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P. O. Box 9522, Dar es Salaam, Tanzania
Email: ajasss@tia.ac.tz

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Influence of Product Information on Processed Maize Flour Marketing by Small and Medium Millers in Dodoma City, Tanzania

Godlove A Mpandiko

College of Business Education (CBE)

Corresponding author email: godlove.mpandiko@cbe.ac.tz

ABSTRACT

The study aimed at assessing the influence of product information on processed maize flour marketing by small and medium millers in Dodoma City. According to The City Council of Dodoma (2020), Dodoma has 28 maize flour millers out of 856 in Tanzania. About 17 of the maize flour small and medium millers in Dodoma package their products but 11 do not do so. Also, 70% of customers of maize flour in Dodoma buy the packaged maize flour in bags (viroba) and 30% of the rest of customers go to the millers with their maize for processing; others buy in small portions measured in small tins. However, with little or no formal studies carried out in Dodoma city on product information and its effect on processed maize flour marketing by small and medium millers in Dodoma city's perspective, this study, therefore, assessed the influence of product information on the marketing of processed maize flour by small and medium millers in Dodoma city. A cross-sectional research design was adopted for this study. A simple random sampling strategy was used in choosing 96 respondents from small and medium millers in Dodoma city. Data was collected through a questionnaire for clients (customers) and in-depth interviews with owners of Small and medium mills for processing maize into flour. Inferential statistics were used to analyse data. The study findings indicated that product information was statistically and significantly related to marketing of processed maize flour by small and medium millers in Dodoma city at a p-value less than 5% ($p < 0.000$). The study concluded that small and medium millers in Dodoma city, product information, and finally packaging material had a significant effect on the marketing of processed maize flour. This implies that product information had a great contribution to the marketing of processed maize flour by small and medium millers in Dodoma city. The study recommends that Small and medium millers in Dodoma city should always ensure that their packaging is coloured so as to market the processed maize flour.

Keywords: *Packaging, Marketing, Small and medium millers.*

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1.0 Introduction

Indigenous people in southern Mexico originally domesticated maize, a domesticated grass that is a cereal grain, roughly 10,000 years ago (Benz, 2001). Maize is atimes known as corn. Immediately following European exploration of the Americas, maize was widely planted around the world (Gwirtz, & Garcia-Casal, 2014).

Maize has established itself as one of the most adaptable crops, regardless of origin. It appears that maize domestication played a major role in its evolution, leading to biotypes that are adapted to a variety of environments; it is not limited to the tropics but it also thrives well in the North Temperate Zone. Maize can be grown not only at sea level but also at altitudes as far as 12,000 feet above sea level, and with its periods of growth (from planting to maturity) ranging from 6 weeks to 52 weeks (Vollbrecht & Sigmon, 2005).

Presently, the United States of America, Brazil, Italy, Argentina, Mexico, France, India, Indonesia, and South Africa, produce 79 per cent of the globe's maize production. From 129.1 to 163.9 million hectares of maize were harvested between 1990 and 2011. The output per hectare in metric tons of maize went from 3.7 to 5.1 within that period of time, and the overall production of maize climbed from 482.0 to 832.5 million metric tons (Gwirtz, & Garcia-Casal, 2014). Africa's 40 million hectares of maize were anticipated to have been harvested, with Nigeria (16%) and Tanzania as the top two producers (FAO, 2017). Approximately, maize of 75 million tons was harvested in 2018 from the African continent, which is 7.5 per cent of the world's overall production. When it comes to Africa, maize is produced from around 24 per cent of all cultivatable land, and has an average production of 2 tons for each hectare for every year. With almost 33 million tons produced, Nigeria leads all African nations, followed by South Africa, Egypt, and Ethiopia.

According to USDA (2017), of the total amount of maize produced, 60-70 per cent is used to feed animals domestically, while the remaining 30-40 per cent is utilized to produce goods for human use. Kortei et al. (2021) also assert that, in 2020, more than 116 million tons of maize is thought to be used annually, with 30% and 21% of that consumption occurring globally and in SSA, respectively. Around 14 SSA nations rely mostly on white maize as a food source (85–95%).

