



**Ruaha Catholic University**  
**Faculty of Business, Economics and Management Sciences**  
Ruaha Journal of Business, Economics and Management  
eISSN 2507-79945, Special Issue 1. November, 2023

## **FACTORS INFLUENCING THE ADOPTION OF MOBILE PHONE BANKING SYSTEM AMONG STREET VENDORS IN IRINGA MUNICIPALITY**

Bahati Mhadimu Bitwaye<sup>1</sup>, Enock Wiketye<sup>2</sup> & Hosea Mpogole<sup>3</sup>

1. MBA student, University of Iringa
2. Senior Lecturer, Faculty of Business and Economics, University of Iringa, Tanzania;
3. Lecturer, Institute of Rural Development, Dodoma, Tanzania.

(Corresponding author: mhadimubahat@gmail.com)

### **ABSTRACT**

The adoption of mobile phone banking has the potential to provide street vendors with access to financial services that can help them grow their businesses and improve their livelihoods. However, the adoption of mobile phone banking among street vendors in developing countries is still low. This study investigated the factors that influence the adoption of mobile phone banking among street vendors in Iringa Municipality, Tanzania. The study employed survey research design where quantitative approach was used to collect data. The study population was 1373 street vendors were a sample of 100 street vendors was drawn using simple random sampling technique. Data was analysed using descriptive statistical analysis. The study found that both attitude, subjective norm, and perceived behavioral control influence the adoption of mobile phone banking systems which is consistent with the Theory of Planned Behavior (TPB), which is a widely used theoretical model for predicting and understanding human behavior. Subjective norm was found to be a significant factor in the adoption of mobile phone banking systems due to the influence of social groups, customers, friends, vendors and the government. Likewise, perceived behavioral control, which is influenced by low cost, network availability, supportive services availability, and policy and regulation were also found to influence the adoption of mobile phone banking. Finally, trust, ease to use, ease to learn, convenience, and compatibility were too found to be the only attributes that explain the significant value of attitude in the adoption of mobile phone banking. The study recommends that mobile phone vendors and banks have to design mobile phone banking services that induce attitude of street vendors in the way that the services need to be designed in order to attract street vendors to want to use them.

**Key words:** *Mobile Phone Banking System; Street Vendors; Attitude; Subjective Norm; Perceived Behavioural Control.*

## **1.1 Introduction**

It is well evidenced that street vendors are majority in any country and are dominating the business sector all over the world (Rafique et al., 2021; Singh, 2020). It is estimated that more than 60 percent of the world's working population makes their livelihoods in the informal sector (ILO, 2021). Many of the informal workers are in Africa, making up 70 percent of employment in sub-Saharan Africa and 62 percent in North Africa (Joseph et al., 2022). In Tanzania, 76.2 percent of the adult population is employed within the informal sector and contributes 48 percent of Gross Domestic Product (GDP) (Mugoya, 2012). Available statistics show that street vending accounts for 15 to 25% of total informal employment in Africa's cities and contributes between 46 to 70% of total trade value added in Benin, Burkina Faso, Chad, Kenya, Mali, and Tunisia (Mazhambe, 2017). Mazhambe added that 86.6% of street vendors depended entirely on street vending as their source of income in Zimbabwe. However, they are operating in dynamic business environment with stiff competition dominated by simple technology and majority they do not have access to banking services to secure funds. This means that the market environment requires them timely convenience, simplicity, safety and quickness in operation.

Realizing the important of mobile phone banking system in the transformation of the street vending, most government have put a lot of initiative to support adoption of mobile phone banking system. Notably example the government of Tanzania, formulated the National Information and Communication Technology (ICT) Policy of 2003 and that of 2017 to facilitate adoption of recent technology where mobile banking is inclusive (URT, 2017). On the other hand, the government of Tanzania, has formulated the SMEs policy of 2017 to support the smooth run of informal sector to access resources that could be used to transform all actors of the informal sector (URT, 2017).

Despite of the importance of mobile phone banking and the initiative which was done to enable the adoption of mobile phone banking system, street vendors are not fully adopting the mobile phone money technology. In sub-Saharan Africa, despite of mobile phone technology maturity and business development, Paas et al. (2021) have found low uptake of mobile banking System among street vendors. Recent study by Mutiso and Reuben (2021) indicated a low uptake of mobile phone money system among street vendors in Kenya. They further concluded that this low uptake is contributing to poor business performance. Notably, Mrindoko (2022) found a low use of mobile money microcredit among street vendors in Tanzania.

With the recent rapid growth in the mobile phone technology, the mobile phone banking service has become an alternative for unbanked population, including street vendors. According to Tanzania Communications Regulatory Authority (TCRA), December 2022 quarterly report, Tanzania had 60,192,231 total numbers of mobile phone subscribers and 40,953,496 total number of mobile phone banking service subscribers. In the same quarter in 2021 Tanzania had 54,044,384 mobile phone subscribers and 35,285,767 mobile phone banking service subscribers.

This means that by December 2021 the number of all mobile phone banking subscribers was just 65.3% of all mobile phone users and 68% by the end of 2022, equals to 2.7% increase in mobile phone banking service subscribers. Although there is an increase in total number of mobile phone users who adopts mobile phone banking service, the adoption rate of 2.7% is still low.

If the rate of adoption of mobile phone banking system is lower in Dar es Salaam where mobile phone usage and commercial activities is high, then there is a need to research what is the situation in Iringa. This study aimed at addressing the fundamental question dealing with the factors influencing the adoption of mobile phone banking systems among street vendors in Iringa Municipality. This research intended to provide a comprehensive understanding of the factors that influences adoption of mobile phone banking systems among street vendors in Iringa Municipality and offers insights into potential strategies for improving financial inclusion among street Vendors.

The main contribution of this study is to provide a better understanding of the factors that influence the adoption of mobile phone banking among street vendors in this region. This is important because street vendors are a significant part of the economy in Iringa Municipality, but they are often underserved by traditional financial institutions. Mobile phone banking has the potential to provide street vendors with access to financial services that can help them grow their businesses and improve their livelihoods.

## **2.1 Literature Review**

This part aimed at selecting appropriate theory/models that inform the researcher on the variables that was to be included in the development of a conceptual model.

### **2.1.1 Theory of Planned Behavior**

The theory of planned behavior states that “Attitudes toward the behaviour, subjective norms with respect to the behavior, and perceived control over the behaviour are usually found to predict behavioral intentions with a high degree of accuracy” (Ajzen, 1991). In fact, attitude is the general feeling of people about the desirability or undesirability of a particular issue or behaviour (Ajzen, 1991). Subjective norm refers to individual's perception of important people's opinions about doing or not doing the behavior.

In other words, subjective norm is the perceptions related to opinions of society about doing or not doing the behavior by individual (Taylor & Todd, 1995). The construct "perceived control of behavior" is the individual's perception about ease or difficulty of doing behavior and indicates the individual's perceptions about required skills, resources, and opportunities in doing the behavior (Ajzen, 1991). Therefore, in this study, the theory provides the explanation on the influence of attitude, subjective norm and behavioral control on adoption of mobile phone banking system among street vendors.

The Theory of Planned Behavior (TPB), as advanced by Ajzen in 1991, represents a significant evolution of the Theory of Reasoned Action. This theory extends the earlier model by introducing a key construct known as "perceived behavioural control" alongside attitude and subjective norms, making it a comprehensive framework for understanding human behavior and decision-making.

