FACTORS INFLUENCING CONSUMERS' CONVENIENCE SHOPPING OF INDUSTRIAL PRODUCTS: A STUDY OF KINONDONI DISTRICT

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ABSTRACT

The organised retail shops of Tanzania are facing intense competition. With the opening of new shops and coming in of international brands due to free market economy, this competition is bound to increase. Hence, it is very difficult for retailers to maintain an advantageous position only by offering good products, reasonable prices and effective promotions; they have to offer convenience shopping to be able to reap profits. This could stimulate consumers' shopping behaviour and enhance consumer perceived value and repeat visits in retail shops. This article analyses factors influencing consumers' convenience shopping of industrial products, in Kinondoni District. Data was collected from 300 respondents in retail shops, and analysed descriptively. Multiple Linear Regression Analysis was used to test the hypotheses. It was found that location, salesperson, products layout and customer services are important factors that influence consumers' convenience shopping of industrial products. The study suggests that for the retail shops to be competitive in the market, they should consider these factors. This study provides empirical evidence on factors influencing consumers' convenience shopping of industrial products in developing economies.

Keywords: convenience shopping, location, salesperson, products layout, customer services

INTRODUCTION

Convenience shopping is one of the key tools that a marketer can use to attract and retain customers. It is argued that for convenience shopping to take place, factors such as location, salesperson, products layout and customer services are important (Parasuraman, Zeithaml & Berry, 1985; Reinartz, Dellaert, Krafft, Kumar & Varadarajan, 2011; Clulow & Reimers, 2009). The emphasis has been on industrial products that have become competitive due to customer preferences that are changing rapidly (Bowen & Chen, 2001; Prinsloo, 2016). Customers see such retail shops as indistinguishable in their provisions. So there is a need for marketers to use different approaches to attract customers. Various authors have come up with different strategies that the marketer could use in order to create a convenient environment for shoppers. Sharma and Patterson (2000) and Clulow and Reimers (2009) have focused on non-industrial products consumption as opposed to dynamics in industrial consumer market. Chen and Chang (2003) came up with a descriptive model of online shopping in general; but in the context of developing economies, online shopping is not applicable for some products. Again, not all customers can access products online. Another study was done by Brown (1989) on the strategic and tactical implications of convenience in consumer product marketing. His study examined the convenience of consumer products, involving five dimensions: time, place, acquisition, use and execution. However, the study was on consumer products rather than industrial products. Again, most of these studies were conducted in the developed economies where technology and the environment are different. Therefore, there are few studies that have attempted to establish the factors that influence convenience shopping especially in developing countries.

The population of Africa is expected to reach 2 billion by 2050 and this will lead to increased demand for more goods (Hatch, Becker & Zyl, 2011). Africa's economies have been growing since 2000s (Meagher, 2016). Consistent growth of the economy, rapid urbanisation rate, favourable demographics and easy credit, have boosted consumerism. There is an increase in demand for superior shopping experience, especially in the urban areas. It is a market place reality that customers do not only look for superior products and services,

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convenience shopping also plays a vital role in shaping the perceived value, satisfaction and loyalty towards industrial products retail shops. Convenience shopping thus becomes more important for retail shops where competition is high and customers are attracted with many offers. To address such an issue, it becomes essential for industrial products retail shops to provide superior shopping experience to customers. This shopping experience can be made superior by providing convenience shopping in addition to basic offerings of quality products, reasonable price and effective promotions. The term 'convenience shopping' here subsumes many factors. These factors can be divided into four major categories namely location, salesperson, products layout and customer services.

In Sub-Saharan Africa, consumer spending is expected to reach USD1 trillion by 2020 (Hatch *et al.*, 2011). Previous studies such as Sharma and Patterson (2000), and Clulow and Reimers (2009) have concentrated on the consumption of non-industrial products instead of dynamics in industrial consumer market. Tanzania is moving towards industrialisation and therefore more knowledge is required particularly on convenience shopping among consumers in small enterprises so that there is inclusive SMEs growth. In South Africa, convenience shopping is evident in both low and middle income consumers (Prinsloo, 2016). In Tanzania, there is limited literature on convenience shopping among consumers of industrial products, particularly information on convenience shopping driven by factors such as location, salesperson, products layout and customer services. To contribute to this knowledge, this study aimed at analysing factors influencing consumers' convenience shopping of industrial products.

