

# The Marketing Communication Strategies of Street Vendors in Dar es Salaam Tanzania

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**Abstract.** The marketing communication is considered to be the lifeblood of business undertakings. However, there is a lack of knowledge about how the micro informal businesses carry out this important marketing function. The aim of this study is to explore the marketing communication strategies (MCS) used by street vendors in Dar es salaam Tanzania. Specifically, it looks at the type MCS applied, and the strengths and weaknesses of each. A qualitative data consisting interview and focus group discussion were collected from 59 street vendors in Dar es Salaam. The data were analyzed using qualitative content analysis. The findings show that, the MCS used by street vendors are weak and relatively similar, however, its choice is highly influenced by costs and marketing skills among street vendors. This implies that, marketing opportunities of street vendors are underutilized since the public is not well informed about their offerings. This calls for interventions for the street vendors, particularly in marketing skills development.

**Keywords:** marketing communication strategies, street vendors.

## 1 INTRODUCTION

The development of marketing theories in micro business has been slightly limited and often relies on the application of classical marketing models used for large companies particularly from developed countries (Chaston, 2002). The implicit assumption is that the basic principles of marketing are universally applicable to large as well as small businesses, (Veronica Gabrielli Bernardo Balboni, 2010). However the small firms do not have the same resources as large firms (Möller, 1987). This means that micro business cannot do marketing in a similar way as small, medium or large firms because of constraint of resources (money, physical, and human) in terms of quality and quantity (Grant, 2001). Despite of this limitation, marketing strategy and communication is not the privilege of large companies; it is relevant and significant to all types of business (Wilson, 1996). Therefore, this study focuses on exploring the marketing communication strategies undertaken in street vending business.

Among the various factors that facilitate the development and expansion of the micro business is the ability to ensure that, the market is well informed about its existence and offerings (Tsikirayi, 2013). To achieve this, the entrepreneur (manager) needs to engage in effective marketing communications. The marketing communication which is commonly referred as *promotion* or *marcom* is described as the lifeblood of an organization (Narayanan, 2009) as it links the firm and its stakeholders. A study by (Kitchen, 2004) reveals that the marketing communication in 21<sup>st</sup> century is more important than at any other history due to the forces of business globalization. However the marketing communication, particularly advertising has been criticized for aggregating the selling price, deceptive practices and unethical contents (Belch & Belch , 2003). A study by (Egan, 2014), holds that despite the wide range of critics the marketing communication remains to be a bridge between the business and the customers. While marketing communication has been offered as a panacea for improvement of business, little research has been undertaken to explore dynamics of marketing communication strategies of micro business e.g. street vending business. This study positioned itself to answer the question of how marketing communication is undertaken in street vending business, and what the strengths and weaknesses of the promotion strategies used by street vendors.

### 1.1 Understanding street vending business

Globalization, lack of formal employment, low level of education and economic shrinkages in the late 1970s have forced millions of the people in developing countries to engage in informal business activities (Onyango, Olima , & Onyango, 2012). The most common and visible informal working groups in Dar es Salaam, the economic hub of Tanzania, are those who work on the streets. Street vending can be defined as the act of selling goods and services in the streets without having a permanent built-up structure (Wongtada, 2014). Street vendors are commonly referred to as hawkers, peddlers, street traders, or “Machinga” (in Tanzania). Statistics about street vendors are scarce at national and international level due to the nature of vending business e.g. mobile, part time, and informality (Motala, 2002). A study by (Lyons & Msoka, 2009) estimated 700,000 street vendors in the Dar es Salaam city in 2007, at a time when the city’s population was approximately 2,800,000. According to Tanzania Census Report 2012, Dar es salaam population was 4,364,541 in 2012, and the number is keeping an annual intercensal growth rate of 5.6, hence in 2015 the number of street vendors is definitely more than that of 2007 (URT, 2013).