Tanzania, Kenya, and Uganda consume the majority of the maize in the EAC at the moment. As a whole, the EAC experienced a 2.7 million MT maize shortfall in 2015, with Kenya accounting for 82 per cent of that deficit and Rwanda and Burundi accounting for small portions (Kilimo Trust, 2017). When it comes to Tanzania, white corn is the main staple grain consumed, providing 80 per cent of

dietary calories and more than 35 per cent of utilizable protein to the population. It is also a major source of income for most smallholder farmers who are undernourished (Mtaki, 2020). Bymolt & d'Anjou (2017) also assert that maize contributes about 40% of calorific foods consumed.

Tanzania's maize milling sector consists of two different types of mills, similar to many lower- and middle-income nations. Ninety-five per cent of the nation's maize flour is reportedly manufactured by small and medium-sized hammer mill operators, with only a handful of large-scale roller mills in operation (Bymolt &d'Anjou, 2017). However, these small and medium-scale millers in Tanzania are often characterized by their limited technology and skills and are highly uncoordinated. Millers also face the challenge of relatively expensive packaging materials (Tom, 2013a). The failure to package by small-scale entrepreneurs leads to insufficiency in enhancing competitiveness in the market (Mmari, Safari, & Lwelamira, 2015).

Packaging is of great importance as it protects the product, acts as a tool for promoting their marketing offer and increases sales since effective packaging makes products easier for consumers to recognize and distinguish. According to Zekiri & Hasani, it also aids businesses in differentiating their product from that of competitors (2015).

In fact, many businesses have started using one technique or another to increase market share for their goods by implementing various innovations to make their goods competitive with those of rivals. One way to attract customers' attention is through packaging design. However, influence of product information on processed maize flour marketing by small and medium millers in Dodoma city is still unclear due to little related study having been carried out in the area, while food processing micro- and small-scale enterprises (SMEs) for maize milling play an important role in the national economic development of the country (Dietz, Matee, & Ssali, 2014). This study, therefore, sought to fill in the research gap by assessing the influence of product information on processed maize flour marketing by small and medium millers in Dodoma city.

2.0 Literature Review

2.1 Theory of reasoned action

Martin Fishbein and IcekAjzen created the idea of Reasoned Action in the late 1960s, and it focuses on analysis of the prevailing attitudes in the decision-making process (Tuck and Riley, 2017). This theory's premise is that people act in certain ways based on their desire to achieve a particular result. Therefore, it follows that customers make informed decisions and choose to pursue their own interests. It is

put as an important argument that customers purchasing decisions originated from the customers' intended results and wishes so they will decide to purchase to fulfil their wishes. According to the theory, when making decisions, detail is crucial. A consumer only takes a definite action when they anticipate an equally precise result. From the time they decide to act until the activity is complete, the client retains the right to change their mind and select an alternative course of action (Hagger, 2019). The theory of reasoned action is related to this study in the sense that when marketing processed maize flour the small and medium millers must associate marketing with a purchase decision. According to this notion, when advertising a product to consumers, marketers must associate it with a certain, positive result. Additionally, the theory highlights how important it is to advance customers along the sales pipeline. Because there are such long lags between the initial purpose and the realization of the activity, marketers need to be aware that consumers have plenty of time to talk among themselves out of a purchase or question the outcomes of a buy.

2.2 Kano's theory of attractive quality

This idea was developed in 1984 by Professors Nariaki Kano, Nobuhiku Seraku, Fumio Takahashi, and Shinichi Tsuji. It was based on the Herzberg Motivator-Hygiene Theory in behavioural research (Kano, Serau, Takahashi and Tsjui, 1984). This theory outlines various criteria by which consumers assess products (Gustafsso, 1998). According to the notion, qualities that might be perceived as changing over time include those that can go from satisfying to unsatisfying. The relationship between the level of sufficiency and quality consumer satisfaction can be broken down into five categories, according to the Theory of Appealing Quality: perceived quality, must-be quality, attractive quality, one-dimensional quality, indifferent quality, and reverse quality. The notion of appealing package quality is pertinent to this study because it aids in understanding how packaging attributes contribute to the development of attractive quality, which is crucial for marketing and quality control. The idea helped to clarify the role that packaging plays as a marketing and strategic tool.