LITERATURE REVIEW
Convenience Shopping
Convenience first appeared in the marketing literature with Copeland's (1923) classification of goods. Copeland suggested that by classifying goods according to his tripartite structure (convenience, shopping, or specialty goods), marketers can determine the type of store in which the product should appear and the appropriate concentration of distribution. Convenience goods are those lower priced goods which consumers are familiar with and which are purchased from easily accessible outlets. Over time, the use of the word 'convenience' changed from a descriptor of products into its own unique concept – one with emphasis on time buying or time savings (Yale & Venkatesh, 1986). Many researchers including Douglas (1976), Strober and Weinberg (1980), Schaninger and Allen (1981), and Reilly (1982) facilitated this transition by hypothesising that consumers with greater time constraints are more likely to use convenience products and services to save time (Yale & Venkatesh, 1986). As a result of this evolution of meaning, the more complete definitions of convenience now contain one common element – the reduction of non-monetary costs associated with a product (Kelley, 1958; Kotler & Zaltman, 1971; Etgar, 1978; Wolfinbarger & Gilly, 2001; Rohm & Swaminathan, 2004).

According to Clulow and Reimers (2009), convenience shopping has been referred to as the reduction or elimination of costs in order for convenience shopping to occur. Prinsloo (2016) also referred to convenience shopping as becoming popular and driven by frequency of shopping. As it can be noted, time and cost are frequently mentioned as being important for convenience shopping (Clulow & Reimers, 2009). Other studies defined convenience in relation to trading hours, parking, way-finding, easy movement, access and supermarket (Anselmsson, 2006; El Adly, 2007). Therefore, for purposes of this study, convenience shopping refers to consumers buying industrial products at a shop which is convenient in terms of time, cost and variety of products. These industrial products range from soap, toothpaste, cooking oil, stationery items to processed foods. The factors that are subsumed in convenience shopping are described in the sections that follow.

Location
Location has long been recognised as one of the prime determinants of choice of retail store and success in retailing. The location of a store and the distance which consumers have to travel to go shopping are basic criteria in their decision to choose a store where such shopping is done. In addition, store visibility is an element often discussed in literature that does affect consumers' decision of choosing one store over another (Grewal, Levy & Kumar, 2009). They argue that the decision to choose a store also depends on the total shopping costs and time which is required to access the store. Therefore, it can be argued that location makes the overall shopping experience of customers convenient, thus enhancing the image of the retail store. For purposes of this study location refers to where the shop is situated for easy access by consumers to buy goods.

Salesperson
An apparel retail store can differentiate its retail offerings by providing excellent salesperson's service and thus customer loyalty (Parasuraman *et al*., 1985). Overall, shopping experience of customers' convenience is because of salesperson services and therefore the customers are well assured that there is someone in the store who will

assist to make their shopping experience easy and comfortable. Once the shopping experience is easy and comfortable, the perceived value of the apparel store is enhanced, leading to satisfaction and ultimately customer loyalty. Customer satisfaction and loyalty are essential for sustainability and success of a retail store. In this study a salesperson is defined as a person who assists consumers buying goods in the small shop by making them feel comfortable and easy while shopping. In addition the salesperson's knowledge of the products, friendliness and helpfulness assists a consumer in having a shopping experience which is easy and comfortable.

