

**Social factors Affecting Income Generation Among Food Vending Women in Moshi Municipality,
Tanzania**

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Street food vending activities contribute to the livelihoods of millions of people especially women around the world. The study focused on Social Factors Affecting Income Generation among Food Vending Women in Moshi Municipality. This was done by examining the influence of business location, influence of education, and women family obligations on income generating activity. The study used a cross sectional research design. A survey through Questionnaire was administered to 126 women food vendors, both quantitative and qualitative data were collected and then analysed using SPSS. Findings showed that business location influenced women food vending business in area of accessibility by customers, security of the place of operation and availability of parking space, on the other hand entrepreneurial expertise influences the women food vending business since the majority pointed out that to lack of relevant business management skills as well as family obligations such as the parental role taking care of the family and lack of support by the family in meeting various family responsibilities affects their income generating business income generation. The result of hypothesis testing shows that p value of hypothesis two was 0.001 which is equal to 0.001 in all hypotheses. Therefore, we accept the alternative hypothesizes and state that business location, social networking, family obligations and entrepreneurial expertise all has positive and significant effect on women food vendors' income generation. In other words, there is a positive correlation between business location, social networking, family obligations and entrepreneurial expertise and women food vendors' income generation. It is recommended that the Moshi municipal council should evaluate the policies and regulations governing the food vending businesses with an aim of creating a more conducive environment. Women food vendors should start to use internet-based communication that allow women street vendors to access potential customers and build effective customers care with an aim of helping them generating more income while they increase their business management skills in a bid to enhance the performance of their businesses and handle family obligations as obstacles through finding a better way of managing food vending business issues.