

The Rocky Road That BodaBoda Drivers Experience in Delivering Transport Service in Tanzania: Empirical Evidence from Morogoro Municipal

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Abstract: This study explored the rocky road that faces bodaboda drivers in delivering transport services in Tanzania. The study employed a cross-sectional research design and convenience sampling method to obtain a sample size of 86 respondents. The collected data were analysed using descriptive statistics. The study findings show that bodaboda theft, passengers refusing to pay a fare, passengers refusing to wear helmets, poor road network, frequent road accidents, the unfair fine imposed by traffic police, lack training of in road safety, and stiff competition are among the major rocky road experience bodaboda drivers go through in the transport services delivery, hence affect business performance. The study concluded that bodaboda as taxis play an instrumental role in facilitating passengers' movements in many parts of the country. The role of the bodaboda has a strong impact on many people's lives, particularly in terms of instituting easy movement of people but more so bodaboda aid in transporting commodities from one place to another including carrying merchandise to the markets or from the market to others locations. This study recommends that the government should intervene specifically in improving the institutional environment to reduce rocky roads and risks of doing business in the bodaboda sub-sector. Also, the government should design a training curriculum oriented to bodaboda riders. If this recommendation is implemented, then improvement in the fresh vegetable sub-sector would ultimately be realized.

Keywords: Rocky Road, BodaBoda Drivers Experience, Transport Service Delivery

1. Introduction

Bodabodas are bicycles and motorcycle taxis commonly found in East Africa. Bodaboda is the local term for bicycle and motorcycles in Tanzania, the term is also used in some neighbouring countries such as Kenya and Uganda [1]. As used in this study, the term bodaboda applies to a two-wheeled motorized taxi which provides transport services to passengers and goods [14]. In Tanzania, bodaboda is a very popular means of transport in rural and urban areas. In the countries where bodabodas are available, they provide an alternative means of transport to riders and job opportunities for drivers.

Bodaboda sub-sector has been growing very fast in Tanzania. Bodaboda as a motorcycle has been very popular for providing transport services in rural and urban areas

because, it can reach anywhere, is affordable, and quick. In some areas including big cities, municipals or towns, commuter bus services have been limited, however, the movement of people has been very high, especially during the morning and evening rush hours. For this reason, many people prefer to drive their vehicles to go and from work. As argued by [36], the bodaboda business has contributed to easing the movement of people not only in the rural areas where there is a poor network of roads but also in the cities where there is a high traffic jam [2]. The lack of reliable transport services in many areas has led to the emergence of the bodaboda business of moving passengers and cargo. Therefore, the bodaboda is a convenient alternative means of transport for many people.

In Tanzania, the bodaboda market is growing very fast due to various factors. One of the reasons is noted by [38], that

bus services are not only limited but also operate in unscheduled timetables; secondly, people want to arrive at their destinations in time and at a reasonable cost [28]. Thirdly, despite their limitless number, commuter buses are not available at all on certain routes [13]. Thus, bodaboda entered the transportation market to fill the gap. The foregoing observation has contributed to the growth of the bodaboda business as many people including the youths are employed in the sector. As observed by [2], the youth who are either unskilled or semiskilled have engaged themselves in offering transportation services as a means of earning a living and improving their livelihood. This is because the youth find it difficult to be accommodated in other formal sectors due to limited opportunities [34].

However, despite that the demand for bodaboda has been growing very rapidly in the country, various previous studies indicate that most bodaboda riders are still economically poor. Thus, the current study intends to explore the rocky road experience and its economic impacts on bodaboda drivers in service delivery in Morogoro Municipal in Tanzania. The study used an institutional framework as a study tool. According to [29], institutions consist of a set of constraints on behaviour in the form of rules and regulations; a set of moral, ethical and behavioural norms that define the contours and constrain how the rules and regulations are specified and enforced. [30] thus defines institutions as the rules that nurture, protect, and govern the operations of a market economy. Accordingly, there are road safety laws that govern road transport services including the bodaboda sub-sector.

Therefore, there must be a structure including rules and regulations established as guidelines for regulating social behaviour. Thus, there are road safety laws for bodaboda riders and other motorists. For example, road safety laws require all motorcycle drivers to have valid driving licenses,

wear helmets, wear shoes, ride motor vehicles with insurance covers and ensure that the motorcycle has two side mirrors (left and right).