Products Layout

A convenient store layout can play a vital role in enhancing the overall shopping experience of a customer at retail stores (Bloemer, Ruyer & Wetzels, 1999). This is indeed important in highly competitive retail sectors, like we assume the apparel sector to be, and is therefore an interesting and relevant aspect to remember. A retail store layout should be designed to facilitate easy movement of customers within the store, and allow optimal presentation of merchandise (Sharma & Patterson, 2000). As retail stores are relatively huge compared to other stores like footwear or optical stores, proper and convenient layout becomes an essential tool in making the overall shopping experience of the customer exciting and fruitful. Price tags and graphics are important elements of store design and layout, which can help customers locate specific products and departments within the apparel store. Products Layout in this study is termed as the arrangement of products in the shop to allow easy movement by consumers when shopping as well as ensure the products are well organized and clean.

Customers Services

Bowen and Chen (2001) clearly identify the importance of customer service elements in relation to store image. In today's competitive retail environment, the delivery of high quality customer services has long been treated as basic in retailing strategy. High quality customer services are very much demanded by current customers who are well aware of similar offerings by retail stores worldwide. Good customer services create a positive impact about the shopping experience of an apparel store. This leads to improvement in consumer's perceived value, satisfaction and customer loyalty for an apparel store. In Bowen and Chen (2001) customer services at retail stores usually include the following:

   a) Good after sales services: These are services for building and maintaining relationship between customers for the success of the store.
   b) Easy payment options: As times change, customers are now avoiding carrying fat wallets; they prefer plastic money in the form of credit or debit cards. Hence, a lot of apparel stores can provide the facility of making payments by credit card and thus delight the customers.
   c) Ample parking space: Convenient parking is very much required by customers residing in metropolitan cities. Apparel stores which provide ample parking space to their customers provide higher satisfaction, leading to customer loyalty and success of the store.
   d) Availability of shopping bags: An apparel store can enhance its customer services by providing free gift wrapping paper and bags in the store in order to build on customers' perceived values and customer satisfaction.

Customers services in this study is considered as easy return and exchange of goods in the shops, availability of parking space and alternative payment methods like the use of mobile money payment called M-Pesa or Airtel Money.

Theoretical Literature Review

This study was guided by Resource Based View theoretical framework by Barney (1991, 2001) who generally viewed resources as a function of the firm's competitive advantage and performance. According to the Resource Based View (RBV), firms are viewed in terms of their tangible and intangible strategic resources which are the source of their performance, rather than the product market combinations (Barney, 2001). The use of the RBV theory is increasing particularly in marketing research; it has risen to more than 500% in the last ten years (Kozlenkova, Samaha & Palmatier, 2013). Therefore, in marketing, the RBV theory is very important in providing a framework which explains and predicts a firm's competitive advantages and performance. Resources and capabilities are core constructs in the RBV theory (Kozlenkova *et al.*, 2013).

The assumptions of RBV are that firms can execute activities due to unique resources and that the persistence of these unique resources allows a firm to benefit (Peteraf & Barney, 2003; Barney & Hesterly, 2012). Moreover, Knowledge Based Theory (KBT) of the firm that builds on the RBV of the firm (Barney, 1991; Wernerfelt, 1984) posits that knowledge, or know-how, is the primary source of value, and is the resource which explains

performance heterogeneity among firms (Grant, 1996). KBT argues that the firm exists because markets are inefficient in the creation and transfer of knowledge (Foss, 1966). The KTB assumes that knowledge-based resources are difficult to imitate. The heterogeneity of the specific factors provides firms with unique capabilities, which lead to their different profitability levels. According to this view, the firm's management has freedom to determine its own strategies, thereby reducing the impact of the competitive environment. The environment is seen more as a result of the strategic choices that a firm makes within an industry.

Resources may have a number of different unique functions, which may enable a firm to employ them in a number of different markets over time. For example, some of the resources that might be considered unique and specific to the firm my include tangible resources such as human resources, plant, brand (Anderiessen, 2004) and intangible resources such as skills, various competences and capabilities including relationship with customers, organisation culture and knowledge (Levy, 2001). According to Prinsloo (2016), convenient shopping is one of the tools that marketers could use to attract and retain customers especially during this era of industrialisation. This is because customers would prefer accessible location for shopping, and to save time they would like a smart layout of the shop, a qualified salesperson and good customer service. In this respect, the firm will have strategically positioned location and layout as tangible assets while salespersons and customer services would be considered as intangible assets of a firm. If these strategies are employed, consumers' convenience shopping of industrial products will be enhanced.

