

The effect of Tanzanian SMEs characteristics on ICT usage to enhance market access

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This research investigates the effect of SMEs characteristics on ICT usage in enhancing market access of Tanzanian SMEs. Literature on the use of ICT to enhance market access of Tanzanian SMEs is really scanty and this study undertook to bridge this knowledge gap. The objectives of this study is to determine the effects of SMEs characteristics (type of ownership, number of employees, age of business, and SME sector) on ICT usage in enhancing market access of Tanzanian SMEs.

The study gathered data through the use of questionnaire. A computed sample size was 100 respondents out of which on average of 100 questionnaires were duly filled and returned. SPSS 18 software was used to process the data. Descriptive statistics and analysis of variance models and multiple regression models were employed to analyze the findings. SME characteristics demographic variables are considered to be independent variables while ICT usage to enhance market access of Tanzanian SMEs is considered to be a dependent variable.

The multiple regression models indicate that, all the 4 SME characteristics can significantly affect ICT usage to enhance market access of Tanzanian SMEs by 38% ($R^2=0.380$). The analysis of variance also indicate that the 4 SME characteristics can significantly affect the SMEs choice of ICT tools in Radio and Television with significant levels less or equal to 0.05. Conversely, the 4 factors cannot significantly affect choice of ICT tools, mobile phones and internet since the level of significance was above 0.05.

The study recommends awareness creation for ICT use, improvement in ICT literacy levels and infrastructure, development of user friendly relevant ICT programs for SMEs, development of databases for SMEs use of popular social sites for marketing and inclusion of ICT in SMEs marketing strategies