZANIA: A CASE OF HOMBOLO WARD IN DODOMA**

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**A DISSERTATION SUBMITTED IN PARTIAL FULFILMENT OF THE  
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**CERTIFICATION**

The undersigned certifies that he has read and hereby recommends for examination by the Open University of Tanzania a Dissertation entitled “*Factors Affecting Marketing Performance of Grape Fruits in Tanzania: A Case of Hombolo Ward in Dodoma*” in partial fulfilment of the requirements for Master of Business Administration of the open University of Tanzania.

.....

Dr. France Shayo

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.....

Date

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**I, Seule Nzowa**, do hereby declare that this dissertation is my own original work and that it has not been presented to any University for similar or other degree award.

.....

Signature

.....

Date

**DEDICATION**

This study is dedicated to my grandmother Phoibe Moses for her love, prayers and consistent encouragement in my studies.

## **ACKNOWLEDGEMENT**

First of all, I thank God for his grace, mercy, and protection toward the accomplishment of this study. Secondly, my special thanks go to my supervisor, Dr. France Shayo, for his intellectual guidance and suggestions from proposal writing to this final dissertation. Also, I appreciate my family members and those who gave me moral and material support toward the accomplishment of this study. Accordingly, I warmly thank the grape fruits producers at Hombolo Ward for their willingness to spare their valuable time to provide the necessary research data.

**ABSTRACT**

This study assessed factors influencing marketing performance of grape fruits in Tanzania. Specifically, the study was intended to examine the effectiveness of distribution system in marketing performance of grape fruits, to examine the influence of price in marketing performance of grape fruits, to examine the influence of product attributes on marketing performance of grape fruits and to examine the influence of promotion on the marketing performance of grape fruits. This study was conducted at Hombolo Ward in Dodoma. The motives behind the choice of Hombolo ward as a case study were grounded on the fact that Hombolo Ward is one among the major producing area of grapes in Dodoma in which the issue of marketing a particular product had been evidently. Questionnaire was used to gather the required data of the study from 142 respondents. Accordingly, descriptive statistics and multiple regression were utilized to analyze the collected data. Research results indicated that price, product attributes and distribution systems significantly affect market performance of grape fruits. Promotion aspects on the other hand, was found to be unimportant variable in market performance of grape fruits. However, it was recommended that good price should be given to grape fruits producers as it has great role to play in the market performance of a particular product. Also, since product attributes was found to have big impact in influencing marketing performance of grape fruits. Therefore, it was recommended that grape fruits producers should improve and maintain product attributes. Additionally, improvement of distribution system should be taken into account for it has great part to play in the market performance of grape fruits. Through good distribution system, producers will be able to store, preserve and transport their product to the targeted customers efficiently and effectively.

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**LIST OF ABBREVIATIONS AND ACRONYMS**

CETAWICO	Central Tanganyika Wine Company
FAO	Food and Agriculture Organization
LTD	Limited Liability Company
MBA	Master of Business Administration
MITM	Ministry of Industry, Trade and Marketing
SNV	The Netherlands Development Organization
SPSS	Statistical Package for Social Sciences

## CHAPTER ONE

### INTRODUCTION AND BACKGROUND OF THE STUDY

#### 1.1 Overview

This chapter explains the background of the problem, problem statement, research objectives, significance and organization of the research.

#### 1.2 Background of the Problem

Grape is one of the world's crucial economic fruits (Kumar, 2010). China, Italy, United States of America, Spain and France are regarded as the major grape producers in the World (FAO, 2012). As it comes to African continent, a particular crop has been cultivated in numerous nations and South Africa being a leading country (Mpore, 2013). Grape fruit cultivation in Tanzania is highly carried out in Dodoma region (Kaliman`asi, Majula, & Kaliman`asi, 2014). Getu, Feyisa & Bekele (2016) pointed out that fruits and vegetables are vital products for health and economic development of a country.

However, the practice of marketing fruits in various parts of the world has never been a smooth business as it has been affected by a number of factors. Anand & Negi (2015) highlighted that infrastructure facilities, taxation, cost of packaging material and technology were the factors affected the supply chain of fruit in India. Other factors are grounded on methods, farmer's consciousness and knowledge, quality and standards (*ibid.*). Gorgues (2006) noted that marketing activities in Spain were affected as some customers didn't have substantial information relating to characteristics of organic products, organic foods and methods of production.

Aazadi, Muhammad, Abdallah, Burfat & Farooq (2016) revealed that the major problems encountered by fruit growers in Pakistan were grounded on market related issues, road access, protection of tree fruits, packing and pricing. Gok (2003) highlighted that poor infrastructure is a big challenge to agriculture in Africa. Accordingly, a substantial number of farmers spend five hours or more to the market place.

Nzioki (2013) reported that mango fruits marketing at Masongaleni ward in Kenya was affected by number of factors based on low prices, heavy loss after harvest, lack of transport, price fluctuation and problem of middlemen who receive large profit share at the expense of the farmers who apparently have low level of education and insufficient information on the prevailing market situation.

Nguni (2013) noted that inadequate transportation infrastructure, inadequate storage facilities, packaging technology, equipment processing, unfavorable loan conditions, poor marketing systems and poor quality control systems were the driving force affecting the success of Tanzanian horticultural companies in international market. Kaliman`asi *et al*, (2014) revealed that grape producers at Hombolo Ward in Dodoma sold their produce on credit and it takes over a half year to be paid. Also, producers experienced a challenge of decay of quality of grape fruit, irregular market, shortage of extension officers and insufficient number of processing firms.

Moreover, it has been pointed out that understanding of the 4Ps of marketing will assist the seller or producer to win in the business (Mudie & Pierre, 2006).

Therefore, the 4Ps of marketing Model which address the aspects of price, product, promotion and place (distribution) as propagated by McCarthy 1964 was employed in this research to assess factors affecting the marketing performance of Tanzanian grapefruits.

### **1.3 Statement of the Problem**

Dodoma city is the only major grape producing region in Tanzania. Accordingly, it has been suggested that grape fruit is one among the main cash crops in Dodoma city (Kaliman`asi *et al*, 2014). It was reported that in 2015, farmers were able to cultivate more than 1500 acres of grape fruits (The citizen, 2015). However, one of the greatest challenges facing all grape fruits producers in Dodoma city is marketing of their products once they have been produced (*ibid.*). Currently the grape fruits farmers in Dodoma city rely on two major buyers; Central Tanganyika Wine Company (CETAWICO) and ALKO VINTAGES LTD. Moreover, it was discovered that one of the buyers had failed to purchase more grapes due to challenges related to taxes and absence of preserving facilities (The Guardian, 2018).

As the result, massive production of grape fruits in Dodoma lack of markets which compelled some farmers to sell their products at Tsh.800/= per Kg and even at Tsh.500/= per Kg while the grapes from South Africa were sold at Tsh.4, 000/=per Kg (Habari Leo, 2015). In 2008, the Ministry of Industry, Trade and Marketing (MITM) noted that Tanzanian farmers face a number of constraints based on product quality, few processing plants, price, low incentives, low output, shortage of purchasing posts, late payment, low productivity of labour, poor harvest and some actors infringed set standard units of weights and product grades.

In 2016, it was reported that about 430 tons of grapes remained in vineyards due to lack of buyers (Mtanzania, 2016). Kaliman`asi *et al*, (2014) revealed that Hombolo Ward grape producers sold their products on a credit basis and payment took more than six months. Also, it was indicated that producers experienced a challenge of quality decline due to diseases, unreliable demand and insufficient number of processing firms (*ibid*). The mentioned cases are indication that, there is something cooking on in marketing performance of grape fruits in Dodoma City.

Although previous studies such as that by Laswai, Kulwijila & Makindala (2018), MITM (2008), Mpore (2013), Kaliman`asi *et al* (2014) and Nguni (2013) attempted to address the problem but their focus was not directly on marketing performance of grape fruits in Tanzania. Example, Laswai *et al* (2018) focused on value chain of grape fruit in Dodoma, Kaliman`asi *et al* (2014) highlighted on small farmer's grape production and marketing. Nguni (2013) concentrated on supply chain. Thus, this study focused on factors influencing marketing performance of grape fruits in Tanzania by using the model of 4Ps of marketing.