Despite these elaborate road safety laws and guidelines, some bodaboda do not comply with them; as a result, they are not doing their business freely and hence affecting their economic impact.

2. Literature

2.1. New Institutional Economics (NIE) Framework

Institutions can be described as “the humanly devised constraints that structure political, economic and social interactions.” They consist of both “informal constraints) and formal rules. As [29] observes, institutions consist of a set of constraints on behaviour in the form of rules and regulations and a set of moral, ethical and behavioural norms that define the contours and constraints of how the rules and regulations are specified and enforced. Thus institutions are the rules that nurture, protect, and govern the operations of a market economy [30].

The NIE is primarily based on the fact that institutions do matter and that the determinants of institutions are susceptible to the analysis by the tools of economic theory [18]. The new institutional economics framework consists of four levels or institutions of social analysis: the level of social embeddedness, the institutional environment, institutional arrangements, and resource allocation and employment. These four levels refer to the branches of thought, each of which addresses a specific social issue. To get a better perspective, the four levels of social analysis are depicted in Figure 1.

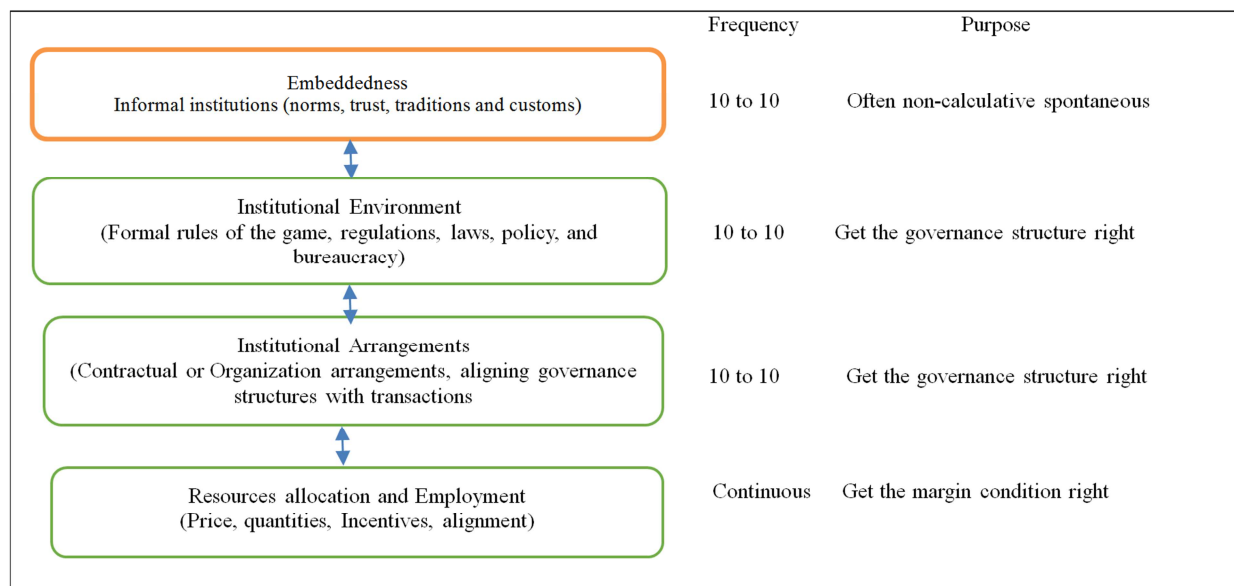


Figure 1. New Institutional Economic Framework.

The four levels or institutions are fully interconnected with each other. However, as noted by [39], the NIE is principally

more concerned with the institutional environment and governance structure. However, this does not mean that the

other two levels are not important. Besides, these four levels are integrated, and each one influences developments of the other.