Street vendors buy products from wholesalers, manufacturers or large scale retailers and sell it to the final consumers in profit. Vendors can be a flexible (Mobile) i.e. move from one point to another searching for customers, or stationary (fixed) i.e. they position their products at the same place every day (Asiedu & Agyei-Mensah, 2008). In the average street vendors’ works for 10 hours per day; in Dar Es Salaam it is common to find them at midnight in bus stands and on Kariakoo market. In Tanzania many street vendors are youth aged from 18-35 years and are less educated (Mramba, Sutinen, Haule, & Msami, 2014).

Street vendors normally encounter high levels of risk with respect to conflicts with local authority laws, the police, formal business owners, and the public concerning the use of roads, open spaces, traffic and unfair competition (Otoo, Ibro, Fulton, & Lowenberg-Deboer, 2012). In many African countries street vending business is considered to be illegal because they do business in unauthorized areas. When caught by police, street vendors are required to pay fines, jailed, lost their products and sometimes pay a bribe (Bhowmik, 2012). Street vendors are also constrained by low levels of skills, capital, and weak business strategies (Lyons , Brown, & Msoka, 2014). However, they continue to be the source of employment, earnings, and supplier of low priced products for the less educated young generation in developing countries (Bhowmik, 2012). A study by (Lyons & Msoka, 2009) noted that street vending business in Tanzania shall continue to grow because, of the lack of formal employment.

### 1.2 The marketing communication theory

The theoretical foundation of a comprehensive marketing communication framework rests on persuasion theory (O’Keefe , 2002). The origin of persuasion theory can be traced back to (Friestad & Wright, 1994) as the new model to describe how knowledge of marketers’ persuasion tactics affects consumers’ responses to such tactics. The theory holds that *beliefs plus values and/or motives combine to produce attitudes which in turn influence consumer behaviour*. Diagrammatically these can be described, Beliefs + Values = attitudes → Behaviour. The theory implies that, the ability to transform prospective buyers from developing brand awareness, brand consideration and finally actual purchase is the function builds upon well-developed right message and the right promotion channel. According to (Chang-Dae, Michelle , & Susmita , 2015) the ability of a marketer to shape and determine the outcomes depend on the marketers’ beliefs about the traits, competencies, and the goals of persuasion. The marketer needs to enable the potential buyers to recognize, analyze, interpret, evaluate, and remember persuasion attempts and to select and execute copying tactics believed to effective and appropriate (Chang-Dae, Michelle , & Susmita , 2015). The relevance of Persuasion theory in this study resides on the fact that the street vendors’ marcom should be as strong as enough to make potential customers build positive believe, values and form favorable attitudes toward their products.

### 1.3 Marketing communication in small and micro business

Marketing communication was defined as the provision of information to a defined audience, including an understanding of how the information is received (McCabe, 2010). This means that the message contained is

directed to a particular group for a specific purpose e.g. persuading. It is a blend of personal and non-personal and specific forms of communication aimed at a target market. The particular combination of various promotion methods e.g. advertising, personal selling, and sales promotion are commonly used. The common uses of marketing communication in business are informing, persuading, educating reminding and creating awareness (Chris, 2006). Marcom is an important tool that is used to create brand awareness and brand image (Luxton, Hodge, & Reid, 2002) which in turn creates customer loyalties. Scholars have identified a strong positive relationship between marketing communication spending and increase in forms sales volume, profitability, brand equity, and goodwill (Akanbi & Adeyeye, 2011). For example, a study by has shown that show that a 1% increase in advertising results in approximately in one-tenth percent increase in sales in the short run period (Onishi & Manchanda, 2012). Small business takes into account some factors before choosing a promotion strategy. The common one is the geographical nature of a market to be reached, the size of the promotion budget, and product characteristics.