2.3 Empirical Review

Consumers' perceptions of the Packaging of Processed Food Products in Dodoma Municipality, Tanzania, were evaluated by Mmari et al. in 2015. The results of the survey demonstrated that customers recognized advantages of packaging, particularly in terms of product protection, hygiene, information about the product, and branding. These features of packing materials, along with others like durability, attractiveness, ease of opening and closing after use, recyclability, and degradability, are seen to be crucial.

On the other side, factors affecting a consumer's decision to buy a product can include things like the product's perceived value, its flavour and nutritional value, product information, safety-related features, and the appearance of the package materials. In conclusion, consumer preferences and purchasing choices are significantly influenced by food product packaging. The findings of this study emphasize the value of packaging and packaging design in completing numerous logistics and marketing responsibilities related to food products. The main finding of the study is that company owners need to be aware of consumers' specific packaging preferences so they can use them as a strategic marketing tool. In 2013, Mutsikiwa et al. evaluated the Impact of Informational Package Elements on Consumer Purchase Behaviour of Breakfast Cereal Products: The Case of University Students in Masvingo, Zimbabwe. Their findings corroborate this. Overall, they argued that packaging fulfils a range of needs, including the capacity to place companies in standout and alluring places that encourage consumer purchase decisions and convey compelling and descriptive information about brands. The findings are consistent with those by Hussain et al. (2015), who investigated how packaging influences consumer buying behaviour (customer perception and purchase intention) and observed how these characteristics influence consumers' decisions to purchase products. They noted that packaging plays a significant role in influencing consumer purchasing behaviour and conveying product information. The study came to the conclusion that customer perception and buying intention had a direct bearing on consumer purchasing behaviour.

The product can be kept, made more appealing, preferred, and have a favourable perception due to the packaging's quality. Consumers are drawn to products by appealing backgrounds, colours, shapes, accurate labelling, arrows, icons, and tiny (smart) packaging. Additionally, it is advised that marketing and the company give sufficient attention to effective packaging. They shall be responsible for the failure of the goods if they use, adopt, launch, or introduce subpar packaging. Therefore, it is essential for the marketing manager to concentrate on the packaging standard and implement the strategy that product packaging should be taken into account when determining marketing elements and dimensions.

3.0 Research Methodology

The study was conducted in Dodoma city which is the national capital of Tanzania since 2016. The city was chosen since it has witnessed an increase in the establishment of agro-processing industries, especially small and medium maize mills due to the shift of the central Government from Dar res salaam to Dodoma. Moreover, Dodoma city is near the international maize market that is at Kibaigwa. The region is the top supplier of maize to Dar es Salaam in years after copious

rainfall. The city also boasts of maize that has much less bran compared to grain sourced from the Southern Highlands, making it an area where there is a need to assess the influence of packaging on processed maize flour marketing by small and medium millers.

3.1 Sampling frame

The study's sampling frame involved all customers of processed maize flour from small and medium millers and the owners of the maize flour milling machines in Dodoma city.

3.2 Sampling Unit

The study's sampling unit was a customer of processed maize flour from small and medium millers and an owner of the maize flour milling machines in Dodoma city.

3.3 Sample size.

Since the total numbers of consumers of processed maize flour and small and medium maize mill owners in Dodoma city were unknown, https://www.surveysystem.com/sscalc.html, which is an electronic tool, was used to estimate the sample as follows:

$$n=\frac{Z\text{^}2}{N}$$

Confidence Level of 95%, an alpha (α) value of = 5%, and the sample size was 96 respondents. Ninety (90) were customers of processed maize flour and 6 were small and medium maize mill owners.