## **1.4 Research Objectives**

### **1.4.1 General Objective**

To assess factors affecting the marketing performance of Tanzanian grapefruits.

### **1.4.2 Specific Objectives**

Specifically, this research aimed:

- (i) To examine the effectiveness of distribution system in marketing performance of grape fruits.
- (ii) To examine influence of price in marketing performance of grape fruits.

- (iii) To examine the influence of product attributes on marketing performance of grape fruits.
- (iv) To examine the influence of promotion on the marketing performance of grape fruits.

### **1.5 Significance of the Study**

This research is expected to provide knowledge to current literatures on issues related to factors affecting market performance of grape fruit in Tanzania. The results of this study are also important for academia and policy makers. In the case of academia, this study will be used as a review for those interested in conducting research on related topic. For the policy makers, this research will assist them in understanding the factors that influence marketing performance of grape fruits so as to come up with the strategies of promoting market of a particular product.

### **1.6 Scope of the Study**

This study covered grape fruits producers at Hombolo Ward in Dodoma. The factors behind to the choice of Hombolo ward as a case study are based on the fact that Hombolo Ward is one among the major producing area of grapes in Dodoma. According to SNV report (2005) grapes were introduced to Dodoma by the missionaries 1960 and the small winery started in Hombolo and Bihawana. Accordingly, the major wine producers purchasing grapes from farmers in Dodoma are ALKO VINTAGES LTD situated in Dodoma urban and CETAWICO located at Hombolo ward (Laswai *et al*, 2018). Sadly, grapes producers in the study area have been experiencing marketing problems such as delay payment, quality issues and

unreliable market (Kaliman`asi *et al*, 2014). Thus, a research on factors affecting marketing performance of grape fruits in Tanzania was suitable in the chosen area.

### **1.7 Organization of the Study**

This study was divided into six chapters: The first chapter was dedicated to introduction, background of the problem, statement of the problem, the purpose of the study and significance of the study. The second chapter describes key terms, review of theoretical literature, review of empirical literature, conceptual framework, research hypotheses and research gaps. Methodology of research was discussed in the third chapter. This includes research philosophy, research design, sampling methods, data collection, data analysis, study validity and reliability. Chapter four was dedicated to presentation and analysis of the results. The fifth chapter discusses the findings of the research. The last chapter of this study focused on conclusion and recommendations.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter covers key terms, review of theoretical literature, review of empirical literature, conceptual framework, research hypotheses and research gaps.

#### **2.2 Definitions of Key Terms**

Grape fruit and marketing are important concepts of this study.

##### **2.2.1 Grape Fruit**

According to Ballistreri (2019), grapefruit is a hybrid, which is possibly the outcome of cross-hybridization between pomelo and sweet orange. Grapes are the most important economic fruit in the world (Kumar, 2010). It can be eaten as fresh and processed into different items such as wine and juice (Creasy, 2009). However, in this study the term grape fruit has been conceived as agricultural product that can be marketed for sale.

##### **2.2.2 Marketing**

Marketing is an activity, which involves publicizing to publicizing organization, event to event marketers as well as knocking on doors to salespeople (Burnett, 2008). According to Kotler and Armstrong (1999) the concept of marketing refers to management and social process where individuals and groups create products and values and share them with others to achieve their needs and goals. As it comes to this research, marketing has been defined as a business activity of promoting, selling and distribution of grape fruits.

### **2.3 Theoretical Literature Review**

This research employed model of 4Ps of marketing advanced by McCarthy (1964). The history of 4Ps in Marketing can be trace back to the work of Stackelberg (1939) who presented the idea of marketing mix grounded on the notion of action parameters. Rasmussen (1955) then advanced it to the so-called parameter theory with four elements of marketing (price, quality, service and advertising). Frey (1961) pointed out two variables of marketing; Firstly, the offering such as product and packaging and secondly the methods like distribution channel and personal selling. McCarthy (1964) propagated four variables or 4Ps of Marketing based on product, price, promotion and place (distribution).

#### **2.3.1 Product element**

Products specify goods and services, which are offered by the business firm (Eavani & Nazari, 2012). However, the product is characterized by aspects such as size, test, colour and quality, which are to be taken into account by the producer for they have great impact before the eyes of customers. Accordingly, it is important for the sellers to have the right products for the target market. In this research the product was grape fruit, which can be sold when ripe or processed into wine or juice.

#### **2.3.2 Price Element**

Price is the amount paid in respect of the product offered by the business firm. It is one of the most significant components of the marketing mix (Eavani & Nazari, 2012). However, price of the product or service can be determined by buyer's ability to pay, cost incurred in production, competitors' price as well as government

regulations(*ibid.*). In this study, price aspect was concerned with what has been charged for the grape fruits.

### **2.3.3 Promotion Element**

Promotion is a term used to describe a company's range of techniques that can be employed to effectively communicate the importance of products or service to its consumers. Advertising, sales promotion, public relations, direct marketing as well as personal sales are the aspects of promotion mix (CIM, 2004). It encompasses element such as advertising, publicity, public relations and sales promotion (Kotler and Armstrong, 1999). However, in this research promotion aspect was utilized to address all techniques that grape fruit producers can employ to provide the market with information on the products offered.

### **2.3.4 Place (Distribution) Element**

Distribution is the strategy by which the manufacturer is connected to the consumer. The essential objective of any distribution system is to clear the gap between a product's manufacturer and the user thereof (Raphel, 1999). In this research, the aspect of distribution was concerned with channel on how grape fruits are being distributed to the targeted customers. Example through direct distribution channel; from the farmers to the customers/consumers or through indirect distribution system from the producers to the middlemen and from the middlemen to the customers/consumers.

### **2.3.5 Justification for the use of 4Ps of Marketing Model**

However, the 4Ps of marketing model has been criticized for being much focused on production definition of marketing rather than customer centered (Popovic, 2006).

Despite of such critique, Goi (2009) stressed that the 4Ps model of marketing is still useful in the present World. Kent & Brown (2006) highlighted that regardless of its shortcomings, the 4Ps of marketing model remain staple of the marketing mix. Umar (2011) pointed out that 4Ps of marketing is a technique used in marketing by marketing professionals.

Moreover, the 4Ps of marketing model has been utilized by McDanniel & Hise (1984), Kurtz & Boone (1987), Kellerman, Gordon & Hekmat (1995), Singh (2012), Rad & Akbari (2014) and Isoraite (2016). Accordingly, the mentioned researchers did not employ the 4Ps of marketing model to study marketing performance of grape fruits in Tanzania. Thus, there was a need for this study to be guided by the 4Ps of marketing model so as to assess its usefulness in marketing performance of grape fruits in Tanzania.

Accordingly, the 4Ps of marketing model is appropriate model to address factors affecting marketing performance of grape fruits in Tanzania as it recognizes the need of farmers to produce quality product (grape fruits) in which customers are absolutely going to love. Also, it appeals to the farmers for the need to have right knowledge and skills related to pricing, promotion and distribution of grape fruits for efficiency and effective marketing performance of grape fruits.

#### **2.4 Empirical Literature Review**

Anand and Negi (2015) did a study on challenges in the supply chain of fruits and vegetables sectors in India. The objective of the study was to identify the possible

challenges in the supply chain of fruits and vegetables sectors in India. Descriptive statistics was utilized to dissect the gathered data. It was revealed that infrastructure facilities, taxation, cost of packaging material, technology, techniques, farmer's knowledge and awareness, quality and standards were the factors affected the supply chain of fruit and vegetation in India. However, the variations in the objectives of the studies mark a gap in which this research was intended to clear. The objective of Anand and Negi (2015) was to identify the possible challenges in the supply chain of fruits and vegetables sectors in India. While the objective of this study was to assess the factors affecting marketing of fruits in Tanzania.