One of popular form of marcom used by many people in the world is advertising. Advertising is any paid message by sponsor, designed to communicate ideas, goods, or services for exchange (Well, Spence-Stone, & Crawford, 2011) .It can be placed in television, radio, internet, or in a paper. The main goal of advertising is persuade consumer to do something against the business offerings. More specifically it intends to initiate relationship creates awareness, positioning a product, and build brand (Moriarty, 2014). Advertising has been nominated as a most expensive promo tool (Beck, 2014). Much small business cannot afford it and indeed prefer more personal forms of communication with customers (Burns, 2001). Studies indicate that many small business do not advertise because of its expenses and because all too often it is not targeted at a specific customers (Beck, 2014). A study by ( Nick & David, 2010) makes clear the point that owner-manager in small business typically prefer interactive marketing-interacting on a one-to-one basis with customers, rather impersonal marketing because they have strong preferences for personal contact rather than impersonal through mass promotion.

Personal selling is the promotion mix which involves face to face communication between a marketer and the customer (Weitz & Bradford, 1999). The majority of small business prefers personal selling because, not only does it result in income for the business, but sales efforts increase customer satisfaction. It offers immediate feedback, highest level of flexibility, and also permits face to face marketing (Cohen, 2006). Personal selling, although costly, can be closely tailored to customer needs- making it an effective way to close a sale (Timothy, 2010)

Sales promotion is a planned and implemented marketing activity both enhances product or service appeal and changes customer behavior positively in return for an additional benefit for purchases or participation (Yeshin, 2006). This technique uses tools like contests, price reduction, free samples, prizes, coupon to induce or encourage the purchase (Suresh , Anandanatarajan, & Sritharan, 2015). Sales promotion is not advised to be used as a sole promo tool instead it should be used to supplement other promo tools.

The marketing communication of small and micro business is dominated by personal word of mouth ( Nick & David, 2010). The most common tool used to make persuade people to buy the products is a recommendation and referrals. Research studies inevitably cite recommendations as the number one source of new customers for small business. Such recommendations may come from customers, suppliers or other referral groups. Despite of being important many small business managers let recommendations work by themselves, assuming that if they do a good job, people will recommend their business. However, intervention would be done to increase the flow of referrals ( Nick & David, 2010).

## **2. METHODOLOGY**

### **2.1 Method**

The study used qualitative research methods, whereby interview and focus group discussion were done. The data were analyzed using qualitative content analysis by identifying relevant themes in the data.

## **2.2 Data collection**

Data was collected in two phases; the first phase was interview where the respondents were asked the questions that enable the researchers to explore the respondents' experience and opinions on how they communicate their offerings to the public. Each interview lasted for 08 to 15 minutes. Phase two of data collection was, focus group discussion (FGD) where a group of four/five respondents were interviewed. Six groups were administered in which 50% of the members were male and 50% female. The purpose of the focus group discussion was to identify the shared experience in terms of strategies used to communicate with customers. Each group last for 37-52 minutes and the members were given chances to speak out their views. The interview guide was prepared in English and then translated into Swahili a commonly spoken language in Tanzania and then back to English.

## **2.3 Participants and the area of the study**

The study was carried in Dar es Salaam, the economic hub of Tanzania. The choice motivated by the fact that it is mostly populated, and having the largest number of street vendors compare with other cities in a country. A total of 59 (street vendors 39 & customers 20) respondents were drawn from different areas of the city. The study used street vendors with 18-35 ages, business experience of more than one year, and the one who sell legal non-food products.

## **2.4 Sampling**

Respondents selected based on their convenience, accessibility and proximity to the researcher. We came across many street vendors, but they refused to participate in this study fearing their security. We used incentives like buying their products, drinking coffee with them, and sometimes pay them a token in order to get information.

# **3. FINDINGS**

## **3.1 Demographic of the respondents**

In the Dar es Salaam city, street vending business is dominated by male, however; there are few female vendors particularly the breadwinners. Female vendors are few due to the incapability to confront with police, and the lack of readiness of parents to allow their children (female) to go into street business as they consider it to be risky business. The income earned from SVB is used to finance daily life of the street vendor and their dependents. The level of formality of education of the street vendors is very low; the majority of them have a primary school education and a few secondary schools. They don't have any other income generating activity, after street business. They choose to be street vendors because of low level capital and education. This is in line with the dualist view of the informal sector, which argues that, people engage in the informal economy because they lack capacity or access to services.