3.4 Sampling procedures

Random sampling was used to select a smaller sample size of consumers of processed maize flour in Dodoma city from a larger population of consumers of processed maize flour and was used to research and make generalizations about the influence of packaging on processed maize flour marketing by small and medium millers in Dodoma City. The random sample was used because of its ease of use and its accurate representation of the larger population.

On the other hand, purposive sampling is a sampling approach in which the researcher uses his or her judgment to pick people from the population to take part in the study. It is also referred to as judgmental, selective, or subjective sampling. Purposive sampling is a non-probability sampling technique that was utilized when the researcher's judgment was used to pick the elements for the sample. Researchers frequently think that by using excellent judgment and obtaining a representative

sample, they may save time and money (Black, 2010). Purposive sampling was used in this study to select small and medium maize mill owners in Dodoma city because it is one of the most cost-effective and time-effective sampling methods for selecting a sample due to the qualities that they do possess.

3.5 Data analysis methods

Quantitative data were analysed by computing descriptive and inferential statistics with the aid of Social Sciences Statistical Package (SPSS). For descriptive analysis, frequencies, percentage, means and standard deviations were computed to determine levels of individual variables.

For inferential analysis, multiple regression analysis was used to analyse the influence of product information on the marketing of processed maize flour. The model was preferred since it allows the researcher to examine the relationship between variables allowing one to model the relationship between variables and be able to make predictions on what one variable will do, based on the scores of another variable giving the strength and importance of each of the predictor variables to the relationship. The dependent variables included; processed maize flour's positioning, processed maize flour's messaging, processed maize flour's launching, and customers' awareness. The multiple regression model was specified as follows:

$$Y = \beta_0 + \beta_1 * X_1 + \beta_2 * X_2 + \beta_3 * X_3 + \beta_4 * X_4 + \varepsilon \ldots\ldots\ldots\ldots\ldots\ldots\ldots (1)$$

where:

Y = marketing of processed maize flour (processed maize flour’s positioning, messaging, launching and customers’ awareness)

β = y intercept

X_1= Product price disclosure

X_2= Product risk disclosure

X_3= Product quality disclosure

ε= error term

The results of the data analysed were presented in the form of tables. Data interpretation was done through the interpretation of quantitative data and statistical tests as well as by comparing the data from the study with existing literature.

3.6 Reliability

Reliability is an essential measure of consistency and stability in the measurement of a concept (Drost, 2011). A pilot study was conducted to determine the reliability of the data collection instrument. The study selected a pilot group of 20 participants in Dodoma city. Internal consistency was tested using Cronbach's Alpha reliability test of alpha = 0.70 or above (Taber, 2017). A reliability coefficient below 0.7 was poor and unacceptable. A low value of alpha can be due to a low number of questions, poor interrelatedness between items, or heterogeneous constructs; such values were rejected while alpha values between 0.7 and above were accepted as reliable. In this study, the computed Cronbach's alpha values for the dependent variable and the independent variables were above 0.70 which indicates that the items under each variable were consistent as shown below in Table 1.

Table 1: Reliability test results

Reliability Analysis	**Cronbach's Alpha**
Processed maize flour marketing	0.742
Product price disclosure	0.736
Product risk disclosure	0.799
Product quality disclosure	0.812
Overall Cronbach's Alpha	**0.772**

3.7 Multicollinearity test

The general assumption in the regression model is that predictor variables used in the study should be independent of each other (George and Mallery, 2003). Multicollinearity exists when there are high linear relationships between two or more explanatory variables, going up against the assumption that explanatory variables in a study should be independent of each other (Alabi, Ayinde, Babalola, Bello and Okon, 2020). Variance Inflation Factors were computed; a VIF value between 1 and 10 indicates no multicollinearity, but if it is below 1 and above 10 it means that multicollinearity exists (Velnampy et al. 2014). Based on the coefficients output relating to collinearity, the VIF for all of the independent

variables were between 1 and 10, implying that no multicollinearity was detected as indicated in Table 2.