Studying these factors is crucial in the competitive environment of new shops and the coming in of international brands due to the free market economy in Tanzania. Recent scholars have used the RBV theory to investigate the role of resources in the internationalisation of SMEs (Ngoma, Abaho & Nkambwe, 2015). Another study utilised the RBV theory to analyse education levels and small business financial worth (Matama, 2016). The RBV theory provides explanation on performance of firms relative to assets (Barney, 1991).

Empirical Literature Review

Consumers of products in Africa are attracting attention from various scholars (Hattingh, Russo, Sun-Basorun & Wamelen, 2012; Taruvinga & Nengovhela, 2015; Baker, Mtimet, Pica-Ciamara & Nsiima, 2016; Gido, Ayuya, Owuor & Bokelmann, 2016). Taruvinga and Nengovhela (2015) explored consumers' perception and consumption dynamics of African leafy vegetables, while Baker *et al.* (2016) looked at animal source foods and retail outlets. These studies focus on non-industrial products (Taruvinga & Nengovhela, 2015; Baker *et al.*, 2016; Gido *et al.*, 2016). Despite the growth of African economies, inclusive SMEs growth is vital particularly since there are dynamics in the African industrial consumer market which have received limited research. There is inadequate information on convenience shopping driven by frequency shopping. Other studies have looked at factors such as location, salesperson, products layout and customers services (Parasuraman *et al.*, 1985; Bloemer *et al.*, 1999; Sharma & Patterson, 2000; Clulow & Reimers, 2009; Prinsloo, 2016).

Parasuraman *et al.* (1985) used a qualitative approach to propose a service quality model which revealed ten dimensions such as access, communication, responsiveness, competence and credibility that consumers use when forming perceptions of services. Bloemer *et al.* (1999) applied descriptive analysis and confirmatory factor analysis and the results showed that there is a strong association between service quality and service loyalty. Furthermore, there are four dimensions to service loyalty which are word of mouth, purchase intention, price sensitivity and complaining behaviour (Bloemer *et al.*, 1999). A similar study used both quantitative and qualitative methods with findings indicating that trust and service satisfaction vary with costs, attractiveness of alternatives and client experience (Sharma & Patterson, 2000). Furthermore, Clulow and Reimers (2009) used factor analysis and found several attributes for retail centre convenience such as one-stop shop, parking availability, proximity to home/work, retail concentration, compact size/design, shopping services, extended trading hours and pedestrian areas.

In Prinsloo (2016), the trend analysis shows that longer shopping hours are crucial for convenience stores and concluded that the success of convenience stores is dependent on good location. Katawetawaraks and Wang (2011) did a study on consumers shopping but their focus was on online shopping behaviour and not consumers' convenience shopping of industrial products. Katawetawaraks and Wang (2011) did a study in the UK and found that there differences between offline and online consumer behaviours process. For instance online consumers avoid the pressure of shopping when having face to face interaction with salespersons. In addition, Baker *et al.* (2016) conducted a case study in Tanzania and concentrated on consumers' preference for animal source foods and retail outlets. They used a survey approach and found that Tanzanian consumers purchase animal source foods in different markets and favour different retail products.

A similar study by Tlapana (2009) researched on store layout and consumer purchase behaviour in Kwa Mashu town of South Africa using uni-variate and bivariate analyses, and found that there is no significant relationship between store layout and consumers behaviour due to inadequate product assortment and floor space problems. Hence this study analyzed products layout as a factor which influences consumers' convenience shopping in Kinondoni District in Dar es Salaam to see if results are different or the same.

