

Influencing factors on consumer behaviour in the beer industry in Tanzania: A Case of

Youth in Dar es Salaam

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This study examines the influencing factors on consumer buying behavior in the beer industry in Tanzania. More specifically, it explores the influence of price, parent, peer group, and consumers' beliefs and attitudes on consumption behavior in the beer industry. Data for this study were collected from 82 respondents using structured questionnaires. In addition, in-depth information were gathered from five (5) key informants from the marketing department of TBL with at least five years of work experience. Data were analysed both quantitatively and qualitatively and SPSS was used to compute frequency, percentage, mean and standard deviations. Data were also subjected to correlation and regression analysis to ascertain the most influencing factors on beer consumer behavior. Findings indicate that all the four independent variables had positive influence on beer consumer behavior. However, it was found that price had no significant influence on beer consumer behavior. The study recommends that players in the beer industry should focus on promoting, branding and creating effective marketing strategies for their products since most peers tend to influence others through the type of beer they drink. Thus the beer industry should focus on boosting sales by understanding its customers' behaviour especially on their ways of life and day-to-day activities.