Table 2: Multicollinearity test results for the study variables

Variable	Tolerance	VIF
Product price disclosure	1.556	1.716
Product risk disclosure	0.410	2.421
Product quality disclosure	0.400	2.104

4.0 Findings and Discussions

4.1 Demographic profiles of respondents

The study considers the importance of analysing the characteristics of a study population as it helps in data interpretation. The respondents were asked about their gender, age, level of education, and working experience. These variables were deemed important since they help the reader to understand some critical information about the impact of each respondent on the study.

Table 3: Demographic Profile of Respondents

	Variable	Frequency	Per cent (%)
Gender	Male	35	43.8
	Female	45	56.2
	Total	**80**	**100.0**
Age of Respondents	20- 29years	10	12.5
	30-39 years	41	51.2
	40- 49 years	15	18.8
	50 and above	14	17.5
	Total	**80**	**100.0**
Level of Education	No formal education	13	16.3
	Primary education	8	10.0
	Secondary education	20	25.0
	Tertiary education	39	48.8
	Total	**80**	**100.0**
Marital status	Single	22	27.5
	Married	50	62.5
	Widowed	3	3.8
	Divorced	5	6.3
	Total	**80**	**100.0**

Source: Study findings (2022)

The findings in Table 3 show that there were more female respondents 45(56.3%) compared to male respondents 35(43.8%). This may be attributed to gender patterns in household activities and female reproductive roles (Brenton et al. 2011).

The majority of the respondents were between the age group of 31-39 years, and these on average constituted 41 (51.2%) of the sample. These were closely followed by respondents aged between 40-49 years and 50 and above years that had 15(18.8%) as well as 14 (17.5%) respectively. Furthermore, 10 (12.5%) of the respondents were between 20 to 29 years. This indicates that most of the respondents were of a productive and youthful age bringing about a better understanding of the influence of packaging.

In terms of the level of education attained, the results indicated that the majority of the respondents had attained a tertiary education as represented by 39 (48.8%) of the respondents. This was closely followed by respondents with secondary education who were 20 (25%) of the respondents. Respondents who had attained primary education and those who had no formal education were 8 (10%) and 13 (16.3%), respectively, of the respondents. From the study findings, most of the respondents had attained tertiary education, implying that they had broad knowledge in their respective fields of engagement which facilitated a better understanding of the influence of packaging on processed maize flour marketing and ability to give the most appropriate answers.

From the study findings, most respondents were married as acknowledged by 50 (62.5%) of the total number of respondents. Twenty-two (22, i.e. 27.5%) of the respondents were single; 5 (6.3%) of the respondents were divorced; and only 3 (3.8%) were widowed. Generally, the study findings show that most respondents were married implying that they had families which means once in a while or regularly they consumed processed maize flour, and this could be due to packaging playing a marketing role.

4.2 Background information

The study looked into how often respondents bought processed maize flour from small and medium millers in Dodoma city, for how long respondents had been buying processed maize flour from small and medium millers in Dodoma city, things customers looked at when buying processed maize flour from small and medium millers in Dodoma city, and lastly how often the packaged processed maize flour from small and medium millers in Dodoma city influenced their buying decision.

Table 4: Background information of respondents

Variable	Response	Frequency	Percentage (%)
How often do respondents buy processed maize flour from small and medium millers in Dodoma city	Rarely	16	20.0
	Frequently	36	45.0
	Very Frequently	23	28.7
	Never	5	6.3
	Total	**80**	**100.0**
For how long respondents have been buying processed maize flour from small and medium millers in Dodoma city**.**	Less than a year	12	15
	1 – 4 years	18	22.5
	5 – 7 years	26	32.5
	8 – 10 years	13	16.2
	Above 10 years	11	13.8
	Total	**80**	**100**
Things customers look at when buying processed maize flour from small and medium millers in Dodoma	Price	31	38.8
	Packaging	25	31.3
	Brand	15	18.8
	Ingredients	9	11.3
	Total	**80**	**100.0**
How often the packaged processed maize flour from small and medium millers in Dodoma city influenced their buying decision	Always	33	41.3
	Sometimes	32	40.0
	Rarely	10	12.5
	Never	5	6.3
	Total	**80**	**100.0**