In summary, the new institutional economic framework is very good at identifying and explaining the rocky roads that would affect negatively the development and growth of the bodaboda business and provide an alternative solution to what should be done to solve the problems. According to [31], a “new institutional economic framework” is well-suited for framing and answering the how questions. The authors suggest further that institutional economics is well suited to asking and answering a set of questions that raise the relevance and potential economic impact of the development policy design and implementation of the bodaboda business. The framework is also useful in answering the question of “how” to go about it. Following this fact, therefore, this study adopted institutional economic theory in developing the conceptual framework. This is because this manuscript aimed at identifying the rocky road that affected the development of the bodaboda sector in Tanzania and provide the bodaboda development policy and recommendations using the institutional economics framework.

The new economic institutional framework is governed by various theories including social capital theory, transactional theory and institutional theory. Based on this study, institutional theory refers to the rules that nurture, protect, and govern the operations of a market economy [22]. According to the theory, if there are proper rules and regulations, people will interact peacefully and safely. The institutional arrangement, as part of the institutions, facilitates proper governance of people when entering into contract arrangements [10]. Similarly, when the bodaboda driver enters into a transport agreement with the customer, their agreement is governed by the institutional arrangement. If the formal institution is very strong, it would restrict the bodaboda driver not to driving a motorbike without two side mirrors or wearing a helmet, shoes, or without having a valid driving license. Noncompliance will be translated into a breach of the rules and regulations that could make the driver to face court charges or fines. This is how institutions respond to the institutional economic framework to reduce marketing exchanging costs and hence reduce transaction costs.

2.2. Conceptual Framework

The conceptual framework is governed by the theory of transaction costs. Transaction cost economics, unlike traditional neoclassical economic theory, recognizes that commercial activities do not occur in a frictionless economic environments [40]. Instead, it posits that there are costs to carrying out any exchange. However, the theory insists that exchanging costs must be reduced for traders like bodaboda drivers to earn profit. In this view, the study applied the theory of transaction costs to see if the study findings would be consistent or otherwise with the notions described in the theory.

According to the institutional analysis and development (IAD) framework, institutional environment and institutional arrangements are one of the institutional factors associated with marketing or exchanging costs. According to [11], economic actors who experience unfavourable institutional factors in terms of business, also have higher chances of incurring high transaction costs and consequently earning a low income. In this study, unfavourable institutional factors are regarded as the rocky roads in terms of business performance.

Based on the aforementioned factors, the study shows the existing relationship between Bodaboda's business performance and the rocky roads which the bodaboda drivers experience in delivering transport services as shown in the conceptual framework in Figure 2. Moreover, the conceptual framework shows further that the business performance of bodaboda depends on the institutional factors and characteristics of transport service delivery of drivers and the motorbikes as can be seen in Figure 2.

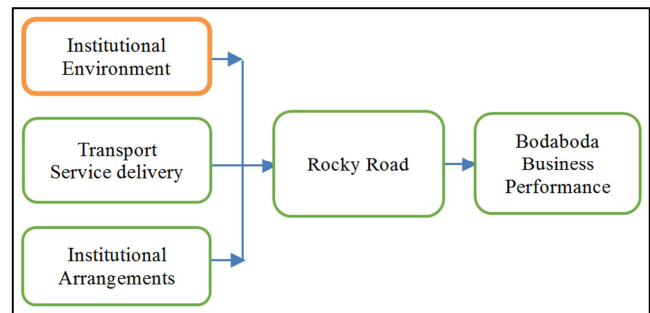


Figure 2. Conceptual framework.

According to Figure 2, the institutional environment factor is one of the economic institutional framework factors that can affect the business performance of bodaboda drivers [11, 21]. Based on the institutional environment factor, business performance is directly related to friendly institutional environmental factors such as the presence of favourable transport regulations, rules, and laws; and easy access to driving licenses, insurance covers, helmets and shoes for drivers [16]. For instance, “the more the bodaboda drivers interact friendly with institutional environment, the higher the business performance” [23, 17].

Apart from these institutional and environmental factors influencing business performance, an institutional arrangement is one of the key factors affecting the business performance of the bodaboda drivers [21]. If there are poor institutional arrangement systems entered between bodaboda driver and passenger such as in the contract of moving a passenger from one destination to another, it is obvious that the bodaboda driver may incur high marketing or exchanging costs and ultimately fetching low revenues and hence affecting directly the business performance of the bodaboda rider. A good example is when a passenger enters into an agreement with the bodaboda driver to be taken home, but after arriving at the destination the passenger refuses to pay lower than the agreed fare. Therefore, according to

transaction costs theory, business performance in terms of income earned can be improved if marketing exchange costs would be reduced. Such marketing exchange costs are divided into two parts: tangible and intangible costs [4]. If the bodaboda business is not regulated by the institutional arrangements in delivering transport services, then this will be one of the rocky road factors that will affect the business performance of bodaboda drivers.

