

Determinants of Internet Based Purchasing
Evidence from Motor Vehicle Buyers in Morogoro, Tanzania
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This study aimed to give an overview on determinants of internet-based purchasing with a focus on university workers motor vehicle buyers in Morogoro Urban. Purposive sampling was applied and total of 122 motor vehicle buyers involved in the study. Qualitative data were collected using interview where checklist was used and quantitative data were collected using a questionnaire. Quantitative data were analysed by descriptive statistics, multiple responses and logistic regression. The results indicate that, sociodemographic characteristics of motor vehicle buyers such as education level, marital status, income, sex, salary and income for other expenses were influencing purchases of motor vehicles via internet. Furthermore, factors which attracted them to purchase motor vehicles via the internet, such were as price reductions, trust, reputation of the motor vehicle vendors, technological change, and internet availability, availability of power, availability of devices, payment systems and lead time from order placement to receiving motor vehicle. The study revealed that, there are challenges facing motor vehicle buyers in Morogoro Urban, such as cyber theft, specification, power cutoff and language. It is recommended that there should be communication between motor vehicle buyers and a friend/ Embassy before making transaction, motor vehicle vendors to should satisfy their market promises, infrastructures to be well constructed and establishment of adequate protection against internet buyers.