Source: Study findings (2022)

From the study findings, most of the respondents frequently bought processed maize flour from small and medium millers in Dodoma city as acknowledged by 36 (45%). Only 16 (20%) and 5 (6.3%) of the respondents rarely and others never bought processed maize flour from small and medium millers in Dodoma city. Generally, from the study findings, it can be noted that most respondents acknowledged that they frequently bought processed maize flour from small and medium millers in Dodoma city.

On the other hand, the biggest numbers of respondents that is 26 (32.5%) and 18 22.5%) acknowledged that they had been buying processed maize flour from small and medium millers in Dodoma city for a period of 5 to 7 years and 1 to 4 years respectively. Generally, from the study findings, most respondents had been buying processed maize flour from small and medium millers in Dodoma city for a period of over one year which implies that they had consumed a lot of processed maize flour, and this to some extent can be as a result of packaging.

Furthermore, price and packaging were the things customers looked at when buying processed maize flour from small and medium millers in Dodoma as acknowledged by 25 (31.3%) and 15 (18.8%) respectively of the respondents.

Finally, 33 (41.3%) and 32 (40.0%) of the respondents acknowledged that they were always and sometimes influenced to make buying decisions respectively for packaged processed maize flour from small and medium millers.

4.3 The effect of product information on the marketing of processed maize flour by small and medium millers in Dodoma city

Here the study sought to determine the effect of product information on the marketing of processed maize flour by small and medium millers in Dodoma city. The study adopted multiple regression analysis to determine the variation caused by the independent variables which are product price disclosure, product risk disclosure, and finally product quality disclosure to the dependent variable which is processed maize flour marketing. Table 12 below shows that 92.7% of the variation in processed maize flour marketing was explained by the independent variables.

Table 5: Effect of product information on the marketing of processed maize flour by small and medium millers in Dodoma city

Variables	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.	VIF
	B	Std. Error				
(Constant)	4.478	.826		3.61	.000	2.104
Product price disclosure	0.782	.0312	0.218	1.81	.0008	
Product risk disclosure	.0522	.864	0.359	8.41	.0026	
Product quality disclosure	.665	.453	0.146	2.52	.017	
R – Square	0.927					

a. Dependent Variable: processed maize flour marketing

Based on the findings, taking all factors (product price disclosure, product risk disclosure, product quality disclosure) constant at zero, the overall B-value for processed maize flour marketing was 4.478. The study findings show that the coefficient of product price disclosure was positively (0.218) related to processed maize flour marketing which was significant with a p-value of less than 5% ($p < 0.05$). This implies that a unit change in product price disclosure on average increased processed maize flour marketing by 21.8%. This is a significant correlation between product price disclosure and processed maize flour marketing. The study findings concur with Dellaert, Golounov, & Prabhu (2005) who showed,

based on an Internet-based experiment, that consumer expenditure deviates more strongly from that of a normative model when both current and future prices are disclosed than if only current prices are disclosed. The findings also concur with findings by Zhang et al. (2020) who found that that price transparency tools had a weak impact overall on consumers due to low uptake, and mixed effects on providers. Price-aware patients chose less costly services that led to out-of-pocket cost savings and savings for health insurers; however, these savings did not translate into reductions in aggregate healthcare spending. Disclosure of list prices had no effect; however, disclosure of negotiated prices prompted supply-side competition which led to decreases in prices for shoppable services.

The findings in Table 5 also show that the coefficient of product risk disclosure was positively (0.359) associated with processed maize flour marketing which was significant with a p-value of less than 5% ($p < 0.05$). This implies that a unit change in product risk disclosure would on average change processed maize flour marketing by 35.9%. The findings concur with findings by Bahrainizad & Rajabi (2018) who stressed that customer purchasing behaviour was directly influenced by consumer perception and purchase intention. The product can be kept, made more appealing, preferred, and have a favourable perception due to the packaging's quality.