The transport service delivery factor is based on the safety of the motorbike itself. Delivering transport service depends on the safety condition of the motorbike itself. The safety condition of the motorbike itself involves the presence of two sight mirrors and the condition of the tyres [36]. Therefore, the transport service delivery factor is one of the rocky road factors which would affect bodaboda drivers in delivering transport services. The transport service delivery factor comprises the safety of the motorbike itself and the driver's health condition [13]. If the bodaboda (motorbike) does not have two sight mirrors, worn-out tyres, and irregular maintenance of the motorbike, the chances of doing well in the bodaboda business are very limited due to high transaction costs incurred by the driver as a result of driving a motorcycle which is not road worthy as per the road safety laws; hence affecting the business performance of the bodaboda sub-sector.

Based on the foregoing observations, rocky road is one of the limiting factors affecting bodaboda drivers in delivering transport service hence negatively affecting business performance in terms of earnings. To promote an effective and efficient business performance of the bodaboda business, the institutional environment and institutional arrangements should be friendly to bodaboda drivers; transport service delivery packages should be well checked to align them with the road safety by-laws [36].

Despite the contribution of the bodaboda transport subsector in easing the transport woes of many people and generating incomes for bodaboda operators especially the young, little is known about the rocky road experience bodaboda operators go through in delivering transport services in big cities and municipalities, especially in Tanzania. In this respect, it is important to explore how the rocky road affects bodaboda drivers engaged in the delivery of transport service using transaction cost theory and the institutional Analysis and Development (IAD) framework approach.

3. Materials and Methodology

3.1. Description of the Study Area

The study was carried out in Morogoro Municipal, Morogoro region. The area was purposively selected because there is a large number of bodaboda operators in Morogoro Municipal [39]. This study was conducted in 10 wards, namely, Kihonda, Mji Mpya, Nane, SUA, Chamwino, Kingo, Kila Kala, Mkundi, Kihonda Maghorofani, and Mji Mkuu, wards. These 10 wards were

selected out of 31 wards because they have more bodaboda operators in Morogoro Municipal.

3.2. Research Design

The research design involves the organization of the research process, namely establishing the framework of the data collection process, measuring research constructs and application of the methods of data analysis. Wilson offers six research designs: case study, experimental, archival, comparative, cross-sectional and longitudinal research designs [40]. In this particular study, the cross-sectional survey research design was used. A cross-sectional research design involves a collection of data at one particular point in time, as there is a separate interaction with each respondent at the time of the interview. The study was cross-sectional because the findings are therefore relevant at a particular point in time and may not necessarily be relevant over extended periods, since bodaboda operation is a dynamic phenomenon.

3.3. Targeted Population of the Study

The identification of the target population is not usually a straightforward process. According to [40], the population under investigation should be able to establish the categories of cases that constitute the population of interest, which could be individuals, business firms, households and others. The population (s) of interest for the study can be defined as a group of research subjects that acts as a set of cases from which the sample for investigation is drawn. In this study, the population of interest for the study was all bodaboda drivers from Morogoro Municipal in the Morogoro region, Tanzania. The study specifically targeted bodaboda drivers who had at least six months of experience in the bodaboda business.

3.4. Sample Size and Sampling Procedures

In this particular study, the following selection procedures for determining optimal sample size and drawing a sample from the target population were used as explained below:

3.4.1. Sample Size

About 86 bodaboda drivers were selected for this study. According to [3], a sample or sub-sample of 30 respondents is a bare minimum for studies in which statistical data analysis is to be done regardless of the population size; hence the study fulfilled [3] requirement.