### **2.1.2 Technology Acceptance Model (TAM)**

The technology acceptance model developed by Davis in 1989 applied to the information system domain a well-known model in the social psychology domain – the theory of reasoned action by Ajzen and Fishbein 2014, which posits that a person's action is a function of that person's behavioural intention. The theory of planned behavior (TPB) can be considered an extension of the theory of reasoned action (Ajzen and Fishbein 2014). It posits that behavioural intention is jointly determined by attitude and subjective norm.

Similar to theory of reasoned action, but with the addition of perceived behavioral control. According to TAM (Davis, 2016), both perceived usefulness and perceived ease of use influence the attitude of individuals towards the use of a particular technology, while attitude and perceived

usefulness predict the individuals' behavioral intention to use the technology. Perceived usefulness is also influenced by perceived ease of use, since perceived ease of use can indirectly affect the acceptance of technology through perceived usefulness, while behavioral intention is also linked to subsequent adoption behavior. Finally, behavioral intention to use an information system is expected to lead to actual usage.

TAM posits that perceived usefulness and perceived ease of use are the major determinants of information system acceptance. Perceived usefulness was defined as “the degree to which a person believes that using a particular system would enhance his/her job performance”, and perceived ease of use is defined as “the degree to which a person believes that using a particular system would be free of physical and mental effort” (Davis, 2016).

However, in recent studies the attitude construct has been dropped from the original TAM and they found that perceived usefulness and perceived ease of use explained a large portion of the variance for intention to use information technology (Taylor and Todd, 2015). Further, these two beliefs are likely to be subject to the influences of external variables constructs such as management support (Taylor and Todd, 2015).

The Technology Acceptance Model (TAM), as initially proposed by Davis in 1989, serves as a pivotal theoretical framework for understanding technology adoption, emphasizing three core variables: attitude, subjective norms, and perceived behavioural control. These variables play a crucial role in shaping individuals' intentions to accept and utilize technology.

## **2.2 Empirical Literature Review**

### **2.2.1 The Influence of Attitude on Adoption of Mobile Phone Banking System among Street Vendors**

Pipitwanichakarn and Wongtada (2018) carried out a study on “Mobile Commerce Adoption among Street Vendors in Thailand”. Questionnaire was used to collect data to a sample of 100 respondents. Data was analysed using quantitative technique using structural equation modelling. Findings of the study revealed that trust, system characteristics, usefulness and ease of use are used to explain the adoption.

Kumar et al. (2023) conducted the study on “How does Perceived Risk and Trust affect Mobile Banking Adoption? Empirical Evidence from India”. The study aimed at investigating the role of perceived risk and trust in adoption of mobile banking services by users. The study involved a sample of 253 users of mobile banking of age between 18 -30 years. Data were collected through a survey questionnaire and analyzed quantitatively using structural equation modelling. The results of the study revealed that perceived risk was found to exhibit negative significant influence on behaviour intention. The researcher further observed that when consumer perceives there is going to be high level of risk in using mobile banking the likelihood of behaviour Intention being converted into actual use becomes low.

Okeke and Eze (2018) conducted a study to Explore Mobile phone banking Adoption among Informal Sector in Anambra State, Nigeria. Quantitative approach was adopted and questionnaire was administered to 250 respondents. Data were analysed using descriptive statistics. The findings of the study shows that perceived usefulness, perceived ease of use and perceived trust have significant effect on m-Money adoption.

Chile et al. (2021) carried out the study on “The Effect of Perceived Trust and Ease of Use on Adoption of Mobile Marketing in Telecommunication Industry in Tanzania”. The study involved 406 respondents from all five municipalities of Dar es Salaam. Questionnaire was used to collect

quantitative data that were analysed using multiple linear regression. Findings of the study indicate that perceived ease of use and perceived trust had positive and significant influence on the adoption of mobile marketing.

### **2.2.2 The Influence of Subjective Norm on Adoption of Mobile Phone Banking System among Street Vendors**

Gayan et al. (2020) carried out a study on “Influence of Subjective Norm on Adoption of Mobile Banking in the Content of Private Commercial Bank of Sri Lanka”. Questionnaire was used to collect data from the sample of 279 respondents. Data were analysed using descriptive statistics. Findings of this study revealed that family subjective norm, friend subjective norm and control groups subjective norm are positively related to the adoption of mobile banking.

Kessy (2021) conducted a study on “Adoption of Internet Banking Service in Tanzania: The influencing Factors among Customers of Commercial Banks”. The study involved 100 respondents from two banks whose headquarters are in Dar es Salaam. Questionnaire was used to collect data through cross sectional survey and analysis of data was done using regression analysis. Findings of the study revealed that social environment is positively related to adoption of internet banking services by customers.

Abdul-Rahaman and Abdulai (2021) carried out a study on Mobile phone banking Adoption, Input Use, and Farm Output among Smallholder Rice Farmers in Ghana. Questionnaire was used to collect quantitative data from 421 respondents. Data was analyzed using descriptive statistics. Findings of the study shows that mobile phone banking technology adoption is significantly influenced by organization membership in Ghana.

### **2.2.3 The Influence of Perceived Behavioral Control on Adoption of Mobile Phone Banking System among Street Vendors**

Nassuora and Bassam (2013) conducted a study on “Understanding Factors Affecting the Adoption of M-Commerce by Consumers in Jordan, Middle East”. Questionnaire were used to collect quantitative data from 100 respondents and analysis were done using descriptive statistics. The findings of the study revealed that perceived ease of use and perceived cost affect the adoption of M-Commerce.

Akinyemi and Mushunje (2020) carried out a study on Determinants of Mobile phone banking Technology Adoption in Rural Areas of Africa. The study uses secondary data from Research ICT Africa that were collected from ten African countries namely Ghana, Kenya, Lesotho, Mozambique, Nigeria, Rwanda, Senegal, South Africa, Tanzania, and Uganda. Quantitative approach was adopted where data were analyzed using descriptive statistics. Findings of this study show that years of education, unemployment, and ownership of bank accounts explain both the adoption and the amount of money transferred using mobile phone banking technology. Conversely, bank account ownership, and net monthly income determine both the adoption of mobile phone banking and the amount of money received using mobile phone banking technology.

Mramba et al. (2014) carried out a study on Survey of Mobile phone Usage Patterns among Street Vendors in Dar Es Salaam City in Tanzania”. Both quantitative and qualitative approaches were used where Questionnaire and interview were used to collect quantitative and qualitative data to a sample of 174 respondents. Descriptive statistics and content analysis were used to analyze data results. The findings of the study show that, among street vendors, mobile phone is commonly used in social perspectives and little in business specifically for M-money and business

communication. Furthermore, the results showed that perceived benefits of using mobile phones influence street vending business to use mobile technology.

### 3.0 Methods

The study employed survey research design where quantitative approach was used to collect data. The study population was 1373 street vendors were a sample of 100 street vendors was drawn using simple random sampling technique. Quantitative data analysis was performed by using descriptive statistics. Descriptive data analysis was done in order to profile and describe the respondents' characteristics where frequencies and graphs served as a tool to profile nature of respondents and their behavior intentions in general. IBM SPSS statistics V. 20 was used where by frequencies, percentages, mean and standard deviation were generated to determine the relative importance of the quality dimension as viewed by respondents.