Gorgues(2006) address problems of organic production and marketing in Europe and Spain. It was noted that some customers in Spain didn't have substantial information relating to the characteristics of organic products, organic food and organic production methods. Gorgues (2006) did his research in Spain while this study was administered in Tanzania to clear the gap on environmental context.

Azdi *et al.* (201) carried out a study on the obstacles experienced by fruit producers to access market in Pakistan. Data was collected through interview from 250 respondents. It was discovered that the major problems encountered by fruit growers in Pakistan were grounded on market related issues, road access, protection of tree fruits, packing and pricing. Moreover, we cannot rely on Aazadi *et al* (2016) study to conclude the same due to the variation of environmental context. Thus, a study on factors affecting marketing of fruits had to be conducted in Tanzania so as to fill the environmental gap.

Thapa and Pokhrel (2005) conducted a study on marketing intermediaries exploiting mountain farmers in Nepal. Data was collected from all major stakeholders such as farmers, collectors and commission agents and the relative position of farmers in terms of their gains. It was revealed that farmers in the study were getting a fair share of the benefit accruing from the marketing of mandarin. Thapa and Pokhrel (2005) study was conducted in Spain while this research was conducted in Tanzania so as to bridge the gap on the environmental context.

Dias *et al* (2008) conducted a study on challenges and constraints in production and marketing horticultural products in Timor Leste. The aim of the paper was to describe the farming system in two horticulture growing regions in Timor Leste and outline the challenges and constraints faced by farmers in the production and marketing of horticultural products. It was discovered that low productivity and quality of the produce was one of the main challenges faced by farmers.

Accordingly, marketing was hindered by poor transport and road network system, inadequate infrastructure, lack of storage facilities and lack of grading and standardization. Moreover, Dias *et al* (2008) study has contribution on the challenges and constraints in production and marketing of horticultural products in Timor Leste while this study intended to contribute knowledge on the factors affecting marketing of grape fruits in Tanzania.

Nzioki (2013) conducted a study on challenges affecting marketing of mango fruit in Kenya. It was reported that mango fruits marketing at Masongaleni ward in Kenya was affected by number of factors based on poor prices, lack of transport and high

post-harvest losses, price fluctuation, limiting farmers from making reliable plans from mango fruits income and problem of middlemen who receive large profit share at the expense of the farmers who apparently have low level of education and insufficient information on the prevailing market situation. Nzioki (2013) study had contribution on mango fruit while this study contributed knowledge on marketing of grape fruits.

Kiros (2008) conducted a study on opportunities and challenges of vegetable marketing in Kite-Awlaelo Woreda. The aim of the study was to assess the major constraints and opportunities to improve vegetable production and marketing. A survey was conducted using structured interview schedule to data from 192 respondents. Chi-square model was used to examine the relationship between crop and market outlet choices in the study area. The study reveals the existence of statistical evidence that market outlet choices and quantity produced with respect to potato, onion and tomato. The major markets identified for the collection and distribution of large quantities of vegetables. Kiros (2008) objective was to assess the major constraints and opportunities to improve vegetable production and marketing while this study was intended to assess factors affecting marketing of fruits in Tanzania.

Eskola (2005) did a study on agricultural marketing and supply chain management in Tanzania. The goal of the study was to explain the prevailing marketing arrangements in Tanzania at Local, regional and export markets using Dar es Salaam, Ifakara and Mtwara as case study. It was discovered that institutional framework, insufficient infrastructure in terms of roads, increase of cost of transportation,

informal market barrier and price were the impediments for trade in Tanzania. Although Eskola (2005) did his study in the similar environment as this, with the lapse of time of time mark a gap in which another study had to be carried out so as to uncover the current situation.

MRA Management Associates Ltd (2017) did a research on horticulture value chain analysis in Dodoma. It was identified that there was lack of transparency along the value chains in which the local traders were considered farmers in the wholesale markets. As the results real farmers did not benefit from the correct margins. Also, there was lack of transparency amongst traders/buyers themselves. The study by MRA Management Associates Ltd (2017) focused on value chain analysis and thus it had a contribution on value chain while this study intended to add knowledge on factors affecting marketing of fruits in Tanzania.

Ministry of Industry, Trade and Market (2008) revealed that institutional frame work, storage of marketing research, storage of marketing linkage and inability to utilize marketing opportunities, product quality, few processing plants, price, low incentives, low output, shortage of buying posts, late payment, low labour productivity, poor harvest and some actors violated set standard units of weights and product grades were the obstacles facing stallholder farming in Tanzania.

Kaliman`asi *et al*, (2014) did a study on economic analysis of the smallholders' grape production and marketing in Dodoma. The objective of the study was to evaluate production, marketing and income of smallholders' grape producers in Dodoma. Data was collected from 35 respondents through semi-structured

questionnaire. Research results indicated that grape producers sold their produces on credit basis and it takes more than six months to be paid. Also, producers experienced a challenge of decline of quality of grape due to diseases, unreliable market, shortage of extension officers and insufficient number of processing firms. Kaliman`asi *et al*, (2014) study focused on production, marketing and income of smallholders' grape producers in Dodoma while this study focused on factors affecting marketing of fruits in Tanzania.

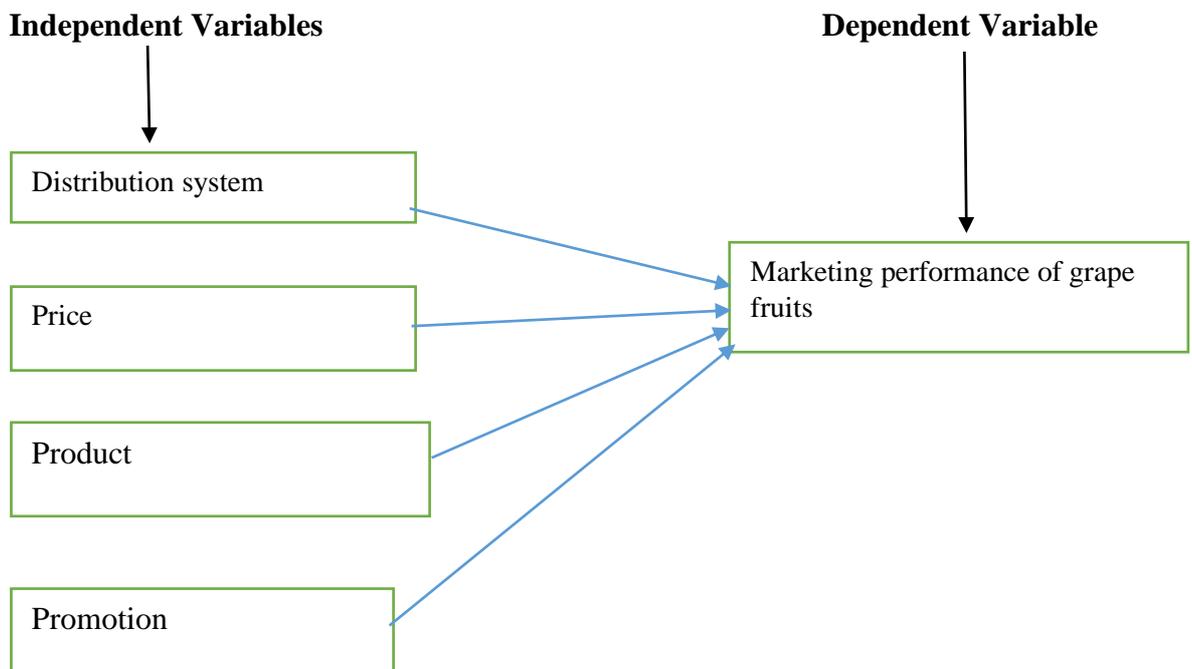
Nguni (2013) examined challenges constraining horticultural enterprises in Tanzania to realize international market reliability. Desk research was done where different literatures on challenges constraining horticultural enterprises in Tanzania to realize international market reliability was done. It was discovered that poor transportation infrastructure, inadequate and poor storage, packaging technology, processing facilities, unfavorable financing terms, poor marketing system and poor quality control system were the challenges constraining horticultural enterprises in Tanzania to achieve international market reliability. However, Nguni (2013) study utilized secondary data while this study used primary data gathered through questionnaire.