Recently a study by Lenard and Schnare (2017) conducted in the US investigated the role of convenience stores to their communities. Using a business model for convenience stores, the study found that pricing (61%) was mostly preferred by consumers as convenient compare to location of the store (25%) or ease of entrance or exit (4%) from the store (Lenard & Schnare, 2017). Overnight hours for convenience stores are still maintained since the 1960s and most convenience stores continue to show the 24-hour operation (Lenard & Schnare, 2017). Although previous studies have addressed various issues on convenience shopping, there is still need for a study that combines the analysis of location, salesperson, products layout and customer services in one study in the context of Tanzania as a developing country. Therefore to contribute knowledge in convenience shopping, this study was interested to analyze the factors influencing consumers' convenience shopping of industrial products in small shops.

## *Synthesis of Empirical Literature Review, Theoretical Review and Hypotheses*
The Resource Based View (RBV) theoretical framework by Barney (1991, 2001) deduce some resources necessary for firm competitiveness, that includes tangible and intangible resources. Convenience shopping is a strategy towards firms' competitiveness and therefore Location of the shop, salesperson, customer care and customer services are considered as firms' strategic resources. A number of studies have identified various factors that determine convenience shopping. However, some have concentrated on non-industrial products and those that have researched industrial products have not focused on studying consumers' convenience shopping of industrial products in relation to location, salesperson, products layout and customer services, in a single study. This study used RBV Theory to guide the development of four hypotheses which explain factors influencing consumers' convenience shopping of industrial products in Tanzania. The four hypotheses developed in this study are:

H_1: Location has positive influence on consumers' convenience shopping.
H_2: Salesperson has positive influence on consumers' convenience shopping.
H_3: Products Layout has positive influence on consumers' convenience shopping.
H_4: Customer Services has positive influence on consumers' convenience shopping.

Conceptual Framework
The conceptual framework of this study was guided by the Diffusion Theory and RBV Theory along with empirical literature. The dependent variable was consumers' convenience shopping while the independent variables were location, salesperson, products layout and customer services. Figure 1 represents the developed conceptual framework for this study and the hypotheses (H_1, H_2, H_3, H_4) to be tested.

Figure 1: Conceptual Framework
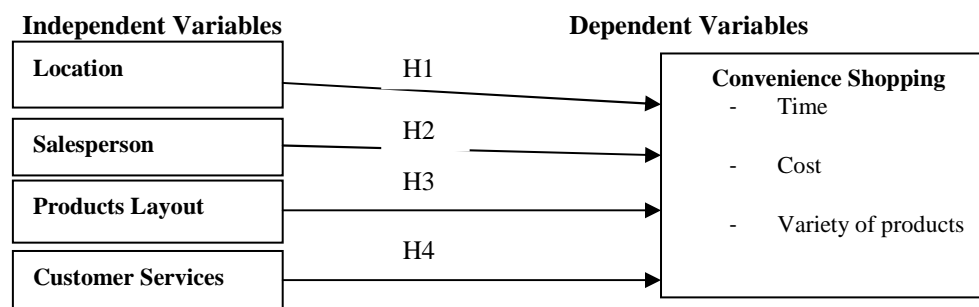
Source: Compiled from Literature Review

METHODOLOGY

A quantitative approach was used in this study with the aim of analysing factors influencing consumers' convenience shopping of industrial products, by testing four hypotheses (H_1, H_2, H_3 and H_4). The study was a survey design conducted in Kinondoni District in Dar es Salaam, Tanzania. The district was selected as the study area due to its convenience as well as accessibility to respondents. To select the sample in the absence of a sampling frame, a non-probability convenience sampling method was used.

Due to convenience and accessibility of the shops in different locations within Kinondoni District, convenience sampling was used to select the shops as the unit of analysis for this study. In addition, purposive sampling was used to identify respondents who were shoppers that consumed industrial products made in Tanzania. Bryman (2016) indicated that in the absence of a sampling frame, purposive sampling can be applied; therefore, this study utilised purposive sampling to identify respondents as the unit of inquiry. All selected respondents were above 18 years of age in order to get a mature opinion about factors that influence consumers' convenience shopping of industrial products in Tanzania.