## **3.2 Business Profile**

Many vendors have done street business for a period of 1 to 5 years. The capital invested in business is between 30,000 to 3,000,000 Tanzanian shillings. They make a daily profit of between 5000 to 40,000 Tsh. per day; however the daily business expenses are not taken in to account. Vendors start business activities early in the morning around 06.00am and wind up at 09.00pm however the female vendors close their business at 04.00 pm in order to take care of family affairs. Other vendors undertake business at night from 07.00pm to 00.00 in order to avoid confrontation with the police. Street vending business is a micro for of business ownership because its capital is less than 5,000,000 Tsh.

## **3.3 Marketing communication strategies used by street vendors**

The study sought to understand how street vendors communicate their products. The findings show that, there are numerous strategies employed by vendors to communicate their products. The word of mouth, personal selling, points of sale display, price reduction, free product technique, and place location as the most common promotion strategies used by street vendors in Dar es salaam.

#### *Word of mouth*

Word of mouth (WOM) is becoming increasingly recognized as an important form of promotion, particularly within professional services environments, where credence qualities play a critical role in consumers' choices. Word of mouth is when one person talks to another person, he or she knows about a product, service, event or issue with which one or the other has had some experience (Harris, 2004). Its practicability is possible when a person knows each other to communicate about their experience toward the product. The finding from the study shows that some customers bought the products from the street vendors after getting information from their fellows who bought the products from them. Some of them pointed that at the beginning they were worried about the quality of street vendors' products but, after getting witness from their counterparts they decided to buy from vendors. Other customers held that, they get to know about the vendor's products after having stories with their friends. The problem with word of mouth marketing communication technique in street vending business is that street vendors are not fixed they move from one point to another, hence getting the particular vendor can be difficult. The findings by (Jillian , Geoffrey, & Tim , 2008) suggest that the potential for WOM to impact on perceptions or on actions depends on the nature of the sender- receiver relationship, the richness and strength of the message and its delivery, and various personal and situational factors. Since majority of the street vendor's customers are low income earners, the information about price of the vendors (Low price) and the uniqueness of the product may be a motive for spread. A study by (Burton & Khammash, 2010) found that consumers acquired from WOM not only have a higher contribution margin, but also have a higher retention rate than those acquired from traditional media. Their study suggested that a WOM-acquired, customer contributed at least 16 percent higher value than a customer with similar demographics but did not received WOM information.

#### *Personal selling*

Another method used by street vendors to communicate their offerings is personal selling. Personal selling is a technique that involves direct contact between buyer and seller (Boone & Kurtz, 2014). The findings show that street vendors go direct to buyers for the purpose of convincing them to buy. They knock the doors of their potential customers to show them the stock of a particular day. Other vendors enter inside the bus, offices, or go direct to the working place of the potential customers for the purpose of inducing the sale. Some vendors have the permanent houses/ offices, they visit in an interval of hours/days or week to follow up the customers. Street vendors use personal selling as a means of persuading, informing, educating, collecting orders and feedbacks from the customers. When the street vendors interact with customers they inform, educate, and answer the key questions about the product usage, storage and repair. Unlike advertising and sales promotion which main focus are to create awareness about the existence of a product or service and provide information as to the features of the products, its availability and price on a mass basis, personal selling is an individualistic approach that is designed to meet specific need of prospects. It is usually directed to specific market segments (Arijit , 2013). It goes beyond the fundamental role of marketing communication, it plays a significant role in the entire exchange process.