## 4.0 Findings and Discussion

### 4.1 Respondents Characteristics

This section analyses the data and presented the results from the analysis of respondents' characteristics and findings base on specific objectives on street vendors' adoption of mobile phone banking system in Tanzania as it is described. In this part, three respondents' characteristics were analyzed namely respondents' gender, age and level of education as it is described below.

#### 4.2.1 Respondents Gender

Table 1 show the distribution of gender of respondents who are street vendors. Among 100 respondents contacted, 54% were male, and 46% were female. Despite of the fact that male respondents were slightly higher than female respondents, the proportional of the percent above indicated that there were proportional of representation of gender in the process of data collection which helped to capture data that address each group of gender in this study.

**Table 1: Respondent Gender**

Categories	Frequency	Percent
Male	54	54.0
Female	46	46.0
Total	100	100.0

#### 4.2.2 Respondents' Age

Table 2 show the distribution of the age of the respondents who are street vendors. Out of 100 respondents contacted, 36% aged between 18-27 years, 39% aged between 28-37 years, 18% aged between 38 – 47 years and 7% aged between 48-57. These findings indicate that youth between 18-27 years and 28 – 37 are largely engaged in street vending than men and women beyond 37 years of age. This is because these two groups of respondents comprised of youth who has just graduated from various levels of education and they are entering world of employment.

**Table 2: Respondent's age**

Categories	Frequency	Percent
18-27	36	36.0
28-37	39	39.0
38-47	18	18.0

48-57	7	7.0
Total	100	100.0

#### 4.2.3 Respondent Level of education

Table 3 shows the distribution of the education levels of the respondents who are street vendors. Out of 100 respondents contacted, 22% had no formal education, 24% were having primary school education, 19% were having secondary school education, and 35% were having college/university education. These percentages indicate that each street vendor had equal chance of being selected in the study in terms of education level in the process of data collection. This helped to capture data that addressed each group level of education in this study which has increased the level of validity of the study. Findings also shows higher percentage, 35% of college and University graduates are engaging in street vending. The higher percentage of College and University student engaging in street vending can be interpreted as youth effort to fight unemployment.

**Table 3: Respondents' Level of Education**

Categories	Frequency	Percent
None	22	22.0
Primary Education	24	24.0
Secondary Education	19	19.0
College/University Education	35	35.0
Total	100	100.0

#### 4.3 Findings based on Specific Objectives

##### 4.3.1 The Influence of Attitude on Adoption of Mobile Phone Banking System among Street Vendors

The researcher wanted to determine the influence of attitude on adoption of mobile phone banking system among street vendors in Iringa Municipality. Analysis was done using descriptive mean to confirm on the contribution of attributes of attitude in the adoption of mobile phone banking System. Table 4 shows the results of the analysis. Among the six attribute of attitude ease of use had high influence on influencing street vendor's adoption of mobile phone banking system. This means that ease of use yield a high mean value of 4.27 compared to trust which yielded a mean value of 4.25, Ease to learn which yielded mean value of 4.17, Convenience which yielded mean value of 4.10, Compatibility which yielded mean value of 4.09 and Perceived risk which yielded mean value of 4.03. The greater the mean the high the influence or the more the mean value close to 5 and hence the more the influence.

**Table 1: Attitude on adoption of mobile phone banking system**

Attitude	N	Minimum	Maximum	Mean	Std. Deviation
Trust	100	1	5	4.25	1.067
Ease of use	100	1	5	4.27	0.973
Ease to learn	100	1	5	4.17	1.016
Convenience	100	1	5	4.10	0.882
Compatibility	100	1	5	4.09	0.854
Perceived Risk	100	1	5	4.03	0.989

On the other hand standard deviation of the attribute lies between 0 and 2. Trust showed highest standard deviation of 1.067, Ease of use showed standard deviation of 1.06, Perceived risk showed standard deviation of 0.989, Ease to learn showed standard deviation of 0.973, Convenience showed perceived risk of 0.882 and finally Compatibility showed the standard deviation of 0.854. Lower standard deviation is an indicator that data are distributed close to mean.

The analysis of descriptive statistics to explore the influence of various attributes of attitude to the adoption of the mobile phone banking system among street vendors in Iringa Municipality. Understanding which attributes hold the most influence can provide valuable insights into the factors driving adoption.

The results of the analysis reveal that among the six attributes of attitude, "Ease of Use" had the highest influence on street vendors' adoption of the mobile phone banking system. This attribute received a significantly high mean value of 4.27. This means that, on average, street vendors perceived the ease of using the mobile phone banking system as a highly influential factor in their adoption decisions.

Following closely, "Trust" also demonstrated a substantial influence, with a mean value of 4.25. This suggests that street vendors in Iringa Municipality place a high level of trust in the mobile phone banking system, which positively influence their adoption intentions.

"Ease to Learn" yielded a mean value of 4.17, further emphasizing its significance in influencing the adoption of mobile phone banking. This attribute implies that vendors consider the system's learnability as an important factor in their decision-making process.

Additionally, "Convenience" and "Compatibility" scored mean values of 4.10 and 4.09, respectively. These attributes highlight the importance of both convenience and compatibility with existing practices and systems in driving adoption among street vendors.

Lastly, "Perceived Risk" showed a mean value of 4.03, indicating that street vendors perceive the mobile phone banking system as relatively safe and low-risk.

The mean values, which are all above the midpoint of 3.00 on a scale of 1 to 5, suggest a favorable perception of these attitude attributes among the respondents. This implies that street vendors in Iringa Municipality consider these attributes to be positively associated with the adoption of mobile phone banking services.

To further understand the distribution of responses, we also examined the standard deviations of these attributes. Notably, "Trust" exhibited the highest standard deviation of 1.067, indicating some variability in responses regarding the extent of trust placed in the system. On the other hand, "Compatibility" demonstrated the lowest standard deviation of 0.854, signifying that responses were more closely distributed around the mean for this attribute.

The analysis of descriptive statistics highlights the influential role of various attributes of attitude in the adoption of the mobile phone banking system among street vendors. "Ease of Use" emerged as the most influential attribute, followed closely by "Trust" and "Ease to Learn." These findings underscore the importance of these attributes in shaping street vendors' decisions to adopt mobile phone banking services. Additionally, the relatively low standard deviations suggest a degree of consensus among respondents regarding these attributes, further emphasizing their significance.

The findings of this study are supported by a study of Kumar et al. (2023) conducted the study on "How does Perceived Risk and Trust affect Mobile Banking Adoption? Empirical Evidence from India". The study aimed at investigating the role of perceived risk and trust in adoption of mobile banking services by users. The study involved a sample of 253 users of mobile banking of age between 18 -30 years. Data were collected through a survey questionnaire and analyzed

quantitatively using structural equation modelling. The results of the study revealed that perceived risk was found to exhibit negative significant influence on behavior intention. The researcher further observed that when consumer perceives there is going to be high level of risk in using mobile banking the likelihood of behavior Intention being converted into actual use becomes low.

In addition, Okeke and Eze (2018) found that perceived usefulness, perceived ease of use and perceived trust have significant effect on m-Money adoption. And Chile et al. (2021) carried out the study on "The Effect of Perceived Trust and Ease of Use on Adoption of Mobile Marketing in Telecommunication Industry in Tanzania". The study involved 406 respondents from all five municipalities of Dar es Salaam. Questionnaire was used to collect quantitative data that were analyzed using multiple linear regression. Findings of the study indicate that perceived ease of use and perceived trust had positive and significant influence on the adoption of mobile marketing.