Data was collected during the months of April and May 2017. There were 311 structured questionnaires administered out of which 11 were discarded as these were incomplete. The completed 300 questionnaires from the respondents provided a large sample size for analysis and generalisation of findings. Adam and Kamuzora (2008) recommended a large sample size for purposes of generalising study findings. The type of scale of measure adopted in this study was 5-Point Likert with (1) strongly disagree to (5) strongly agree, to obtain reactions from the respondents. The completed questionnaires were subjected to descriptive and multiple linear regression analyses assisted by SPSS Version 20.

On validity, the items in the questionnaires used to obtain information for variables of location, salesperson, products layout, customer services and convenience shopping were adapted from Prinsloo (2016), Clulow and Reimers (2009). The validity process also followed a pilot test of 20 customers to ensure clarity in instructions, questions and scale of items. For reliability purposes, the Cronbach's alpha value should be above .65 for the construct to be fit for analysis (Field, 2014). In this study the Cronbach's alpha values were as follows: location (0.898), salesperson (0.881), products layout (0.758), customer services (0.843) and convenience shopping (0.862). This is indicated in Table 1.

Table 1: Validity and Reliability Test Results

Variables	Factor	Cronbach's Alpha
Location	4	.898
Salesperson	3	.881
Products Layout	3	.758
Customer Services	3	.843
Convenience Shopping	4	.862

Source: Field data (2017)

FINDINGS

In Table 2 it is shown that the majority (49%) of the respondents were aged between 36 and 45 years. Females were the majority (64%); those with university education were 48%; while those who had a monthly income ranging between Tshs. 500.000/= to Tshs. 999.999/= were 39%. Because the majority of the respondents were between 36 to 45 years, this implied that they were a working group. Again the respondents were mostly women which implied that they are better shoppers than men. The majority of the respondents were university graduates implying that they were either self-employed or employed by organisations. With the majority earning between Tshs. 500.000/= and Tshs. 999,999/=, this implied that a large percentage of shoppers were of the middle income group.

Characteristics of the Respondents

The sample characteristics are presented as Table 2. Age-wise, the sample is evenly distributed in the three age categories. The sample had slightly more female (64%) compared to males (36%). Education-wise the sample appears to have relatively more educated individuals as 81% had attained an educational level of college or above.

Table 2: Respondent Characteristics

Characteristics	Percent
Age of Respondents	
26-35	31
36-45	49
Above 46	20
Sex	
Male	36
Female	64
Education Level of Respondent	
Primary education	2
Secondary education	17
College	33
University	48
Monthly Income	
Below Tshs. 500.000/=	33
From Tshs. 500.000/= to Tshs. 999.999/=	39
From Tshs. 1.000.000/= to Tshs. 2.999.999/=	21
From Tshs. 3.000.000/= and above	7

Source: Field data (2017)

This study used multiple linear regression analysis to test the four hypotheses. The model summary on Table 3 shows that the R square coefficient was 0.720 and this indicates that 72% of changes in consumers' convenience shopping are explained by location, products layout, salesperson and customer services. The F-test indicated that the regression model was statistically significant, since the F calculated value is (42.001) and the significance level is sig= 0.000 which was smaller than the significance level approved in the research (0.05). The Durbin-Watson is 2.001 which is greater than 1 and less than 3, therefore the value is acceptable according to Field (2014).

Table 3: Model Summary

R	R Square	Adjusted R Square	Change Statistics				Durbin-Watson
			R Square change	F change	Sign. change	F	
.851	.720	.710	.851	42.001	.000		2.001

Source: Field data (2017)

The regression analysis results are shown on Table 4. Hypothesis H_1 which tested the influence of location on consumers' convenience shopping has a t value of 11.264 and p=.000 which is less than the threshold of $p<0.05$; hypothesis H_2 which tested the influence of salesperson on consumers' convenience shopping has a t value of 5.188 and p=.011; hypothesis H_3 which tested the influence of products layout on consumers' convenience shopping has a t value of 4.761 and p=.027; hypothesis H_4 which tested the influence of customer services on consumers' convenience shopping has a t value of 8.038 and p=.004. All four hypotheses are accepted since the results show significant values below 0.05.