Laswai *et al* (2018) conducted a study on Grape Value Chain Mapping in Dodoma Region. The objective of the study was to understand the value chain actors, relationships, opportunities and constraints in determining the contribution of a commodity to economic development. Descriptive statistics and multiple responses were used to analyze the collected data. The findings indicated that limited access to marketing information, lack of credit, poor knowledge on postharvest handling, poor roads were the major constraints along the value chain that contribute to grape losses.

Laswai *et al* (2018) had a contribution on value chain while this study contributed knowledge on factors affecting marketing of grape fruits in Tanzania.

## 2.4 Conceptual Framework

Conceptual framework of this research indicates that marketing of grape fruit is dependent variable affected by four independent variables which are product, price, distribution and promotion. Example poor distribution system utilized by the farmers of grape fruit affects quality of the produce and even increase transportation cost. Accordingly, farmers knowledge and skills pertaining to pricing, promotion, process and distribution of grape fruits has much to do in the efficiency and effectiveness in marketing of a grape fruits. Figure 2.1 present the conceptual framework of the study.



**Figure 2.1: Conceptual Framework of the Study**

Source: Literature Review (2019)

## **2.5 Research Hypotheses**

### **2.5.1 Effectiveness of Distribution System and Marketing Performance of Grape Fruits**

Aazadi *et al* (2016) highlighted that road accessibility was one among the factors affecting fruit growers in Pakistan. Accordingly, Nzioki (2013) noted that lack of transport was a challenge facing marketing of mango fruits in Kenya. Based on that knowledge, the study's first hypothesis was:

*H1: Effectiveness of distribution system is positively associated with marketing performance of grape fruits.*

### **2.5.2 Price and Marketing Performance of Grape Fruits**

Nzioki (2013) did a research on challenges affecting marketing of mango fruit in Kenya. It was reported that mango fruits marketing at Masongaleni ward in Kenya was affected by a number of aspects, price fluctuation being one among of them. MITM (2008) identified that price of product was one among factors affecting stallholder farming in Tanzania. Therefore, the second hypothesis of this study was:

*H2: Price positively influence marketing performance of grape fruits.*

### **2.5.3 Product Attributes and Marketing Performance of Grape Fruits**

MITM (2008) identified that product quality and standard units were the factors affecting stallholder farming in Tanzania. Nguni (2013) noted that poor quality control system was the challenge encountered by horticultural enterprises in Tanzania. Anand and Negi (2015) revealed that quality and standards affected supply chain of fruits in India. Thus, this study hypothesized that:

*H3: Product attributes positively influence marketing performance of grape fruits*

#### **2.5.4 Promotion Aspects and Marketing Performance of Grape Fruits**

Aazadi *et al* (2016) discovered that packaging was an aspect affecting fruit growers in Pakistan. MITM (2008) suggested that shortage of buying posts was a challenge facing stallholder farming in Tanzania. On the other hand, Laswai *et al* (2018) revealed that limited access to marketing information was one among the major obstacles along the value chain, which contributes to the loss of grapes. So, the study's fourth hypothesis was:

*H4: Promotion aspects positively influence marketing performance of grape fruits*

#### **2.5 Research Gap**

The review of related studies within and outside Tanzania context was done. However, the gaps related to the variations of environmental context, objectives, lapse of time and methodology has been identified in which this study was intended to fill up. Also most of the reviewed studies such as that by Anand and Negi (2015), Gorgues(2006), Aazadi *et al* (2016), Thapa and Pokhrel(2005), Dias *et al* (2008), Nzioki (2013), Kiros (2008), Eskola (2005) and MITM (2008) did not focus directly on factors affecting marketing performance of grape fruits in Tanzania. This research concentrated on marketing performance of grape fruits in Tanzania through the use of Hombolo ward as a case study.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter presents the methodology utilized in the study. It highlights the research philosophy, research design, study area, sampling procedures, sample size, data collection tools, analysis, validity and reliability of the study.

#### **3.2 Research Philosophy**

According to Saunders *et al*, (2012) research philosophy is an overarching term relating to the development of knowledge and the nature of that knowledge in relation to research. This study was guided by positivism philosophy. Positivism is the epistemological position that advocates working with observable social reality and the emphasis is on highly structured methodology to facilitate replication and the end product can be law like generalizations (*ibid.*). A positivism begins with natural sciences from which perceptions of social reality are developed and their results are transformed into a standard era related to laws in physics and other disciplines of natural sciences (Remenyi *et al*, 1998). This philosophy presupposes greater degree of objectivity from the data collection stage to the data dissect stage (*ibid.*). Positivism philosophy was employed in this research because objectivity on the factors affecting marketing of grape fruit in Tanzania was required.

#### **3.3 Research Design**

This is the framework for data collection and analysis to address research questions, attain research objectives and provide justification for the choice of data sources,

collection methods and analysis techniques (Saunders *et al*, 2012). However, this research employed a descriptive design. It was a descriptive one because description on the factors affecting grape fruit marketing was needed.

### **3.4 Research Approach**

In this research, deductive approach was used. The reason behind to the use of deductive approach was in a view of the contention pointed out by Saunders *et al* (2012) that through deductive approach research hypotheses are developed and research strategy is advanced with the goal of testing them. It incorporates empirical testing, arbitrary sampling procedures and controlled variables like independent and dependent variables (Scotland, 2012).

### **3.5 Study Population**

Population included in this research were all grape fruits producers at Hombolo ward in Dodoma. According to Management Associates Limited - MRA (2017) there are 220 grape fruit producers at Hombolo Ward.

### **3.6 Study Area**

This research was done at Hombolo Ward in Dodoma. The factors behind to the choice of Hombolo ward as a case study are based on the fact that Hombolo Ward is one among the major producing area of grapes in Dodoma. According to SNV report (2005) grapes were introduced to Dodoma by the missionaries 1960 and the small winery started in Hombolo and Bihawana. Accordingly, the major wine producers purchasing grapes from farmers in Dodoma are ALKO VINTAGES LTD situated in Dodoma urban and CETAWICO located at Hombolo ward (Laswai *et al*, 2018).

Sadly, grapes producers in the study area have been experiencing marketing problems such as delay payment, quality issues and unreliable market (Kaliman`asi *et al*, 2014). Thus, a research on factors affecting marketing performance of grape fruits in Tanzania was suitable in the chosen area.

### 3.7 Sampling Design

A probability sampling design had been used in this study. However, simple random sampling was used to select the sample needed for this research. A simple random sampling was used to provide equal chance to all grape fruits farmers at Hombolo ward to become part of the research.

### 3.8 Sample Size

Given the population of 220 farmers, the sample size was obtained from the formula provided by Yamane (1967).

$$n = \frac{N}{1 + N(e)^2}$$

**Where;**

**n** is the estimated sample size

**e** is the level of precision

**N** is population size of study

For this study, **e** is 5%,

**N**= 220.

Then the sample size was:

$$n = \frac{220}{1+220(0.05)^2}$$

$$n = 142$$

So, the study's sample size was 142 respondents. Kotler (2000) asserts that if a sample size of 1 per cent is well selected from the population, good reliability can be attained. Sekaran (1992) proposed a sample size greater than 30 and less than 500 is ideal for most studies. Based on that information, 142 is larger than 30 and less than 500 as recommended by Serakan(1992).

### **3.9 Data Collection**

Data are facts, opinions, and statistics collected and recorded together for reference or analysis (Saunders *et al*, 2012). However, data for this study was gathered through questionnaire.

#### **3.9.1 Questionnaires**

Snell- hornby (2006) define questionnaire as a list of questions that has to be replied by the number of people with the aim of obtaining the necessary information. In this study, a closed ended questionnaire was developed so as to collect data from the study's targeted respondents. The advantage of using this method is that it is easy to collect a large number of information from the respondent within a short period.

