

Extension of NSSF Social Protection Coverage to the Informal Sector Through Social Marketing in Kilimanjaro Region

By

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The study centred on examining the extension of social protection to informal sectors in Kilimanjaro Region using Social Marketing approach. Specifically, it identified the social marketing approaches used to reach the informal sector workers, assessed public perception on the effectiveness of the social marketing approaches and explored the determinants for informal sector member enrolment into the social security schemes. Questionnaire was the main tool for data collection and data were analysed using descriptive analysis, factor analysis and binary logistic regression. The findings on the approaches used to ensure member enrolment showed that among the five determinants, four were significantly influential with p-values of 0.027 for regular follow-up, 0.011 for media campaigns, 0.01 for mobile campaigns and 0.012 for social event. This showed that social security is becoming more and more an issue in informal sector in developing countries and in Tanzania in particular. These included regular follow-up, media campaigns, mobile campaigns and sponsorship to social events. The study identified different determinants of member enrolment using the factor analysis which included; assured income, knowledge of the social security, secured future and simplified administrative procedures. It recommended that management should use mobile marketing campaigns and media campaigns to raise the profile of the different social benefit schemes available in the organisation in order to extend social protection to more members of informal sector in Kilimanjaro Region for effective and efficient results.