Table 4: Regression Analysis Results

Model	Unstandardised Coefficients		Standardised Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	2.652	.577		4.715	.000
Location	.617	.066	.615	11.264	.000
Salesperson	.182	.074	.249	5.188	.011
Customer Services	.189	.061	.395	8.038	.004
Products Layout	.345	.052	.550	4.761	.027

Source: Field data (2017)

DISCUSSION OF FINDINGS

In hypothesis H_1 the results show that there is a statistically significant influence of location on consumers' convenience shopping and that this statistical significance is the highest. This suggests that location has a positive influence on consumers' convenience shopping. This finding is consistent with findings by Grewal *et al.* (2009) and Prinsloo (2016) who were also of the opinion that location is an important attribute to convenience shopping. On the other hand, results of this study differ from Lenard and Schnare (2017) which indicated that price was preferred the most by consumers compared to location. In this study location was the strongest and the difference in results is due to the fact that the locations of the shops are visible, close to homes and workplaces of the consumers. Therefore location is a factor which influences consumers' convenience shopping for this study.

For hypothesis H_2 the results show that salesperson has statistically significant influence on consumers' convenience shopping. This suggests that salesperson has positive influence on consumers' convenience shopping. These results are similar to other studies by Parasuraman *et al.* (1985) and Clulow & Reimers (2009) which found that salespersons and shopping services are vital in shopping experiences. This is due to the fact that consumers find salespersons in shops to be knowledgeable of the products on sale, helpful and friendly. However the results of this study are different from the study by Katawetawaraks and Wang (2011) done in the UK which suggests that consumers opt for online shopping to avoid pressures of shopping when having face to face interaction with salespersons. The variation of results in these two studies is because in this case, consumers were given an opportunity to receive physical mode of service delivery whereas, the service quality proved to be successful and therefore perceived the shopping as convenient. These reasons also explain why the results of this study differ from Tlapana (2009) conducted in South Africa which found that majority of salespersons or rather staffs in convenience shops have no knowledge of products in the shops and there is lack of assistance to consumers.

Despite the fact that this study demonstrates a strong and positive influence of salesperson on consumers' convenience shopping, it scored the least amongst all variables. The reason behind might be associated with the type of shops used in the study. In small shops, it is very common to find only one salesperson at the counter and therefore customers may not have experienced much interaction with them. The results of this study also reveal that a customer to salesperson interaction is highly determined by the size of the shop.

Hypothesis H_3 shows that products layout has statistically significant influence on consumers' convenience shopping. This suggests that products layout has positive influence on consumers' convenience shopping. The findings are similar to Sharma and Patterson (2000) who established that trust and service satisfaction varies with attractiveness of alternatives. Contrary, the results of this study from the study by Tlapana (2009) are not similar because the study by Tlapana (2009) which was done in South Africa found that there are problems of products layout due to reasons such as inadequate product assortment and not enough floor space. The positive relationship revealed by this study is due to the fact that consumers find it convenient to shop where the products layout is well organised, clean and provides easy movement, which was the case for the shops visited.

The results for hypothesis H_4 show that customer services have statistically significant influence on consumers' convenience shopping. This implies that customer services have positive influence on consumers' convenience shopping. These findings are in agreement with Clulow and Reimers's (2009) findings that some of the attributes for retail centre convenience are parking availability and shopping services. However, results of this study are not consistent with the research by Lenard and Schnare (2017) done in the US which revealed that parking availability received a lower percentage than pricing. The variation of results not only substantiates customer services by provision of parking space but also easy return and exchange of items in the shops and payment options such as M-Pesa, Airtel Money and Tigo Pesa. Moreover, the concept of night hours mentioned by Lenard and Schnare (2017) as part of customer services from small shops to have 24-hour operations is not highly practised in the context of Tanzania. Hence it is not possible for small shops to provide convenience shopping experience of selling goods including industrial products to consumers in terms of longer shopping hours after midnight.

