

**Buyer -Supplier Relationship and the Performance of Maize Markets in Tanzania
A Case of Kwasadala Market in Hai District**

By

Lukas Simon Msemwa

Master of Arts in Procurement and Supply Management

The study investigated buyer -supplier relationship and the performance of maize markets in Tanzania, taking Kwasadala market in Hai district as a case study. The study objectives include to: determine the in IISR on the performance of maize market, detertnine whether quality influence in maize market: and to identify challenges experienced in BSR on maize market performance. The cross -sectional with survey approach was used. and the total respondents were 65. Data collection methods involved the use of questionnaire. interview and document review. Data were analyzed by using Principal Cornponent Analysis and Binary Logistic. The findings revealed that, communication variables in Buyer-Supplier relationship that influence the performance of maize markets include: Reliability of Information: Credibility or information: Timeline of information: Willingness disseminate information as well as Responsiveness to share meaningful information. The study revealed that maize quality in terms of weight per unit volume, source of maize grain grain seeds and insect free maize grain has greater influence in promoting effective Buyer-Supplier relationship. The study identified lack of trust as the major challenge experienced in Buyer-Supplier relationship. The study concluded that, communication and quality of maize has a significant influence on the performance of maize market at Kwasadala. The study recommended that corrective measures should be taken by maize buyers, suppliers, market officials and government to improve Buyer-Supplier relationship and the performance of maize market.