### **3.10 Variables and Measurement of Scale**

#### **3.10.1 Dependent Variable**

In this study, marketing performance of grape fruits was dependent variable that was measured by financial output scale adopted from Clark (1999). This scale comprises

of three dimensions namely profit, sales revenue and cash flow. Accordingly, Clark (2010) re-insisted the use of financial output scale when measuring marketing performance. However, three (3) items with five-point likert scale was used to obtain a composite measure of the grape fruit marketing performance.

### 3.10.2 Independent Variables

Independent variables of this research included distribution system, price, product attributes and promotion aspects. However, the STRATADAPT scale adopted from Lages, Abrantes & Lages (2008) was used. This scale comprises of four dimensions; promotion, product, price and distribution as reflected in the questionnaire. Accordingly, the STRATADAPT scale has been utilized by Brei, Avila, Camargo & Engels (2011) as well as by Abdoly & Alinejad (2013). Moreover, 21 items of independent variables were summarized by using five-point likert scale ranges from a strongly disagree (1) to strongly agree (5).

**Table 3.1: Summary of Measurement of Variables**

Variables	Items	Scale	Author/s who used a scale
Place/Distribution	<ul style="list-style-type: none"> <li>• We have effective and efficiency distribution system</li> <li>• We have reliable and cost-effective transport system</li> <li>• We have adequate distribution channels for our product</li> <li>• We have good warehousing system to keep the harvested grape fruits</li> <li>• We have good number of buyers for our product</li> </ul>	STRATADAPT scale	Brei, Avila, Camargo & Engels (2011) and Abdoly & Alinejad (2013)
Price	<ul style="list-style-type: none"> <li>• We receive better price for our grape fruits</li> </ul>	STRATADAPT scale	Brei, Avila, Camargo &

	<ul style="list-style-type: none"> <li>• High prices for the grape fruits have been generated</li> <li>• Price of grape fruit is high because of large number of buyers</li> <li>• We have good knowledge in bargaining for the price of our grape fruits</li> <li>• The price of grape fruits meet our expectations</li> <li>• We are so happy with the current price of grape fruits</li> </ul>		Engels (2011) and Abdoly & Alinejad (2013)
Product	<ul style="list-style-type: none"> <li>• We provide special attention to the quality of grape fruits</li> <li>• We produce grape fruits with appropriate colour desired by the customers</li> <li>• We produce grape fruits with appropriate taste required by the buyers</li> <li>• We produce grape fruits according to the size and weight preferred by the customers</li> <li>• We have enough knowledge, skills and capital to produce better grape fruits</li> </ul>	STRATADAPT scale	Brei, Avila, Camargo & Engels (2011) and Abdoly & Alinejad (2013)
Promotion	<ul style="list-style-type: none"> <li>• We are focusing on packaging of our grape fruits</li> <li>• We have been utilizing public relations to promote our grape fruits</li> <li>• We use sales promotion to increase sales volume of grape fruits</li> <li>• We have knowledgeable sales force for personal selling activities of our grape fruits</li> <li>• We are using advertising strategy to promote our product</li> </ul>	STRATADAPT scale	Brei, Avila, Camargo & Engels (2011) and Abdoly & Alinejad (2013)
Marketing performance	<ul style="list-style-type: none"> <li>• We generate high sales revenue from grape fruits</li> <li>• We operate under high profit margin of grape fruits</li> <li>• We are satisfied with the cash flow generated from grape fruits</li> </ul>	Financial output scale	Clark (2010)

**Source:** Literature Review (2020)

### 3.11 Data Analysis

Analysis of data refers to examination of what has been gathered in a study and making inference (Kombo and Tromp, 2006). It includes revealing fundamental structures extricating vital factors, recognizing any inconsistencies and examining basic suppositions. This involves screening the information obtained and making inferences (*ibid.*).

In this study, descriptive statistics and Multiple Regression were employed to analyze the gathered data. For analysis of respondents' information, descriptive statistics such as frequencies, percentages and tables were used. Multiple linear regression was used to analyze the relationship between dependent variable (marketing performance of grape fruits and independent variables (price, product attributes, distribution system and promotion aspects). Accordingly, multiple regression equation takes the form:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

Whereby; X1, X2, X3 and X4 are four independent variables that as to say X1= Distribution, X2= Price, X3= Product and X4 = Promotion and Y being dependent variable that means marketing performance of grape fruits. Accordingly,

a =constant

b1= regression coefficient of variable X1

b2 = regression coefficient of variable X2

b3= regression coefficient of variable X3

b4= regression coefficient of variable X4

### **3.11.1 Assumptions Underling Multiple Regression Analysis**

Shayo (2018) suggested that testing for assumptions is necessary to avoid incorrect conclusions. Thus, in this study the following assumptions were tested; Linearity, in which bivariate scatter plots for all the variables was used to test linearity. Also, this study utilized the skewness and kurtosis to check for normality of the data collected. Additionally, homoscedasticity, and multicollinearity were tested.

### **3.12 Validity**

Validity means data collection methods measure precisely what they were intended to measure (Saunders, *et al.*, 2012). To ascertain the validity of this study, the research instrument was piloted to few selected respondents at Hombolo Ward in Dodoma city. However, it was noted that the few selected respondents responded to the given questionnaire without any difficulties.

### **3.13 Reliability**

Reliability denote the extent to which methods for data collection yield consistent results (Saunders *et al*, 2012). However, Cronbach's Alpha had been used to test this research 's reliability. It has been stressed that a research with a coefficient of 0.7 and above is more consistent internally and vice versa (Santos, Hatcher, 1994 and 1999).

### **3.14 Ethical Issues**

Research ethics is about how we formulate and explain our research topic, design our research and gain access to data collection, process and store our data, analyze data and report our research results morally and responsibly (Saunders *et al*, 2012). In this

study the researcher ensured that the rights, privacy and welfare of the respondents are safeguarded during the entire process of data collection, analysis, presentation and report writing. Also, the researcher considered the issues of harmless, free consents, confidentiality and anonymity.

## CHAPTER FOUR

### PRESENTATION OF RESEARCH FINDS

#### 4.1 Overview

The research results are presented in chapter four. It presents respondents' findings based on their gender, academic qualification and years of experience in grape fruits cultivation and marketing. Also, it presents the findings on factors affecting marketing performance of grape fruits based on specific objectives of the study.

#### 4.2 Results of Reliability Statistics

Cronbach Alpha was utilized in this research to measure reliability statistics. The research results revealed that the values of Cronbach Alpha range between 0.736 and 0.792. This indicates that the research had greater internal consistency of data. Accordingly, the findings of this study are supported by the argument of Santos (1999) that a study with a coefficient of 0.7 or higher tends to have good internal consistency of results, and vice versa. The results of reliability statistics are presented on table 4.1.

**Table 4.1: Reliability Statistics**

	Cronbach's Alpha	N of Items
Distribution system	0.774	5
Price	0.759	6
Product attributes	0.736	5
Promotion aspects	0.762	5
Marketing Performance	0.792	3

Source: Field Data (2020)

### 4.3 Background Information of the Respondents

This section presents the respondents' information based on their gender, academic qualifications and years of experience in grape fruits cultivation and marketing.

#### 4.3.1 Gender of the Respondents

This research revealed that majority 128(90.1%) of the total respondents were males whilst 14(9.9%) of the total respondents were females. This implies that cultivation and marketing of grape fruits at Hombolo ward is carried out by males. Table 4.2 shows the results of gender of the respondents.