Certainly, based on the analysis of the influence of attitude on the adoption of the mobile phone banking system among street vendors in Iringa Municipality: The attitude of street vendors in Iringa Municipality plays a pivotal role in influencing their adoption of mobile phone banking systems. Six key attributes of attitude were examined in this study: "Trust," "Ease of Use," "Ease to Learn," "Convenience," "Compatibility," and "Perceived Risk." Each of these attributes contributes uniquely to street vendors' decisions to embrace mobile phone banking.

Among these attributes, "Ease of Use" emerged as the most influential factor. Street vendors perceived the system's ease of use as a critical element in their adoption decisions. This suggests that a user-friendly interface and straightforward functionalities significantly encourage street vendors to adopt mobile phone banking services.

"Trust" closely followed as a highly influential attribute. Street vendors in Iringa Municipality place substantial trust in the mobile phone banking system, indicating that a secure and reliable system fosters adoption.

Furthermore, "Ease to Learn" was identified as another important factor. The system's learnability and accessibility seem to facilitate adoption among street vendors.

"Convenience" and "Compatibility" were also deemed significant attributes. Street vendors appreciate the convenience offered by mobile phone banking and its compatibility with their existing business practices.

Finally, "Perceived Risk" was found to influence adoption positively, indicating that street vendors perceive the system as safe and low-risk.

In general, the findings suggest that a positive attitude, shaped by attributes such as ease of use, trust, ease to learn, convenience, compatibility, and perceived risk, plays a vital role in encouraging street vendors in Iringa Municipality to adopt mobile phone banking systems. Addressing these attitude attributes can be a strategic approach for mobile banking service providers and policymakers seeking to enhance adoption rates among this important segment of the population. By prioritizing user-friendliness, trustworthiness, learnability, convenience, compatibility, and safety in their offerings, they can effectively promote the adoption of mobile phone banking services among street vendors in Iringa Municipality.

#### **4.3.2 The Influence of Subjective Norm on Adoption of Mobile Phone Banking System among Street Vendors**

The researcher wanted to determine the influence of subjective norm on adoption of mobile phone banking system among street vendors in Iringa Municipality. Analysis was done using descriptive mean and standard deviation to confirm on the contribution of attributes of subjective norm in the adoption of mobile phone banking. Table 5 shows the results of the analysis. Among

the five attribute of Subjective norm, friends had high influence on influencing street vendor's adoption of mobile phone banking system. This means that friends yielded a high mean value of 4.23 compared to vendor which yielded a mean value of 4.05, Social groups which yielded mean value of 4.02, Customers which yielded mean value of 3.9 and government which yielded mean value of 3.40. The greater the mean the high the influence or the more the mean value close to 5 and hence the more the influence.

**Table 2:** Influence of subjective norm on adoption of mobile phone banking system

<b>Subjective Norm</b>	<b>N</b>	<b>Minim um</b>	<b>Maxim um</b>	<b>Mea n</b>	<b>Std. Deviation</b>
Friends	100	1	5	4.23	0.790
Customers	100	1	5	3.97	0.784
Social Groups	100	1	5	4.02	0.921
Vendor	100	1	5	4.05	0.903
Government	100	1	5	3.40	1.044

On the other hand standard deviation of the attribute lies between 0 and 2. Government showed highest standard deviation of 1.044, Social group showed standard deviation of 0.921, Vendor showed standard deviation of 0.903, Friends showed standard deviation of 0.790, Customers showed standard deviation of 0.784 Lower standard deviation is an indicator that data are distributed close to mean.

The analysis of the influence of the subjective norm on the adoption of mobile phone banking systems among street vendors in Iringa Municipality is further supported by descriptive statistics, which provide insights into the contributions of various attributes of the subjective norm.

Table 5 presents the results of this analysis, focusing on five attributes of the subjective norm: friends, vendors, social groups, customers, and government.

**Friends:** Street vendors identified their friends as having the highest influence on their adoption of mobile phone banking systems, with a mean value of 4.23. This suggests that the opinions and recommendations of friends play a significant role in shaping street vendors' decisions to adopt mobile banking. The low standard deviation of 0.790 indicates that responses were relatively consistent and close to the mean.

**Customers:** Customers were seen as having a moderate influence, with a mean value of 3.90. While customers' opinions matter, they may not be as influential as friends, vendors, or social groups in shaping adoption decisions. The standard deviation of 0.784 indicates a relatively consistent perception among respondents regarding customer influence.

**Social Groups:** Street vendors perceived their social groups as influential, with a mean value of 4.02. This implies that the collective influence of social circles contributes to their decisions to adopt mobile phone banking systems. The standard deviation of 0.921 suggests a relatively consistent distribution of responses.

**Vendors:** Mobile phone banking vendors also had a notable influence, with a mean value of 4.05. This suggests that vendors who provide mobile banking services actively contribute to encouraging street vendors to adopt these systems. The standard deviation of 0.903 indicates a relatively consistent perception among respondents regarding vendor influence.

**Government:** The government's influence was perceived to be relatively neutral, with a mean value of 3.40. This suggests that street vendors are uncertain about the extent of government support in adopting mobile phone banking systems. The higher standard deviation of 1.044 indicates more variation in responses, reflecting some uncertainty or diversity of opinions regarding government influence.

The influence of the subjective norm, as perceived through attributes like friends, vendors, social groups, customers, and government, varies among street vendors in Iringa Municipality. Friends, mobile banking vendors, and social groups are considered the most influential factors, while the government's influence is perceived as relatively neutral. These findings provide valuable insights into the multifaceted nature of the subjective norm and its impact on mobile banking adoption among street vendors.

The findings of this study are supported by a study of Gayan et al. (2020) carried out a study on "Influence of Subjective Norm on Adoption of Mobile Banking in the Content of Private Commercial Bank of Sri Lanka". Questionnaire was used to collect data from the sample of 279 respondents. Data were analyzed using descriptive statistics. Findings of this study revealed that family subjective norm, friend subjective norm and control groups subjective norm are positively related to the adoption of mobile banking.

In addition Kessy (2021) found that social environment is positively related to adoption of internet banking services by customers. Moreover, Abdul-Rahaman and Abdulai (2021) carried out a study on Mobile phone banking Adoption, Input Use, and Farm Output among Smallholder Rice Farmers in Ghana. Questionnaire was used to collect quantitative data from 421 respondents. Data was analyzed using descriptive statistics. Findings of the study shows that mobile phone banking technology adoption is significantly influenced by organization membership in Ghana.

The analysis of the five attributes related to the subjective norm, including friends, vendors, social groups, customers, and government, reveals valuable insights into the factors influencing the adoption of mobile phone banking systems among street vendors in Iringa Municipality. Here is a summary of the key findings and their implications:

**Friends:** Street vendors place a high level of trust in the opinions and recommendations of their friends. The high mean value of 4.23 indicates that friends play a significant role in influencing street vendors to adopt mobile phone banking systems. This suggests that peer recommendations and word-of-mouth communication are powerful drivers of adoption. Vendors should consider leveraging this influential network by encouraging satisfied users to promote their services among their friends.

**Customers:** While customers' opinions matter, their influence is perceived as moderate, with a mean value of 3.90. Street vendors recognize the importance of customer preferences but may not consider them as influential as friends, vendors, or social groups. To strengthen customer influence, vendors can focus on enhancing customer experiences, soliciting feedback, and providing incentives for customers who recommend their services to vendors.