3.4.2. Selection of Sample Size for This Study

According to [25], convenience sampling involves the selection of subjects based on their accessibility. As [32] observes, the researcher studies all people who are most conveniently available or who accidentally come in his/her contact during a certain time in the main survey. Based on the foregoing observations, a convenience sampling procedure was used to get a sample of bodaboda operators for this study. Bodaboda drivers were visited at their working stations and the selection procedure was based on their willingness to participate in this study. The drivers were

informed of the purpose of the study to get their consent of participating in this study before being selected. After getting their consent, bodaboda drivers were requested to participate in this study. Eligible bodaboda riders included in this particular study are those riders who had at least six months of business experience in the bodaboda business.

3.5. Data Collection Procedures

The data were collected after the sampling stage. In this particular study, a survey method involving a questionnaire was used for data collection. The data collection process involved administering interviews to guarantee a high response rate from the bodaboda drivers. The questionnaire had both open and close-ended questions.

3.6. Validity and Reliability Measurement

The study measured the reliability and validity of data collected to test the consistence and authenticity of the data collected to verify that the findings are safe for consumption. The study carried out a pre-survey activity before the field survey to measure data collection instruments. During the pre-survey study, the study tested the ability of the instrument to measure the constructs as validity measurement. Based on the outcome of the pre-survey study, some questions were restructured while others were dropped out. This procedure was done to the questions which were seen to be vague and not practical in the questionnaire and the checklists.

Nevertheless, reliability was not tested during the pre-survey study but was taken care of during the data collection phase. As explained in the literature, validity is a precondition of reliability [6, 32, 5, 37]. Moreover, everything that is valid is reliable, but not everything reliable is valid [5, 37]. In other words, if validity is a precondition of reliability [25], reliability is not a precondition of validity. This argument implies that reliability is a necessary condition of validity, but it is not sufficient to establish validity.

3.7. Ethical Considerations

Most authors address the importance of ethical considerations [16, 19, 20, 35]. First, the researcher should consider the rights, needs, values, and desires of the respondent(s) [6, 35]. Accordingly, the following ethical considerations were observed in this study to protect both the researcher's and the respondents' rights.

The researcher developed the *consent form* for the respondents to sign before having them engage in the research. This form acknowledges that the respondents' rights would be protected during data collection. Elements of this *consent form* included the following clause.

First, the researcher informed the respondents that they have the *right* to participate voluntarily or withdraw at any time, so no one was to be coerced into participating in the study. *Second*, the researcher also explained the *purpose* of the study to the respondents before the start of the interview. This was done deliberately to enable the respondents to understand the nature of the research and its potential impact

on them. *Third*, the study took seriously issues related to the privacy of the respondents in this study.

3.8. Methods for Data Analysis

After the collected data were coded and cleaned, they were passed through a sequence of analyses to address the research objectives. The data were analysed qualitatively. This approach is more useful for the exploration of road rocky factors slow down the performance of bodaboda drivers and their management in understanding the institutional changes. Qualitative data analysis was chosen because it is more suitable for studying the nature of institutions and the drivers of institutional change over time [12, 9]. The current study, therefore, applied qualitative research methods. Moreover, descriptive statistical analysis was used to investigate road rocky factors and their economic impacts on bodaboda drivers in delivering transport services. The study used frequencies and percentages, which were calculated to show the magnitude of the problem under study and its economic impacts.

4. Results and Discussion

4.1. Demographic Characteristics of the Respondents

In any social science research, determining demographic characteristics is very important [38]. Demographic characteristics in social science research help to determine the features of the respondents included in the study. Demographic characteristics factor is one of the major factors that influence the marketing performance of any economic actor [21, 11, 7]. In this study, economic actors are the bodaboda drivers. In this view, the following are the demographic characteristic factors assed in the paper:

4.1.1. Age of Bodaboda Drivers

The age of bodaboda drivers interviewed was categorized into the following groups those between ages 18 - 35 years, those between 36 - 45 years, and those between 46 years and above. According to the findings in Table 1, the majority (430), which is equivalent to 50 per cent of the respondents were between the age of 18 – 35 years, and the rest of the respondents which is a minority (8) is equivalent to (10%) were aged 46 years. This implies that majority of bodaboda drivers are the youth who constitute the economic labour force in the country. Empirical evidence shows that age has a significant relationship with the growth of income in the bodaboda business [24]. This implies that a person with old age has long business experience, knowledge and business networks, and consequently can dominate the bodaboda market and generate more money using his/her business experience, knowledge, and business network.