**Table 4.2: Gender of the Respondents**

	Frequency	Percentage
Male	128	90.1
Female	14	9.9
<b>Total</b>	<b>142</b>	<b>100.0</b>

Source: Field Data (2020)

#### 4.3.2 Academic Qualification of the Respondents

The findings of this study portray nearly half 66(46.5%) of the total respondents were graduate of certificate of primary education, 39(27.5%) of the total respondents were graduate of secondary education (O level) while 6(4.2%) of the total respondents possessed certificate education. Accordingly, it was reported that 8(5.6%) of the total respondents possessed diploma education, 19(13.4) of the total respondents were graduate of bachelor degree while small number of the total respondents were graduate of master degree. These findings imply that to a great

extent production and marketing of grape fruits at Hombolo ward is done by a majority of people with primary education. The findings of respondents' academic qualification are presented in Table4.3

**Table 4.3: Respondents of Academic Qualification**

	Frequency	Percent
Certificate of primary education	66	46.5
O level	39	27.5
Certificate	6	4.2
Diploma	8	5.6
Degree	19	13.4
Master Degree	4	2.8
<b>Total</b>	<b>142</b>	<b>100.0</b>

Source: Field Data (2020)

### **4.3.3 Respondents' Years of Experience in Grape Fruits Cultivation and Marketing**

The results of this study indicated that 19(13.4%) of the total respondents had between 0 and 4 years of experience in grape fruit cultivation and marketing, while 109(76.8%) of the total respondents had between 5 and 9 years of experience in grape fruit cultivation and marketing. Accordingly, it was reported that 13(9.2%) of the total respondents had 10 to 14 years of experience in grape fruits cultivation and marketing while 1 (0.7%) of the total respondents indicated that they had more than 15 years of experience in grape fruits cultivation and marketing. These results indicate that a lot of respondents had ample experience in the production and marketing of grapefruits and thus were familiar with the factors influencing

marketing performance of grape fruits. Table 4.4 presents the findings of respondents' years of experience in grape fruits cultivation and marketing.

**Table 4.4: Years of Experience in Grape Fruits Cultivation and Marketing**

	Frequency	Percent
0- 4 years	19	13.4
5-9 years	109	76.8
10-14 years	13	9.2
15+ years	1	.7
<b>Total</b>	<b>142</b>	<b>100.0</b>

Source: Field Data (2020)

#### 4.4 Testing of Regression Assumptions

It has been recommended that testing for the regression assumptions is very important so as to avoid wrong conclusion (Shayo, 2018). In this study, multicollinearity, normality, linearity and homoscedasticity assumptions were tested.

##### 4.4.1 Multicollinearity Test

According to Pallant (2011) multicollinearity occur when independent variables are highly correlated. However, in this research multicollinearity was checked by using Variance Inflation Factor (VIF) and Tolerance. Shiu *et al* (2005) pointed out that the values for VIF should be less than 5 and tolerance values should be over 0.1 otherwise multicollinearity could be a problem. Moreover, the results of multicollinearity test for this study shows that tolerance values ranging from 0.873 to 0.941 while VIF values are ranging from 1.063 to 1.145. This finding indicates that data for this study met the multicollinearity assumption. Table 4.5 shows the results of multicollinearity test.

**Table 4.5: Results of Multicollinearity Test**

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Price	.925	1.081
Product attributes	.941	1.063
Promotion	.873	1.145
Distribution system	.936	1.069

**Source:** Field Data (2020)

a. Dependent Variable: Marketing performance

b. Predictors: Price, Product attributes, Promotion, Distribution system

#### 4.4.2 Normality Test

In this study skewness and kurtosis were used to test normality assumption. Hair *et al* (2014) stressed that for normality assumption to be attained, skewness and kurtosis values for the variables are required to be within the range of +2.5 or -2.5. However, the findings of the study indicated that skewness values are within the range of -0.003 and 0.733. Accordingly, the values of kurtosis range within -0.146 and 1.066. These findings imply that the study attained the normality assumption. Table 4.6 illustrates the results of a normality test.

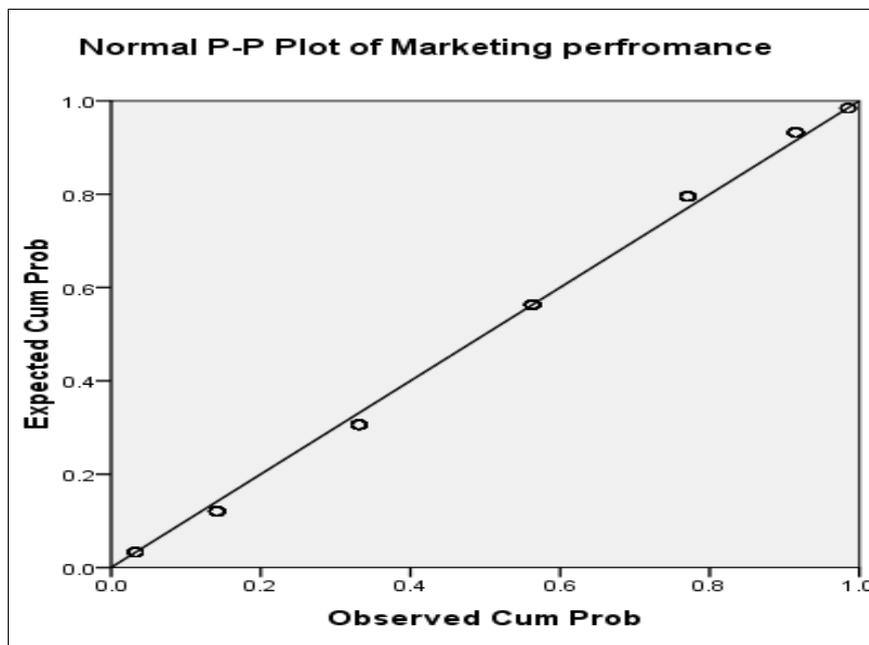
**Table 4.6: Results of Skewness and Kurtosis of Variables**

	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
Price	.299	.203	-.146	.404
Product attributes	-.003	.203	-.164	.404
Promotion	.733	.203	-.409	.404
Distribution system	.720	.203	1.066	.404

**Source:** Field Data (2020)

#### 4.4.3 Linearity Test

Linearity test was performed to check whether the relationship between variables is linear. In this study, linearity assumption was checked by using scatterplot of scores. According to Pallant (2011), scatterplot of scores should follow a straight line for the linearity assumption to be met. The findings of this study indicate that title circles follow the straight line. This implies that the relationship among variables for this study is linear. Figure 4.1 displays the results of a linearity test.



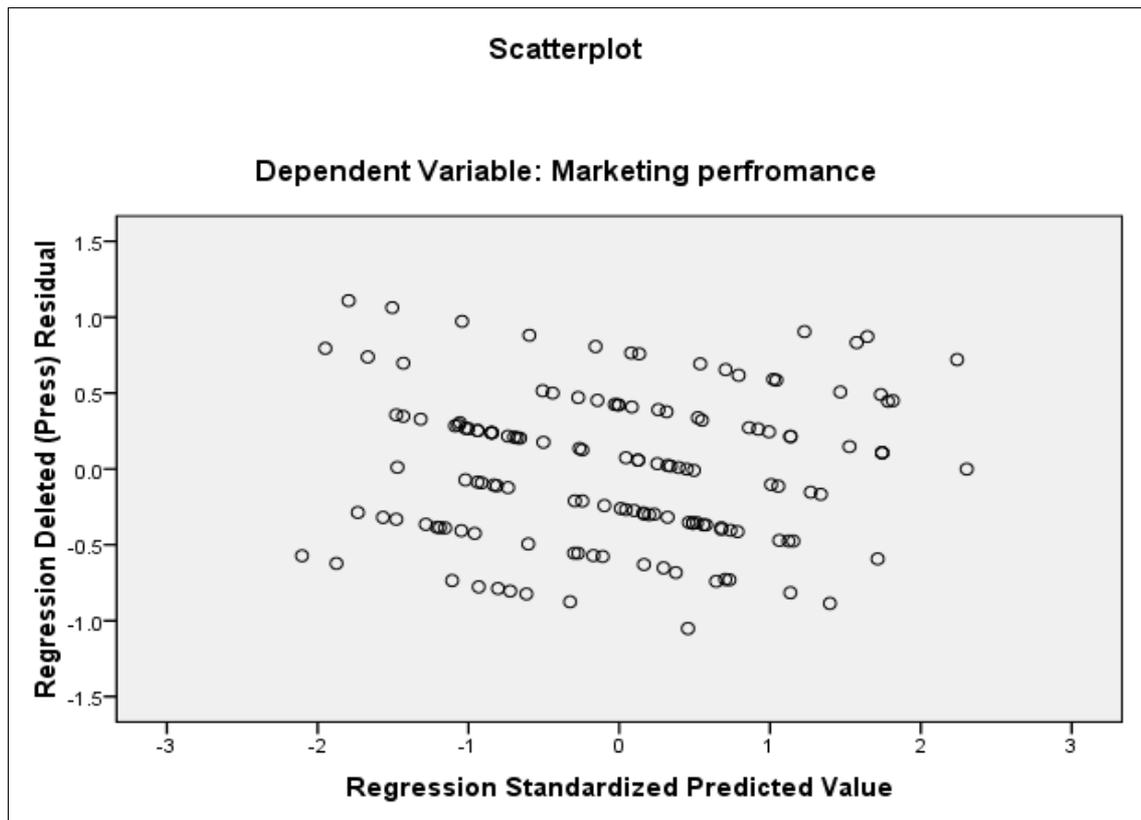
**Figure 4.1: Linearity Test**

Source: Field Data (2020)