**Social Groups:** Street vendors perceive their social groups as influential in shaping their decisions to adopt mobile phone banking systems. The mean value of 4.02 underscores the importance of collective opinions and support. This finding highlights the potential for advocacy and awareness campaigns within social circles to promote mobile banking adoption. Street vendors may benefit from participating in community-driven initiatives that encourage and educate members about the benefits of mobile banking.

**Vendors:** Mobile phone banking vendors also exert a notable influence on street vendors' adoption decisions. The mean value of 4.05 suggests that vendors who provide mobile banking services actively contribute to encouraging adoption. Vendors can further enhance their influence by ensuring excellent service quality, offering incentives for referrals, and providing comprehensive training and support to street vendors.

**Government:** Government support for mobile phone banking adoption is perceived as relatively neutral, with a mean value of 3.40. Street vendors appear uncertain about the extent of

government support in this regard. To bolster government influence, policymakers and regulatory bodies can communicate clearly about their support for mobile banking initiatives, offer incentives or subsidies to encourage adoption, and collaborate with mobile banking providers to ensure accessibility and affordability.

In general, the subjective norm, as reflected in the opinions and recommendations of friends, vendors, social groups, customers, and government, plays a multifaceted role in influencing the adoption of mobile phone banking systems among street vendors. Recognizing the varying degrees of influence among these attributes, stakeholders in the mobile banking ecosystem can tailor their strategies to harness and amplify the most influential factors. By leveraging the power of social networks, service providers, and community engagement, it is possible to further accelerate the adoption of mobile banking among street vendors in Iringa Municipality.

### 4.3.3 The Influence of Perceived Behavioral Control on Adoption of Mobile Phone Banking System among Street Vendors

The researcher wanted to determine the influence of perceived behavioral control on adoption of mobile phone banking system among street vendors in Iringa Municipality. Analysis was done using descriptive mean to confirm on the contribution of attributes of perceived behavioral control in the adoption of mobile phone banking system. Table 6 shows the results of the analysis. Among the four attributes of Perceived Behavior Control, Network availability had high influence on influencing street vendor’s adoption of mobile phone banking system. This means that Network availability yielded a high mean value of 4.11 compared to policy and regulation which yielded a mean value of 4.02, Support services which yielded mean value of 3.85 and finally low cost which yielded mean value of 3.4 .The greater the mean the high the influence or the more the mean value close to 5 and hence the more the influence. On the matter of lower cost however the mean of 3.4 can mean that more street vendors are neutral on whether government policy and regulation helps them to do mobile phone transaction.

**Table 3: Perceived behavioral control on adoption of mobile phone banking system**

Perceived Behavioral Control	N	Minimum	Maximum	Mean	Std. Deviation
Low cost	100	1	5	3.40	1.073
Network availability	100	1	5	4.11	1.063
Support Services availability	100	1	5	3.85	0.989
Policy and regulation	100	1	5	4.02	0.995

On the other hand standard deviation of the attribute lies between 0 and 2. Low cost showed highest standard deviation of 1.073, Policy and regulation showed standard deviation of 0.921 and finally Social service availability showed standard deviation of 0.989. Lower standard deviation shows that data are closely distributed to the mean value.

Table 6 presents the results of the analysis regarding perceived behavioral control and its impact on the adoption of mobile phone banking systems among street vendors.

**Low Cost:** In contrast, street vendors appear to be neutral (42%) when it comes to the influence of low costs on their adoption of mobile phone banking services. The mean value of 3.40 falls below the threshold of 4.00, indicating that respondents neither strongly agree nor disagree about the impact of low costs.

**Network Availability:** The data reveal that a substantial majority of respondents (79%) believe that network availability significantly facilitates their adoption of mobile phone banking. This suggests that the availability and reliability of network connections play a crucial role in

influencing street vendors to adopt mobile banking systems. The high mean value of 4.11 reinforces this view, indicating a strong level of agreement among respondents.

**Support Services Availability:** The majority of respondents (72%) believe that the availability of support services contributes to their adoption of mobile phone banking. This result is supported by the mean value of 3.85, which suggests a moderate level of agreement.

**Policy and Regulation:** Approximately 79% of street vendors also agree that government policies and regulations support their use of mobile phone banking systems. The mean value of 4.02 underscores this agreement, indicating that vendors perceive government policies and regulations as favorable factors in their adoption of mobile banking.

**Standard Deviation:** The standard deviation values provide insights into the distribution of responses around the mean for each attribute. Attributes with lower standard deviations, such as support services availability (0.989), suggest that the data are closely clustered around the mean. Conversely, attributes with higher standard deviations, such as low cost (1.073), indicate a wider spread of responses.

Overall, these findings highlight the importance of network availability and government policies and regulations in influencing street vendors to adopt mobile phone banking. The availability of support services also plays a role, although to a slightly lesser extent. In contrast, the influence of low costs appears to be more neutral, with respondents not strongly leaning toward either agreement or disagreement.

These insights suggest that improving network infrastructure, maintaining favorable regulatory environments, and providing adequate support services can enhance the adoption of mobile phone banking among street vendors in Iringa Municipality. Additionally, addressing the issue of cost may require further investigation and targeted interventions to make mobile banking services more cost-effective and attractive to this demographic.

The findings of this study are supported by a study of Nassuora and Bassam (2013) conducted a study on “Understanding Factors Affecting the Adoption of M-Commerce by Consumers in Jordan, Middle East”. Questionnaire were used to collect quantitative data and analysis were done using descriptive statistics. The findings of the study revealed that perceived ease of use and perceived cost affect the adoption of M-Commerce.

Furthermore, Akinyemi and Mushunje (2020) carried out a study on Determinants of Mobile phone banking Technology Adoption in Rural Areas of Africa. The study uses secondary data from Research ICT Africa that were collected from ten African countries namely Ghana, Kenya, Lesotho, Mozambique, Nigeria, Rwanda, Senegal, South Africa, Tanzania, and Uganda. Quantitative approach was adopted where data were analyzed using descriptive statistics. Findings of this study show that years of education, unemployment, and ownership of bank accounts explain both the adoption and the amount of money transferred using mobile phone banking technology. Conversely, bank account ownership, and net monthly income determine both the adoption of mobile phone banking and the amount of money received using mobile phone banking technology. Mramba et al. (2014) showed that perceived benefits of using mobile phones influence street vending business to use mobile technology.

From the analysis of perceived behavioral control factors on the adoption of mobile phone banking systems among street vendors in Iringa Municipality, several key points can be discerned:

**Low Cost:** Interestingly, the influence of low cost on mobile banking adoption appears to be more neutral. Only 42% of respondents agree that low costs help them engage in mobile banking transactions. The mean value of 3.40 suggests that many street vendors neither strongly agree nor

disagree about the impact of low costs. This finding warrants further exploration to understand the cost-related barriers or concerns that may be inhibiting adoption.

**Network Availability:** Street vendors consider network availability to be a crucial factor in adopting mobile phone banking. The majority of respondents (79%) agree that reliable network connections facilitate their use of mobile banking systems. This indicates that improving network infrastructure and ensuring consistent connectivity could significantly promote mobile banking adoption among street vendors. The relatively high mean value of 4.11 highlights the strong consensus among respondents regarding this factor.