#### *Point of sale display*

This is a marketing communication tool used by almost all street vendors in Dar es salaam Tanzania. Street vendors make sure that their products are visible to customers either by moving in front of the eyes of the potential customers or going near to the doors of the cars/bus. It is common to find street vendors in the traffic jam, or in the congested road portraying their products. Street vendors believe that if the customers see their products possibly they will be attracted to buy. Street vendors in dar es salaam use the slogan "looking and asking is free" believing that one can't buy until she look and become interested. Some vendors hang their products on wall, bridge, trees,



bicycle, and even carrying on their shoulders in order to make people see what they are selling. The truth about the effects of point of sale/ purchase on sales volume and profitability are mixing. Despite of the popularity of point of sale/ purchase display among small and micro business in Tanzania, the experiment by (Valdimar , Halldor , & Gordon , 2010) shows that the effects of point of purchase/sale displays on unit sales did not change relative sales of the target brand. An antecedent intervention such as a point-of-purchase informational display is not sufficient to change consumer choice in the presence of utilitarian reinforcement in the form of a lower-priced competing product. Although it is expected that various point-of-purchase displays increase sales it can be argued that it is more of a creed than an empirical fact (Valdimar , Halldor , & Gordon , 2010). Some studies have shown that point of purchase/sale can increase sales volume and profitability, however the level of increase differs (Areni, Duhan, & Kiecker, 1999). Other scholars argue that, what makes people buy is not display but the price of the product (Wakefield, Germain, Durkin, & Henrikse, 2006). The result of the study by (Woodside & Waddle, 1995) has found that point-of-purchase signing at regular prices can increase sales further compared to periods without advertised price reductions; but when price reductions were advertised, sales multiplied by up to a factor of six compared to sales during no promotion nor price reductions.

#### *Price discount*

In order to persuade people to buy their products majority of the street vendors use price reduction as a promotion tool. The findings from the study shows that, street vendor's price are lower than charged by the formal business. The findings from the interview show that; street vendors are in the view that, price reduction is the best promo tool that can attract tenth of customers per minute. They emphasized if you are able to reduce price, then you can make high sales volume. However, they contended that, it is difficult for them to use this technique occasionally since the costs of doing business are keeping on increasing. The study finds that the price discount is commonly used by used clothes vendors, house utensil vendors, and seasonal fruit vendors. Other vendors' e.g. electronic product sellers, stationary, book does not use this promotion technique. A price discount promotion as the name implies, encourage additional purchases by reducing the price of the product. A price discount is by far, the common type of promotion in micro business, particularly during ceremony festivals in Tanzania. Managers and academics often think of price promotions merely as incentives that entice consumers to accept offers that they might not have considered otherwise. Yet the prospect of paying a lower price for a product of a given quality can also discourage deliberation, in a sense "dumbing down" the purchase encounter by making it less consequential (Aylin , Marco , & Anja , 2014). Additionally (Aylin , Marco , & Anja , 2014) argue that price promotion lowers a consumer's motivation to exert mental effort, in which case purchase decisions are guided less by extensive information processing and more by a quicker, easier, strong conditioner of preference. The basic advantages that price discounts, offer include the flexibility and convenience of the implementation (Kazmi & Batra, 2009). They can be used to retain present customers as well though, can't be used throughout the life of a business.

#### *Free product promotion*

Another technique used by street vendors to promote products, is the use of free products, whereas when a customer buy one product, then will be given another product free. To get a free item a customer must buy one first. The free product can be the same product line or different, usually its price is the same or less than that price. The study finds street vendors in Mwenge area selling used clothes under this arrangement, whereby customers were given free cloth after buying one and pay for the cash. Unlike Manzese where a customer's were allowed to pick two clothes and pay a price one product, at Mwenge they were not given a chance to choose themselves. Instead the sellers are the one who choose the free cloth and give to customers. The study finds that in some arrangements like that one of Mwenge the free products were more inferior compare with the original one. The study also found house utensil vendors selling with the same technique, when get across their vending vehicle you will be given free thermos. Once you step forward for buying a product, you will be given small item for free. A free product technique has potential to raise sales in the short term, but may hurt long term sales as customers build additional inventory in order to qualify for discount (Pestorius, 2006). The main advantages of product based promotion is that, the benefits for the consumers are directly and easy to obtain, the promotion campaign can easily

be budgeted, they often lead to immediate impact on sales, they can be used to both generate trial and increase product usage (Kitchen, 2004)