#### 4.4.4 Homoscedasticity Test

This assumption ascertains that variability in scores for variable X should be similar at all values of variable Y. Heteroscedasticity is demonstrated when residuals are not uniformly distributed along the line (Osborne and Waters, 2002). In addition, visual analysis of the plot of standardized regression residuals was used to check

homoscedasticity assumption. The study findings show that residual values are distributed equally below and above zero on the X-axis and to the left and right of zero on the scatterplot of Y-axis. This means that the study met homoscedasticity assumption. Figure 4.2 illustrates the results of homoscedasticity test.



**Figure 4.2: Results of Homoscedasticity Test**

Source: Field Data (2020)

#### **4.5 Findings of Factors Affecting Marketing Performance of Grape Fruits**

This section presents the results of factors affecting marketing performance of grape fruits. However, the ANOVA test, Model Coefficients and P-values were utilized.

##### **4.5.1 Findings of ANOVA test**

ANOVA test was used to examine the extent to which the data collected fits in the regression model. The model shows that  $F$  (Regression df (4), Residual df (137) =

5.059,  $P = 0.001$ . Since the significance value ( $P$ ) is less than 0.05, this indicates that the regression model is significantly predictor of the factors affecting marketing performance of grape fruits. The ANOVA test results are outlined in Table 4.7.

**Table 4.7: Findings of ANOVA<sup>b</sup> Test**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4.546	4	1.136	5.059	.001 <sup>a</sup>
	Residual	30.772	137	.225		
	<b>Total</b>	<b>35.318</b>	<b>141</b>			

Source: Field Data (2020)

- a. Predictors: (Constant), Distribution system, price, product and promotion
- b. Dependent Variable: Marketing performance

#### 4.5.2 Findings of Model Coefficients and P- Values

It was found out that price had a positive coefficient and statistically significant at 5% significance level to influence market performance of grape fruits ( $\beta = 0.370$ ,  $P = 0.032$ ). This implies that a unit increase of price is related to 0.032 times increase of market performance of grape fruits. Thus, price was an important variable to market performance of grape fruits.

Also, the findings of the study indicated that product attributes had a positive coefficient and statistically significant at 5% significance level to influence market performance of grape fruits ( $\beta = 0.291$ ,  $P = 0.003$ ). This means that a unit increase of product attributes is associated with 0.291 times increase of market performance of grape fruits. This means that product attributes was an important variable influencing market performance of grape fruits.

Furthermore, it was revealed that promotion had a negative coefficient and not statistically significant to influence market performance of grape fruits ( $\beta = -0.097$ ,  $P = 0.410$ ). This means that a unit increase in promotion strategies will not led to market performance of grape fruits.

Additionally, it was discovered that distribution system had a positive coefficient and statistically significant at 5% significance level to influence market performance of grape fruits ( $\beta = 0.429$ ,  $P = 0.007$ ). This indicates that a unit increase of distribution system is related to 0.429 times increase of market performance of grape fruit. Thus, distribution system was an important item in the market performance of grape fruits. The results of Model confidents and P-Values for each variable used in regression model on the factors affecting marketing performance are captured in Table 4.8.

**Table 4.8: Findings of Coefficients<sup>a</sup> and P -Values**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.135	.481		-.281	.001
Distribution system	.429	.156	.226	2.745	.007
Price	.370	.170	.180	2.170	.032
Product attributes	.291	.095	.251	3.049	.003
Promotion aspects	-.097	.117	-.071	-.827	.410

**Source:** Field Data (2020)

a. Dependent Variable: Marketing performance

b. Predictors: Price, Product attributes, Promotion, Distribution system

Based on the findings of the study, the regression equation of the study is:

Marketing performance of grape fruits = - 0.135(Constant) + 0 .429(Distribution system) +0.370(Price)+ 0. 291(Product attributes)

However, promotion aspects is not part of the study's equation because it was found to be insignificant, that means its contribution to the model of the study is zero.

#### **4.5.2 Research Hypotheses Testing**

This part presents the findings of hypotheses testing. The hypothesized associations were examined against different correlation values, using multiple regression analysis.

#### **4.5.2 Research Hypotheses Testing**

This part presents the findings of hypotheses testing. With the use of multiple regression analysis, the hypothesized associations were examined against different correlation values and P-values.

This research suggested that a positive relationship exists between effectiveness of distribution system and marketing performance of grape fruits. Thus, it was hypothesized that:

*Effectiveness of distribution system is positively associated with marketing performance of grape fruits.*

However, the findings revealed that effectiveness of distribution system had a correlation coefficient values of 0.429 and P values of 0 .007. This means that effectiveness of distribution system is statistically significant at 5% significant level and more likely to influence marketing performance of grape fruits, whereby approving the first hypothesis of the study that:

*“Effectiveness of distribution system is positively associated with marketing performance of grape fruits”.*

Also, this research pointed out there is positive relationship between price and marketing performance of grape fruits. However, the study found out the regression coefficient of 0.370 and P values of 0.032. This implies that price was statistically significant at 5% significant level to influence market performance of grape fruits while supporting the second hypothesis (*H2*) of the study, that:

*“price positively influence marketing performance of grape fruits”*

Furthermore, this research suggested that there is a positive relationship between product attributes and marketing performance of grape fruits. Regression results indicated the coefficient value of 0.291 and P value of 0.003. This implies that product attributes was statistically significant at 5% significant level and more probable to influence market performance of grape fruits whereby mounting the third hypothesis (*H3*) of the study. That:

*“product attributes positively influence marketing performance of grape fruits”*.

Additionally, it was argued in this research that there is positive relationship between promotion aspects and marketing performance of grape fruits. However, the results of regression indicated the coefficient value of -0.097 and P value of 0.410. This means that promotion aspects is insignificant to influence market performance of grape fruits, thereby disapproving the fourth hypothesis (*H4*) of this research that:

*“Promotion aspects positively influence marketing performance of grape fruits”*.

Table 4.9 presents the summary of hypotheses testing

**Table 4.9: Results of Hypotheses Testing**

<b>Hypotheses</b>	<b><math>\beta</math></b>	<b>t</b>	<b>Sig</b>	<b>Results</b>
<b>H1:</b> Effectiveness of distribution system is positively associated with marketing performance of grape fruits.	.429	2.745	.007	<b>Accepted</b>
<b>H2:</b> Price positively influence marketing performance of grape fruits	.370	2.170	.032	<b>Accepted</b>
<b>H3:</b> Product attributes positively influence marketing performance of grape fruits	.291	3.049	.003	<b>Accepted</b>
<b>H4:</b> Promotion aspects positively influence marketing performance of grape fruits	-.097	-.827	.410	<b>Not Accepted</b>

**Source:** Field Data (2020)

## CHAPTER FIVE

### DISCUSSION OF THE STUDY FINDINGS

#### 5.1 Overview

This study aimed at assessing factors affecting marketing performance of grape fruits in Tanzania. However, this chapter deals with the discussion of the results presented on chapter four. Accordingly, the discussion of the study findings takes into account on the similarity and dissimilarity of the previous findings on the subject matter.