**Support Services Availability:** Availability of support services is another contributing factor, albeit to a slightly lesser extent. A significant portion of respondents (72%) agrees that support services facilitate their adoption of mobile phone banking. While not as pronounced as network availability and government support, this finding still emphasizes the importance of providing adequate customer support and assistance to encourage adoption. The mean value of 3.85 indicates a moderate level of agreement.

**Policy and Regulation:** Government policies and regulations also play a noteworthy role in influencing street vendors to adopt mobile phone banking. Approximately 79% of respondents agree that supportive policies and regulations positively impact their adoption of these systems. This suggests that creating an enabling regulatory environment can encourage the adoption of mobile banking services. The mean value of 4.02 reinforces the perception of government support in this context.

In general, these findings underscore the significance of network availability, supportive government policies, and the availability of support services in driving the adoption of mobile phone banking among street vendors in Iringa Municipality. To further promote adoption, policymakers and service providers should prioritize efforts to enhance network infrastructure, maintain favorable regulatory frameworks, and offer accessible support services. Additionally, addressing any potential cost-related barriers or concerns may be essential to encourage broader adoption among this demographic.

#### 4.3.4 Adoption to Mobile Phone Banking System

The researcher wanted to determine the adoption to mobile phone banking system among street vendors in Iringa Municipality. Analysis was done using descriptive mean to confirm on the contribution of attributes of perceived behavioral control in the adoption of mobile phone banking system. Table 7 shows the results of the analysis of how street vendors has responded to various attributes of Adoption to Mobile phone banking system. Among the six (6) attributes of Adoption to Mobile Phone Banking System, Receive Cash had high influence on influencing street vendor’s adoption of mobile phone banking system. This means that Receive Cash yielded a high mean value of 4.49 compared to Cash Security which yielded a mean value of 4.47, Cash Transfer which yielded mean value of 4.46, Cash deposit which yielded mean value of 4.41, Transaction Communication which yielded mean value of 4.40 and finally Payment which yielded the mean value of 4.38 .The greater the mean the high the influence or the more the mean value close to 5 and hence the more the influence.

**Table 4: Adoption to mobile phone banking system among street vendors**

<b>Adoption to Mobile Phone Banking System</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
Payment	100	2	5	4.38	0.632

Receive Cash	100	3	5	4.49	0.559
Cash transfer	100	3	5	4.46	0.558
Cash deposit	100	1	5	4.41	0.668
Transaction communication	100	3	5	4.40	0.603
Cash security	100	3	5	4.47	0.540

On the other hand standard deviation of the attribute lies between 0.540 and 0.668. Cash deposit showed highest standard deviation of 0.668, Policy and Payment showed standard deviation of 0.632, Transaction Communication showed standard deviation of 0.603, Receive Cash showed standard deviation of 0.559, Cash transfer showed standard deviation of 0.558 and finally Cash security showed the standard deviation of 0.54. Lower standard deviation shows that data are closely distributed to the mean value.

The analysis of street vendors' responses regarding their adoption of mobile phone banking systems reveals several noteworthy findings.

**Payment:** While slightly lower in comparison to other attributes, the adoption of mobile phone banking systems for making payments is still substantial, with a mean value of 4.38.

**Receive Cash:** This attribute had the highest influence on the adoption of mobile phone banking systems among street vendors, with an impressive mean value of 4.49. This indicates that street vendors in Iringa Municipality strongly adopt mobile phone banking systems to receive cash.

**Cash Transfer:** Street vendors also show a significant inclination to use mobile phone banking systems for cash transfers, as indicated by a mean value of 4.46.

**Cash Deposit:** The adoption of mobile phone banking systems for cash deposits also reflects a strong positive sentiment among street vendors, with a mean value of 4.41.

**Transaction Communication:** Mobile phone banking systems' ability to facilitate transaction communication is another factor that contributes to their adoption among street vendors, as evident from the mean value of 4.40.

**Cash Security:** Following closely, street vendors also highly adopted mobile phone banking systems for cash security, with a mean value of 4.47. This underscores the trust and confidence that these vendors place in mobile banking when it comes to safeguarding their financial assets.

These findings collectively suggest that mobile phone banking systems have been widely embraced by street vendors in Iringa Municipality. The technology offers a versatile range of functions that cater to the specific needs of this group. The high mean values across all attributes indicate a robust adoption of mobile banking services.

Receive Cash emerges as the most influential attribute, underlining the importance of street vendors being able to efficiently receive payments through mobile phone banking. This feature likely enhances their convenience and efficiency in conducting daily business transactions.

Cash Security follows closely, indicating that the safety of their funds plays a pivotal role in encouraging street vendors to use these services. Street vendors trust mobile phone banking systems to provide a secure environment for their financial transactions.

The standard deviations for these attributes are relatively low, indicating that the data points are closely distributed around the mean values. This suggests a high level of consensus among street vendors in Iringa Municipality regarding the adoption of mobile phone banking systems for various purposes.

Therefore, the findings emphasize the significant role that mobile phone banking systems play in the financial activities of street vendors. Their adoption is driven by various factors, including the ability to receive cash, assurance of cash security, and the convenience of cash transfers, deposits, transaction communication, and payments. These insights can be valuable for mobile

banking service providers in tailoring their offerings to meet the specific needs and preferences of street vendors in Iringa Municipality.

The findings of this study are supported by a study of Pipitwanichakarn and Wongtada (2018) carried out a study on "Mobile Commerce Adoption among Street Vendors in Thailand". Questionnaire was used to collect data to a sample of 370 respondents. Data was analyzed using quantitative technique using structural equation modelling. Findings of the study revealed that trust, system characteristics, usefulness and ease of use are used to explain the adoption.

In addition, Kumar et al. (2023) revealed that perceived risk was found to exhibit negative significant influence on behavior intention. The researcher further observed that when consumer perceives there is going to be high level of risk in using mobile banking the likelihood of behavior Intention being converted into actual use becomes low. Okeke and Eze (2018) revealed that perceived usefulness, perceived ease of use and perceived trust have significant effect on m-Money adoption.

From the analysis of the data regarding the adoption of mobile phone banking systems among street vendors in Iringa Municipality, several key points can be observed:

**High Adoption Rates:** The results show that street vendors in Iringa Municipality have widely adopted mobile phone banking systems for various financial activities. Across all six attributes - making payments, receiving cash, transferring cash, depositing cash, transaction communication, and cash security - the mean values are well above the average mean of 3.00. This indicates a strong adoption of mobile banking services among street vendors.

**Diverse Usage:** Street vendors use mobile phone banking systems for a range of financial activities, including making payments, receiving cash, transferring cash, depositing cash, transaction communication, and ensuring cash security. This diversity in usage suggests that mobile banking systems have effectively catered to the multifaceted financial needs of street vendors.

**High Confidence in Cash Security:** Notably, the attribute with the highest mean value is "Cash Security." This indicates that street vendors trust mobile phone banking systems to keep their funds safe and free from risk. This trust in the security of these systems is a critical factor driving adoption.

**Low Standard Deviations:** The low standard deviations for these attributes imply that the responses from street vendors are closely distributed around the mean values. This suggests a high level of consensus among street vendors regarding the adoption of mobile phone banking systems. The consistency in responses further underscores the reliability of these findings.

**Strong Potential for Financial Inclusion:** The high adoption rates among street vendors indicate the potential for mobile banking to contribute to financial inclusion in Iringa Municipality. By providing access to essential financial services, mobile banking systems can empower street vendors and enhance their financial well-being.

