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COURSE: BUSINESS ADMINISTRATION

TOPIC TITLE:INFLUENCE OF ECO-LABEL KNOWLEDGE ON CONSUMERS'
PURCHASING BEHAVIOUR IN TANZANIA: A CASE OF BOTTLED DRINKING WATER
IN DAR ES SALAAM AMONG SELECTED HIGHER LEARNING INSTITUTIONS
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ABSTRACT

In the business world consumers purchasing behaviour based on the number of factors including environmental concerns about the products consumed. The study aimed to investigate the influence of consumers' eco-label knowledge on purchasing behaviour among selected higher learning institutions and how it influences consumers' disposal practices of bottled drinking water after purchase in Tanzania particularly in Temeke district. The objectives were to examine the consumption consumers' knowledge, to determine consumers' attitude and behaviour based on preferences and trust on eco-labeled bottled drinking water. The study was qualitative in nature and its purpose was to get the perspectives and knowledge of the respondents on eco-labelled bottled drinking water. Primary data was collected from five (5) interviewee for each college and six (6) respondents in three (3) focus group discussions (FGD) where each college had one FGD administered to 15 respondents in total. Data from interview and focus group discussions were analyzed thematically where issues emerging from the data were organized by themes relating to the research questions. This was done after the data recorded in Swahili was transcribed, typed, translated into English and then edited. The findings revealed that consumers do not have sufficient eco-label knowledge on the bottled drinking water. The results showed consumers had little understanding on eco-labels' signs and symbols relating to eco-labels as a result consumers did not put into consideration of eco-labels during purchase decision and disposal. However, consumers purchasing behaviour were influenced with other factors rather than eco-labels such as price and volume of water. Finally, the study recommended that producers initiate programs to improve consumers' eco-label awareness. Also the government under NEMC shall make eco-label to be mandatory instead of being voluntary to all producers.