#### *Trade location*

Street vendors position themselves in strategic marketing areas. They do business in the specialized location, where there is existence of potential customers for example, Stationary vendors put their business near colleges/university gates, and holy book (Bible & Quran) vendors position themselves near churches/mosque, while soft drinks, fruits, and phone chargers position their business in the main bus terminals. By going to these strategic areas, vendors get access to potential customers hence make a sale. A study by (Mramba, 2015) shows that street vendors' business location is highly influenced by customer access and the availability of high population. This findings support what has been said by (Zimmerer, Scarborough, & Wilson, 2002), that there is a relationship between business location and the sales volume, that is if the business is located in a highly attractive area (potential customers) then there is a possibility of making more sales. A study by (Gaskill, Van , & Howard , 1993) mentions poor business location as a cause of small business failure in small business.

### **3.4 Strength and weakness of street vendors' marketing communication strategies**

The study finds that the marketing communication strategies used by street vendors are not well planned. A well planned marketing communication consists of the series of decisions made to answer the questions such as what, how, who, when and where the promotion will take place (Baron & Sissors, 2010). When you look at the street vendors' marketing communications, they are spontaneous, and last with an unspecific period of time (sometimes a day, week, and month). The studies find the marketing communication being carried by street vendors themselves, agents, and in other cases the combination of them. Sometimes the messages delivered by each of them were contradicting. For example, there was a case where a street vendor was pronouncing buy one get one free. While the agent was saying buy two get one free hence confuse the customers. Well marketing communication planning is important to prepare promotion budget, forecast sales revenue, evaluation of a promotional campaign, and even for better management of resources e.g. time, money, human power, and physical (Katz, 2014). These findings are consistent with (MATEJA & IČA , 2014) whose findings show that the marketing plan is often the weakest part of the small business plan. Street vendors are in the view that there is no need to write down, the plan for marketing communication.

Theories of advertising, and laboratory studies on framing, cues, and product presentation, suggest that advertising message contents can have important effects on consumer choice (Marianne , Dean , Sendhil , Eldar , & Jonathan , 2009). Message contents refer to facts, opinions, appeal, idea or convincing argument about the marketers' product (Mukesh & Ranju , 2014). The study finds that, the content of street vendors' promo tools are not well framed to the extent that it fails to give clear information. Some of the advertising messages are half way, making a customer to remain with many dashes. Other advertising messages use the languages that do not appeal to all age groups, as a consequence some customers walk away without buying a product. In order marketing communication to be effective the planned message must be heard, seen and being understood by the targeted audience (Shimp & Andrews , 2013). Majority of the marketing communication programs done street vendors in Dar Es Salaam are not effective because the targeted audience fail to hear the message because of the noise made by advertisers as they use loud speakers, or loudly music systems. The interviewed street vendors are in the opinion that, ability to advertise the products loudly will result to high sales volume.

The study found that some of the marketing communication strategies used by street vendors are puffery and they are against ethical codes of marketing. The street vendors make incorrect and false statements and promises about the products they offer. The common misrepresentations made by street vendors fall upon product usage, content, quality, quantity and price. For example a vendor was claiming that , a particular pesticide in she was selling can kill almost ten types of pests, but when the researcher present the same product to an authorized agent, he assured that it cant. Misrepresentation advertising is likely to be condemned by codes of practice and statues of many countries in the world. The American Marketing Association (AMA) code of ethics, for example is clear that it is

the responsibility of members to avoid false and misleading promotion that use deceptions on manipulations (AMA, 2015). The danger with puffery advertising include fall in customers trust, poor brand image, falls in sales volume, and lack of loyal customers (Xie, Madrigal, & Boush, 2014). The ethic of telling truth in marketing is one that bears upon every type of marketing communication, hence the street vendors were supposed to tell the truth of their products for the betterment and sustainability of customer's relationships. When asked why they are using false statements against what they sell, they seems not knowing the consequences of deceptive promotions. One of the respondent claimed that, once a customer buy a product, it is up to him/her to face the consequences of the product (positive or negative). One can conclude that street vendors in Dar es Salaam do not bother on the benefits of having loyal or permanent customers. These findings support what has been established by (Mramba, 2015), that the relationship between a street vendor and a customer is concluded once they close the sale.