In General, the findings reveal that mobile phone banking systems have gained significant traction among street vendors in Iringa Municipality. These systems offer practical solutions to their financial needs, ranging from conducting transactions to ensuring the security of their funds. The high adoption rates and positive perceptions about mobile banking security suggest that these services have effectively addressed the requirements of this demographic. Mobile banking holds promise as a tool for financial inclusion and economic empowerment among street vendors in the region.

## **5.0 Conclusion and Recommendation**

### **5.1 Conclusion**

The study's findings reaffirm that attitudes significantly shape the adoption of mobile phone banking systems among street vendors. This is because street vendors need to believe that mobile phone banking is beneficial for them and their businesses in order to adopt it which is consistent with the Theory of Planned Behavior (TPB), which posits that attitude is one of the three key factors that influence behavioral intention (along with subjective norm and perceived behavioral control). The study also found that trust, ease of use, ease of learning, convenience, compatibility, and perceived risk to be very important factors on influencing the attitude towards mobile phone banking. This is because street vendors need to trust the mobile banking system, find it easy to use and learn, and perceive it as convenient, compatible with their needs, and secure in order to be willing to adopt it. These findings underline the importance of addressing these aspects when designing and promoting mobile phone banking services for street vendors.

Subjective norm emerged as a significant determinant of mobile phone banking adoption. This influence is attributed to variables such as social groups, customers, friends, vendors, and government. Thus, our study concludes that subjective norm plays a pivotal role in shaping the adoption of mobile phone banking systems. Street vendors' adoption decisions are significantly influenced by the perceptions and recommendations of their social circles. Our findings indicate that when street vendors perceive that their friends, customers, fellow vendors, and even government authorities endorse mobile phone banking, they are more likely to embrace the technology. This highlights the need for strategic marketing efforts that target these influential groups. Collaborations between mobile service providers and government agencies can also foster adoption by creating a supportive environment.

Perceived behavioral control, encompassing aspects like low cost, network availability, supportive services availability, and policy and regulation, was found to significantly impact the adoption of mobile phone banking systems among street vendors. The only exception was the influence of low cost, where respondents remained neutral. Overall, our study establishes perceived behavioral control as a key influencer in mobile phone banking adoption among street vendors. The study revealed that street vendors' perceptions of their control over using mobile phone banking services significantly affect their adoption decisions. Factors such as network availability and the presence of supportive services play a critical role in facilitating adoption. Additionally, government policies and regulations are instrumental in shaping the perceived behavioral control of street vendors. While the influence of low cost was not as pronounced, it remains a factor worth considering in efforts to promote adoption.

### **5.2 Recommendations for Actions**

#### **5.2.1. The Influence of Attitude on Adoption of Mobile Phone Banking**

Given the significant influence of attitudes on street vendors' adoption of mobile phone banking, we recommend that mobile phone vendors and banks design mobile phone banking services that appeal to this demographic. Focusing on enhancing trust, ease of use, ease of learning, convenience, compatibility, and perceived security will facilitate the adoption of mobile phone banking systems. Street vendors play a vital role in the informal economy, and their adoption of

mobile phone banking can improve financial inclusion and economic stability. Mobile service providers and banks should collaborate to develop user-friendly mobile banking platforms tailored to the specific needs and preferences of street vendors. This can involve simplifying user interfaces, providing clear and accessible training, and emphasizing the security features of the system. By addressing these aspects, service providers can enhance trust and ease of use, ultimately driving adoption.

### **5.2.2 The Influence of Subjective Norm on Adoption of Mobile Phone Banking Services**

To expedite the adoption of mobile phone banking services among street vendors, we recommend that mobile service providers proactively engage social groups, customers, friends, vendors, and government entities. Increasing their involvement in mobile phone banking will create adoption pressure within the street vendor market. Street vendors are closely connected to their social networks, and their adoption decisions are influenced by the perceptions and recommendations of these networks. Mobile service providers can harness this influence by collaborating with influential groups such as customers, vendors, and local government authorities. Awareness campaigns and educational initiatives can be organized to highlight the benefits of mobile phone banking and dispel any misconceptions. By fostering a positive subjective norm, service providers can accelerate the adoption process.

### **5.2.3 The Influence of Perceived Behavioral Control on Adoption of Mobile Phone Services**

In this study, perceived behavioral control is influencing adoption of mobile phone banking system among street vendors. It is therefore recommended that mobile phone vendors create conducive facilities which include low cost, network availability, supportive services availability, policy and regulation, which will enable the adoption of mobile phone banking phone services among street vendors in Tanzania. Perceived behavioral control is a critical factor that influences street vendors' decisions to adopt mobile phone banking. To enhance perceived control, mobile service providers should focus on improving network availability and ensuring that supportive services, such as customer support and training, are readily accessible. Additionally, they should collaborate with government agencies to streamline policies and regulations related to mobile banking. Addressing these factors will empower street vendors with the confidence and capabilities needed for successful adoption.

### **5.2.4 Recommendation for the Government and Policy Makers**

**Supportive Policy Framework:** Government and policy makers should continue to develop and implement supportive policies and regulations that foster the growth of mobile phone banking services. Streamlining regulations and ensuring that they are conducive to the needs of street vendors can significantly boost adoption. **Financial Inclusion Initiatives:** Collaborate with financial institutions and mobile service providers to launch financial inclusion initiatives specifically tailored to street vendors. These initiatives can include low-cost banking options, simplified registration processes, and financial literacy programs. **Promote Digital Literacy:** Invest in digital literacy programs targeted at street vendors. These programs should focus on teaching them how to use mobile phone banking systems effectively and securely. Empowering street vendors with digital skills can enhance their confidence in adopting these technologies.

**Advocate for Awareness Campaigns:** Launch public awareness campaigns to inform street vendors about the benefits and safety of mobile phone banking. These campaigns should emphasize the ease of use, convenience, and security aspects of these systems. Government support in funding such campaigns can amplify their impact. **Research and Data Collection:**

Continue to invest in research and data collection on the adoption of mobile phone banking among street vendors. This ongoing research can provide valuable insights into evolving trends and areas where intervention is needed.

### **5.2.5 Recommendation for Financial Vendors**

**Tailored Services:** Financial vendors should tailor their mobile phone banking services to the unique needs and preferences of street vendors. This customization can involve simplifying interfaces, offering multilingual support, and creating transaction limits that suit the typical financial activities of street vendors. **Accessible Training:** Provide easily accessible training and support services to street vendors. Offering training sessions, both in-person and online, can equip street vendors with the knowledge and skills necessary to use mobile phone banking systems confidently. **Affordable Services:** Consider offering low-cost or no-cost mobile phone banking options for street vendors. Affordability is a significant factor for this demographic, and competitive pricing can be a compelling incentive for adoption.

**Community Engagement:** Collaborate with local communities and influential groups, such as customers, vendors, and government agencies, to build trust and endorsement for mobile phone banking services among street vendors. Engage these stakeholders to promote adoption and provide testimonials of successful users. **Continuous Improvement:** Continuously assess and improve the user experience of mobile phone banking systems. Solicit feedback from street vendors and incorporate their suggestions to enhance the services. An intuitive and user-friendly interface is crucial for adoption.

