

Influencing factors on consumer buying behavior through Online Shopping retailing: a case study of Dar es salaam City in Tanzania.

Dativa Evord Kway

Master of Business Administration,

University of Dar es salaam, University of Dar es salaam Business School 2020

This study examined factors that influence consumer behavior while purchasing online in Tanzania. This study specifically focused on assessing the influence of security assurances, delivery process and on online payment methods on consumer buying behavior in the retailing sector. The study which is basically descriptive, adopted primarily, quantitative, but was complemented by qualitative approaches. The study used non-probabilistic sampling methods where a total of 107 respondents who use internet were conveniently sampled to participate in the study. Moreover, three key informants were purposively selected to provide in depth information of the study area. These were Telecommunication Company, online shopping providers and internet provider representatives who were considered to be greatly informed to provide needed information. Quantitative analysis of the data was performed by using multiple regression and correlation models with the aid of Statistical Package for the Social Science (SPSS version 25) software. The results of the study showed that two constructs, namely security assurance and delivery process had positive and significant contribution to online payment methods had positive, but insignificant influence on online consumer buying decisions. The study recommends that for online purchasing in Tanzania to achieve better it should improve the monitoring of security to its service. Moreover retailers are recommended to initiate different convenient steps in order to improve online payment performance. The study has also provided, guidance to the government on formulating effective policy that will protect both customers and business owners engaged in online retailing business.