Another shortfall established by the study is lack of context analysis during the development of marketing communication strategies. The interviewed street vendors said that, what they do is determine the contents of the marketing communications and made it to public without undertaking analysis of the drivers that are likely to influence one to purchase. The purpose of content analysis is understand the key market and communication drivers that are likely to influence a brand and help or hinder its progress toward meeting its long term objectives (Chris, 2006). The content analysis of a business covers wide areas of business including the customers, business context, internal and external business environments. Due to lack of content analysis street vendors make some promotion messages which are not in line with the buying motives of the potential customers. For example the study found some of art vendors who were trying to convince foreigners to buy their products by promising them to get a discount if they could purchase, while in fact the price is not motive for buying for the majority of the street vendors. Also the study found street vendors selling primary school uniforms under the arrangement of buying one get one, at the time where the schools are already opened. If the vendors had performed content analysis they couldn't do this. This findings support what has been established by (Moore & Manring, 2009), that despite the benefits offered by situational analysis before crafting business strategy, small business ignore it, and they simply jump to the strategy crafting and execution, and as a consequence majority of their strategies fail to bring the expected outcomes.

### **3.5 Discussion of the findings**

The study found that the marketing communication strategies used by street vendors are relatively simple as compared with the one used by medium and large business. In fact the marketing communications of street vendors are more precisely targeted to consumers through direct and interactive forms of communications. The choice of these types of marketing communication is influenced by the amount of capital invested by street vendors as well as the level of business education. The capital invested by a street vendor is small to enable them to promote their products by using the common promotion Medias like radio, television, billboard, mobile van or posters. Also the street vendors possess very low of business education (Mramba, Sutinen, Haule, & Msami, 2014) hence knowing other possible promotion tools can be difficult for them.

The promotion strategies applied by the majority of the street vendors are not well planned. For example, street vendors do not have a marketing communication plan, message plan, media plan, or an evaluation benchmark. Generally the communication strategies of street vendors are more reactive rather than being proactive, hence difficult to measure and/or monitor its performance.

The findings also show that the street vendors in Dar es Salaam follow the "selling philosophy" whereby vendors believe that consumers won't buy enough of their products unless they undertake large selling and promotion efforts. Under this techniques street vendor use aggressive selling, and focuses on creating sales transaction as much as possible, rather than building long term profitable customer relationship. The aim of street vendors is to sell what they are having, rather than providing what market needs. The pitfall of this technique used by street vendors is a lack of permanent and loyal customers.



The study established that the buying motive in street vending business is not influenced by the strength of the marketing communication done by the vendors but other variables like accessibility and price. The interview with customers show that, they decided to go to street vendors in order to get products at low price, as they can't buy from formal shops because the price is relatively more high. These findings imply that, the marketing communication strategies used by street vendors are not strong enough to induce one to buy. The customers complained that the promotional messages used by street vendors are deceptive and misrepresentative to large extent; hence they do not trust it. The study revealed that the shortfalls in the promotional strategies used by the street vendors, sometimes, discourage people to buy instead of motivating them to buy. For example the customers explained that in some occasions they don't buy from the street vendors because of the noise made during promotion aided by loudspeakers.

## Conclusion

The persuasion theory postulates that consumers develop knowledge about persuasion and use this knowledge to "cope" with persuasion episodes. This means that consumers' persuasion knowledge is expected to hover in readiness to help in formation of valid positive attitudes about the marketer's products. The street vendors' persuasions (marketing communications) are not effective enough to bring about the consumers positive attitudes behind their products. The study finds that, the vendors' MCS do not match with the market need, however they are, deceptive, message contents are not well framed, no marketing communication planning monitoring and evaluation, lack of differentiation, and some discourage people to buy instead of convincing. This implies that there is a need for the strengthening the MCS used by street vendors to become effective and bring more sales volume. The future studies should focus on investigating how to strengthen the marketing strategies of street vendors, MCS being one of them.

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