### **5.2.6 Recommendation for the General Public**

**Support Street Vendors:** Encourage the use of mobile phone banking services among street vendors by supporting their businesses when possible. Opt for cashless transactions when making purchases from street vendors who offer mobile banking options. **Spread Awareness:** Act as advocates for mobile phone banking adoption by spreading awareness among social circles. Inform friends, family, and colleagues about the benefits of mobile banking, especially when interacting with street vendors. **Promote Trust:** Share positive experiences and success stories related to mobile phone banking. Building trust is vital, and personal testimonials can go a long way in alleviating concerns about security and reliability. **Educate Others:** Educate those less familiar with mobile banking on its ease of use and convenience. Many may be hesitant due to lack of knowledge, so providing basic information can encourage them to give it a try.

**Advocate for Inclusivity:** Encourage financial institutions and service providers to prioritize financial inclusion. Advocate for affordable and accessible mobile banking options that cater to the needs of street vendors and other underserved populations. **Support Government Initiatives:** Support government initiatives aimed at promoting financial inclusion and mobile banking adoption. These initiatives benefit not only street vendors but also contribute to broader economic development and financial stability. By actively supporting and promoting mobile phone banking adoption among street vendors, the general public can play a significant role in facilitating financial inclusion and enhancing the livelihoods of this vital segment of the economy.

## References

- Abdul-Rahaman, A. and Abdulai, A. (2021) Mobile phone banking adoption among smallholder in Ghana. *International Journal of Agriculturer*. 38:236–255. DOI: 10.1002/agr.21721
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
- Akinyemi, B.E. & Mushunje, A. (2020) Determinants of mobile phone banking technology adoption in rural areas of Africa. *Cogent Social Sciences*, 6:1, 1815963, DOI: 10.1080/23311886.2020.1815963
- Chile, Felix; Shayo, France and Kara, Nasra (2021). The effect of Perceived Trust and Ease of Use on Adoption of Mobile Marketing in Telecommunication in Industry of Tanzania. *American Journal of Engineering technologies and sciences*.
- Davis, D. (2016). *Technology Acceptance Model*. *Organizational Behavior and Human Decision Processes*, 4(2), 45-57.
- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*. Reading, MA: Addison-Wesley
- Gayana, D., Nayanajith, D. A. & Damunupola, K. A. (2020). Influence Of Subjective Norm on Adoption Of Mobile Banking In the Context Of Private Commercial Banks of Sri Lanka.
- ILO. (2021). *World Employment and Social Outlook – Trends 2021*. Geneva: ILO
- Joseph, T., Nevo, C., & Nwolisa, C. (2022). Informal Economy and Gender Inequality in Africa. *African Economic and Management Review*, 2(1), 1-12
- Kessy, Severine S.A (2021). Adoption of Interate Banking Services in Tanzania: The influencing Factors among Customers of Commercial Banks. *University of Dar es Salaam Library Journal*. Vol 16, No.1, pp 8 – 97. ISSN: 0856 – 1818
- Kumar, R.; Singh, R.; Kumar, K.; Khan, S.; Corvello, V. (2023). *How Does Perceived Risk and Trust Affect Mobile Banking Adoption? Empirical Evidence from India*. *Sustainability* MDPI. <https://doi.org/10.3390/su15054053>
- Mazhambe, A.K.(2017) Determination of the Contribution of Street Vending to the Zimbabwe Economy. A Case of Street Vendors in Harare CBD. *IOSR Journal of Business and Management*. 19(9), 91-100
- Mramba, N., Sutinen, E., Haule, M. and Msami, P. (2014) Survey Of Mobile Phone Usage Patterns Among Street Vendors In Dar Es Salaam City- Tanzania. *International Journal of Information Technology and Business Management*. 28(1), 1–10.
- Mrindoko, A.E.(2022) Influence Of Mobile phone banking Microcredit On Financial Performance Of Small Business In Iringa Municipality, Tanzania. *African Journal of Applied Research*. 8(1) 15-38 <http://doi.org/10.26437/ajar.03.2022.2>
- Mugoya, P. (2012). The informal retail trade sub-sector in Tanzania: Size, Tax Potential and Poverty Reduction. In T. L.
- Mutiso, M.G. and Reuben, M.J. (2021) Mobile Payment And Mobile phone banking Transfer On Performance Of Micro, Small And Medium Enterprises In Kenya. *International Journal of Research Publications*. 84(1), 23-46; doi: 10.47119/IJRP100841920212221
- Nassuora, Ayman Bassam (2013). Understanding Factors Affecting the Adoption of M-Commerce by Consumers. *Journal of Applied Sciences*. Volume 13, Issue 6, Pg.913 – 918.
- Okeke, T.C. and Eze, G.A. (2018). Exploring mobile phone banking adoption among the informal sector in Anambra State-Nigeria. *International Journal of Development and Sustainability*, 7(12), 2927–2942.
- Paas, L.J., Eijdenberg E.L. and Masurel, E. (2021) Adoption of services and apps on mobile phones by microentrepreneurs in Sub-Saharan Africa. *International Journal of Market Research* 63(1), 27–42. DOI: 10.1177/1470785320938293
- Pipitwanichakarn, T. and Wongtada, N. (2018) "Mobile commerce adoption among the bottom of the pyramid: a case of street vendors in Thailand", *Journal of Science and Technology Policy Management*, <https://doi.org/10.1108/JSTPM-12-2017-0074>
- Rafique, S., Asim, M. and Siddiq, R. (2021) Integrating street vendors as economic influencers in the planning of metropolitan cities-Lessons from the study of street vendors in Lahore, Pakistan. *Journal of research in architecture and planning*. 31(2), 50-58.
- Singh, S.N. (2020) Role Of Street Vending In Urban Livelihood In Case Of Mettu Town. *Socio Economic Challenges*, 4(1), 82-110. [https://doi.org/10.21272/sec.4\(1\).82-101.2020](https://doi.org/10.21272/sec.4(1).82-101.2020).

Taylor, S. and Todd, P. (1995) 'Decomposition and crossover effects in the theory of planned behavior: A study of consumer adoption intentions', International Journal of Research in Marketing, Vol. 12, pp. 137–155.  
TCRA (2023), COMMUNICATION STATISTICS: Quarter ending December 2022. [www.tcra.go.tz](http://www.tcra.go.tz)  
TCRA(2022), COMMUNICATION STATISTICS: Quarter ending December 2021. [www.tcra.go.tz](http://www.tcra.go.tz)  
Tengeh, R. K. and Talom, F.S.G.(2020) Mobile phone banking as a Sustainable Alternative for SMEs in Less Developed Financial Markets. Journal of Open Innovation: Technology, Market and Complexity. 6(163),1-20, doi:10.3390/joitmc6040163  
URT(2003)United Republic of Tanzania National ICT Policy  
URT(2017)United Republic of Tanzania National ICT Policy  
URT(2017)United Republic of Tanzania SME Policy



**Ruaha Catholic University**  
**Faculty of Business, Economics and Management Sciences**  
Ruaha Journal of Business, Economics and Management  
eISSN 2507-79945, Special Issue 1. November, 2023

**DOES TAX EDUCATION PROMOTE TAX COMPLIANCE? EXPERIENCE FROM  
SMALL ENTERPRISES**

Elias Joseph Huruma, PhD Candidate-The Open University of Tanzania  
Alberto Gabriel Ndekwa, Senior Lecturer-Ruaha Catholic University  
(Corresponding author Email: [eliashuruma@yahoo.com](mailto:eliashuruma@yahoo.com))