

Mobile Phone Usage to Access Vegetables Markets
A Study of Oltroto and Nduruma Villages Youth Smallholder Farmers
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This study assessed the usage of mobile phone in accessing market of vegetables by youth smallholder farmers at Oltroto and Nduruma villages in Arusha District. The specific objectives were to determine the usage and opportunities assess the functions usage and determine the relationship of socio-characteristics factors influencing mobile phone usage among youth smallholder farmers in vegetable market access. A sample of 70 youth aged 18 to 35 engaging in vegetables cultivation were selected. Questionnaires were administered to collect data where descriptive statistics, mean, standard deviation and correlation were used for analysis. The findings revealed that 78.5% of the youth own and use smart phone mobile phone and 40% of were using different mobile for more than five years for different purpose market access being among. Moreover, 56.8% of the responses preferred accessing Vodacom market information services however 51.4% of youth do not prefer using mobile money services. Social networks have the least usage in accessing market of vegetables while voice call and SMS have mean of 3.64 and 2.7 respectively which is above the minimum. There were positive association between age ($r=0.559$), education ($r=0.040$). Marital status ($r=0.526$) and sex ($r=0.243$) in vegetables market access information was revealed that youth have access, knowledge, skills of using mobile phone and are using them to access vegetable markets. Mobile phones offered opportunities as well as challenges. However, the latter does not outweigh the first. More is needed to be done to full utilize potential offered by mobile technology among youth such as formation of networking group, the use of advanced mobile phone and integration of various ICT functions within mobile phone.