CONCLUSION AND IMPLICATIONS OF THE STUDY

The aim of this study was to analyze factors influencing consumers' convenience shopping of industrial products. Specifically the study analyzed the influence of location, salesperson, products layout and customer services on consumers' convenience shopping. Four hypotheses were tested in this study and findings indicated that there is a statistically significant influence of location, salesperson, products layout and customer services on consumers' convenience shopping.

This study can conclude that from the four hypotheses which were drawn from convenience shopping literature, location, salesperson, products layout and customer services are elements that can be used in establishing the value proposition of business ventures. This study supports previous studies in that consumers with greater time constraints are more likely to use convenience shopping to save time (Rohm & Swaminathan, 2004; Yale & Venkatesh, 1986). On the other hand, compared to Chen and Chang (2003) who studied convenience shopping based on online marketing, the variations in results is because this study has focused on retail shops, in this context not all customers can afford to shop products online. This study adds to the growing importance of convenience shopping literature especially to the industrial products by identifying important factors that influence consumers' convenience shopping. Particularly, out of the four factors identified by this study, location seems to be the strongest in determining consumers' convenience shopping. This implies that retailers should be careful when deciding where to locate their shops. This study support Grewal *et al*. (2009) in that the decision to choose a store depends on the total shopping costs and time which is required to access the store. Customer services was the second largest factor in determining consumers' convenience shopping, this is due to the factors such as easy to return and exchange items at the shops, the satisfaction of customers on availability of parking space and easy payment options such as M-pesa that shops could offer. This study is in line with Bowen and Chen (2001) in that good customer services create a positive impact about the shopping experience of an apparel store which leads to improvement in consumer's perceived value, satisfaction and customer loyalty for an apparel store. At the same time, this study brings in findings which are not similar to the study by Tlapana (2009) which found that salespersons or rather staffs did not assist consumers during shopping.

Theoretically the statistically significant relationship outcome of location, salesperson, products layout and customer services in relation to consumers' convenience shopping support the RBV Theory since these factors are competitive resources for retail shops in the context of Tanzania. Therefore, this study brought forward a theoretical framework that reveals the causal effect relationship between the four factors (the firms' resources) to consumers' convenience shopping.

Practically, this study suggests that these four factors (location, salesperson, products layout and customer services) are important for convenience shopping. Therefore, if retail shops want to be competitive in the market, they should consider the indicators that are valid and reliable in testing the four factors in this study (location, salesperson, products layout and customer services). For convenience, shop location, shop being close to home and work, and shop visibility are to be considered. Regarding salespersons, it is knowledge of the products by sales staff, helpfulness and friendliness of the sales staff that should be emphasised. Furthermore, for products layout, the indicators to consider are ease of finding products in the shop as a result of good organisation, cleanness of the shop, as well as unobstructed movement within the shop. As far as customer services are concerned, the indicators are ease of return and exchange of items in the shop, availability of parking space and easy payment options such as M-Pesa, Tigo Pesa and Airtel Money.

LIMITATION OF THE STUDY
This study like many other studies has limitations. First, it was conducted in Dar es Salaam Kinondoni district only and not other districts within Dar es Salaam or even outside Dar es Salaam region due to time and financial constraints. Therefore generalization of the study findings is applicable for Kinondoni District in Dar es Salaam only and not the entire country. Secondly, the study was conducted in retail shops where by only low and medium income shoppers can shop. Hence the findings could be biased. This calls for future studies to cover other types and levels of shopping, such as big supermarkets and stores so as to expand on the literature of consumers' convenience shopping. This study serves to open room for further studies on consumers' convenience shopping looking at single variables especially those having strong influences to further describe the shopping characteristics of customers. It would be interesting to carry out similar studies to involve big supermarkets as well.

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