The study findings show that the coefficient of product quality disclosure was positively (0.146) associated with business performance (sales volume) which was significant with a p-value of less than 5% ($p < 0.05$). This implies that a unit increased in product quality disclosure would on average increase business performance (sales volume) by 14.6%. The findings confirm that product quality disclosure played a great role in increasing the marketing of processed maize flour by small and medium millers in Dodoma city. The findings concur with findings by JuZhao (2020) who noted that, regardless of whether consumers have low or high patience, the firm should disclose quality information if a product's quality is high and conceal it if it quality is low.

On the effect of product information on the marketing of processed maize flour by small and medium millers in Dodoma city, Interviewee A stated:

> "We always ensure that our labels are easily readable to anyone. The labels are written, and this has been important in marketing our processed flour".

Interviewee B stated that:

> "The letters on our packaging materials are big enough that our literate clients easily read them and identify our processed maize flour and buy it".

Interviewee C stated that:

> "Marketing is not only on TVs, radios, and billboards but the letters you choose and their size and the ease for customers to read them is very good in marking our processed maize flour since the font used in writing the ingredients are easily seen and read"

Additionally, VIF was used to test for multicollinearity, and the findings showed that it ranged from 1 to 10 with an average value of 2.104. This suggests that the multicollinearity issue prevented us from using the multiple regression model due to the acquired data is not present.

Generally, the study findings show that product information (Product price disclosure, product risk disclosure, and Product quality disclosure) had a significant effect on the marketing of processed maize flour by small and medium millers in Dodoma city. This is supported by Mutsikiwa et al. (2013) who asserted that all in all packaging serves a variety of purposes, among them being the ability to place companies in standout and alluring places that encourage customer purchase decisions. It also conveys persuasive and descriptive information about brands.

The findings also concur with previous findings by Hussai et al. (2015) who evaluated the impact of packaging on consumer purchasing behaviour (consumer perception and intention to buy) and observed how these factors affect consumers' decisions to buy a product. It was found that packaging plays a crucial role in influencing consumer purchasing behaviour and conveying product information. Every piece of product information is displayed on the packaging, including the place of manufacture, the ingredients used, the manufacturer's identity, the date the product was created, the weight, the type, etc. It also demonstrates how to use the item. The package's components, such as colour, design, material, size, and labelling, are crucial to the product's success in keeping customers happy and for the producer's use of printed information on packaging in place of more expensive advertising to promote the product. At the same time, the packaging component maintains consumer interest in the product and has a direct bearing on consumer purchasing behaviour.

5.0 Conclusions and Recommendations

5.1 Conclusion

The results show that product information is statistically and significantly related to the marketing of processed maize flour by small and medium millers in Dodoma city at a p-value less than 5% ($p < 0.05$). From the study findings, it was noted that among the small and medium millers in Dodoma city, the different aspects of product information that include product price disclosure, product risk disclosure, and product quality disclosure had a significantly positive relationship with the marketing of processed maize flour.

5.2 Recommendations

Given the conclusions and observations reported above, the following recommendations are should be considered. Small and medium millers in Dodoma city should ensure product price disclosure since it enhances processed maize flour marketing. Small and medium millers in Dodoma city should ensure product risk disclosure for better-processed maize flour marketing. Small and medium millers in Dodoma city should ensure product quality disclosure for better-processed maize flour marketing. Small and medium millers in Dodoma city should always ensure that their packaging is coloured so as to market the processed maize flour. Small and medium millers in Dodoma city should ensure that they use attractive packaging materials so as to market processed maize flour.

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Managing Editor
African Journal of Accounting and Social Science Studies (AJASSS)
Tanzania Institute of Accountancy
P. O. Box 9522,
Dar es Salaam
Tanzania
E-mail: ajasss@tia.ac.tz