#### 5.2 The Relationship between Distribution System and Market Performance of Grape Fruits

It was intended by this study to test whether distribution system positively influence marketing performance of grape fruits. However, it was discovered that distribution system was positively correlated and statistically significant to influence market performance of grape fruits. The findings of this research are compatible with those of Aazadi *et al* (2016) that road accessibility affected the performance of fruits growers in Pakistan. Additionally, Nzioki (2013) who stressed that lack of transport was a challenge facing marketing of mango fruits in Kenya

#### 5.3 The Relationship Between Price and Marketing Performance of Grape Fruits

This research was aimed at testing the relationship between price and marketing performance of grape fruit. However, price was found to have positive correlation and significant effect on market performance of grape fruits. These findings suggest that better price of grape fruits is important for market performance of a particular

product. Somehow, the findings of this study are consistent with those of MITM (2008) that price was an important aspect in the performance of farmers in Tanzania. On the contrary, price was not indicated as important factor affecting the business of fruits in India (Anand and Ngeri, 2015).

#### **5.4 The Relationship between Product Attributes and Market Performance of Grape Fruits**

It was considered by this research to test whether product attributes could have positive impact on market performance of grape fruits. However, it was indicated that product attributes had a strong positive correlation and significant impact in influencing marketing performance of grape fruits. The findings of this research are in line with the results of Nguni (2013) and MITM (2008) that product quality, standards and poor harvest were the factors effecting farmers in Tanzania. Consistently, Dias et al (2008) noted that grading and standardization hindered marketing of agricultural products in Timor Leste.

#### **5.5 The Relationship between Promotion and Market Performance of Grape Fruits**

This study hypothesized that promotion aspects positively influence marketing performance of grape fruits. However, the results of hypothesis test revealed that promotion had a negative correlation and not statistically significant in influencing market performance of grape fruits. The results of this research are incompatible with the results of Azzedi *et al* (2016) and Laswai *et al* (2018) who suggested that promotion aspects such as packaging, purchasing centers and marketing information significantly affected marketing of fruits.

## **CHAPTER SIX**

### **CONCLUSION AND RECOMMENDATION**

#### **6.1 Overview**

This chapter offers conclusions and recommendations based on the study's findings.

#### **6.2 Conclusion**

##### **6.2.1 Distribution System and Market Performance of Grape Fruits**

The intention of this study was to examine the relationship between distribution system and market performance of grape fruits. It was found out that distribution system had a positive correlation and statistically significant to influence market performance of grape fruits. Hence, it was concluded that distribution system is an important variable influencing market performance of grape fruits.

##### **6.2.2 Price and Marketing Performance of Grape Fruits**

This study examines the relationship between price and marketing performance of grape fruits. It was discovered that price was positive correlated and significant influence market performance of grape fruits. This finding suggests that better price of grape fruits for market performance of a particular product. The findings of this study are supported by MITM (2008) that price was an important aspect to the success of farmers in Tanzania. Thus, it can be concluded that good price of grape fruits is an important thing to the marketing performance of grape fruits in Tanzania.

##### **6.2.3 Product Attributes And Market Performance of Grape Fruits**

This research examines the relationship between product attributes and market performance of grape fruits. However, the results of the study revealed that product

attributes had a strong positive correlation and significant impact in influencing marketing performance of grape fruits. Therefore, it can be concluded that farmers are supposed to consistently improve and maintain the attributes of grape fruit such as size, colour, taste and weight for they have significant effect on market performance of a particular product.

#### **6.2.4 Promotion Aspects and Market Performance of Grape Fruits**

This study hypothesized that promotion aspects positively influence marketing performance of grape fruits. The results of hypothesis test pointed out that promotion had a negative correlation and not statistically significant in influencing market performance of grape fruits. Thus, it can be concluded that promotion aspect is not a significant factor to measure marketing performance of grape fruit in Tanzania context.

### **6.3 Recommendations**

It has been discovered that price is an important variable influencing market performance of grape fruits. Thus, this study recommends that good price should be given to grape fruits producers.

Also, the findings of the study indicated product attributes had significant impact in influencing marketing performance of grape fruits. Therefore, it is recommended that grape fruits producers should improve and maintain product attributes.

Additionally, improvement of distribution system should be taken into account for it has great part to play in the market performance of grape fruits. Through good

distribution system, producers will be able to store, preserve and transport their product to the targeted customers efficiently and effectively.

#### **6.4 Limitations and Areas for Further Studies**

This study concentrated on grape fruits product. However, there is an existence of other fruits, which were not covered by this study. Therefore, future studies should focus on other kind of fruits in an attempt of assessing factors influencing market performance of those fruits.

Also, this study focused the factors affecting market performance of fruits product. Thus, there is a chance for future studies to be done on other types of agricultural products such as maize and beans.

Additionally, promotion aspect was found to be insignificant in influencing market performance of grape fruits. Hence, further studies may test its significance in assessing market performance of other products or services.

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## APPENDICES

### Appendix I: Questionnaires

Dear respondent, the purpose of this questionnaire is to collect research data for the partial requirement for Master Degree in Business Administration (Marketing) of the Open University of Tanzania. The information provided will be confidential and you're thereby requested to cooperate in responding to the questions honestly. Topic: *Factors affecting marketing performance of grape fruits in Tanzania: A case of Hombolo ward in Dodoma.*

#### Part I: Background Information

1. Gender (tick only one)

Male (    )    Female (    )

2 Academic qualification (Tick only one)

(i) Certificate of primary education (    )

(ii) O level (    )

(iii) Certificate (    )

(iv) Diploma (    )

(v) Degree (    )

(vi) Master Degree (    )

(vii) PhD (    )

### 3. Years of experience in grape fruit cultivation and marketing

(Tick only one)

0- 4 years [ ] 5-9 years [ ] 10-14 years [ ] 15+ years [ ]

### Part II Adequacy of distribution system in marketing performance of grape fruits

Please indicate to what extent you agree or disagree with these statements by putting

a tick (√) using the following criteria: **1 = Strongly disagree; 2= Disagree; 3=**

**Neutral; 4= Agree; 5= Strongly agree.**

S/N	Description	1	2	3	4	5
4	We have effective and efficiency distribution system					
5	We have reliable and cost-effective transport system					
6	We have adequate distribution channels for our product					
7	We have good warehousing system to keep the harvested grape fruits					
8	We have good number of buyers for our product					

### Part III: The Influence of price in marketing performance of grape fruits

S/N	Description	1	2	3	4	5
9	We receive better price for our grape fruits					
10	High prices for the grape fruits have been generated					
11	Price of grape fruit is high because of large number of buyers					
12	We have good knowledge in barging for the price of our grape fruits					
13	The price of grape fruits meet our expectations					
14	We are so happy with the current price of grape fruits					

**Part IV: The influence of product attributes on marketing performance of grape fruits**

SN	Description	1	2	3	4	5
15	We provide special attention to the quality of grape fruits					
16	We produce grape fruits with appropriate colour desired by the customers					
17	We produce grape fruits with appropriate taste required by the buyers					
18	We produce grape fruits according to the size and weight preferred by the customers					
19	We have enough knowledge, skills and capital to produce better grape fruits					

**Part V: Promotion aspects used to influence the marketing performance of grape fruits**

SN	Description	1	2	3	4	5
20	We are focusing on packaging of our grape fruits					
21	We have been utilizing public relations to promote our grape fruits					
22	We use sales promotion to increase sales volume of grape fruits					
23	We have knowledgeable sales force for personal selling activities of our grape fruits					
24	We are using advertising strategy to promote our product					

**Part VI: Marketing performance of grape fruits**

<b>S/N</b>	<b>Description</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
25	We generate high sales revenue from grape fruits					
26	We operate under high profit margin of grape fruits					
27	We are satisfied with the cash flow generated from grape fruits					

THANK YOU SO MUCH FOR COMPLETING THIS QUESTIONNAIRE