4.1.2. Gender of Bodaboda Operators

According to the findings in Table 1, the bodaboda business is more biased because there is no equal gender balance in the sector; for example, both males and females were targeted in the study but, females were not easily

accessed. The findings in Table 1 indicate that 84 (98%) males and females 2 (2%) participated in this study. Accordingly, empirical evidence has shown that most of the bodaboda drivers were males. Based on African tradition,

normally females stay at home to take care of the family, fetch firewood and water while the head of the house (male) brings bread for the family; probably this could be the reason why females are not many in bodaboda business [8].

Table 1. Demographic characteristics of bodaboda drivers (n = 86).

Characteristic of respondents	Category	Frequency	Percentage
Age of bodaboda drivers:	18 - 35 Years (Youth Age)	43	50
	36-45 Years (Adult Age)	35	40
	46 Years and Above (Old Age)	8	10
Gender of bodaboda drivers:	Male	84	98
	Female	2	2
Bodaboda Education Levels:	Primary school education	39	45
	Secondary school education	31	36
	Higher Learning Education	16	19
Bodaboda Driving Experience:	Below 1 Year	12	14
	1 - 5 Years	39	45
	6 years and above	35	41
Nature of Bodaboda Ownership:	Owned by bosses	53	62
	Owned by Myself	33	38
Income Average (Owned by Myself):	Less than Tshs. 20,000	16	19
	Tshs. 20,001 – 30,000	47	55
	Tshs. 30,001 and above	23	26
Income Average (Owned by Bosses):	Less than Tshs. 15,000	48	56
	Tshs. 15,001 – 25,000	21	24
	Tshs. 25,001 and above	17	20

4.1.3. Education Levels

The findings in Table 1 show that 39 (45%) of the respondents had completed primary education while 31 (36%) had completed secondary education and 16 (19%) had completed higher learning education. Based on these findings, the majority of drivers of bodaboda had primary education and the minority had higher learning education in the bodaboda business. This implies that most bodaboda drivers have limited entrepreneurial skills [28]. The level of illiteracy is feared to be very high. Moreover, literature shows that a low level of education might have affected the quality of service delivery by bodaboda drivers and hence affecting the bodaboda market in the country [26].

4.1.4. Business Experience

Here, the study aimed to explore the business knowledge and experience of bodaboda drivers in the study area. As the findings in Table 1 show, 12 (14%) respondents had less than 1-year of bodaboda business experience, 39 (45%) had 1-5 years, and 35 (41%) had 6 years and above working in bodaboda business. In this respect, the majority of bodaboda drivers have adequate working experience in bodaboda regardless of their business revenues earned individually. According to the business experience model, the business might be successful if the business has been in operation for more than five years [4], *ceteris paribus*.

4.1.5. Nature of Bodaboda Ownership

The study intended to find out the number of those who own and those who do not own bodaboda in the study area. The findings show that 53 (62%) respondents were driving the bodaboda of their bosses while 33 (38%) were driving their bodaboda. This means that the majority of the bodaboda

drivers drive their motorcycles. This also implies that most the bodaboda operators take risks by investing a huge amount of money in the economic cycle with the expectation of reaping the returns [38].

4.1.6. Income Average of a Bodaboda Driver

The study intended to find out the income average of bodaboda drivers who participated in the study. This was done to identify determine the financial capacity of bodaboda drivers in terms of working capital and their income generation potential. The findings in Table 1 show that those who ride their Bodabodas can earn between TZS 20,001 - 30,000 per day depending on the area where they conduct the business. Those who ride the Bodaboda of their bosses can earn less than TZS 15,000 depending on the agreement reached by their bosses.

The study findings revealed that there is a difference because a person who rides his own Bodaboda has more income as compared to the person who rides for his boss. For example, the amount generated by a person who rides his bodaboda takes all the money while a person who rides a bodaboda for his boss does not have a decision on the amount he gets and his payments depend on their agreement with his boss [15].

Moreover, the study findings revealed that operators who ride their bodaboda can generate more benefits because no one supervises them and for that matter, the income generated is theirs. This is quite different from those who ride bodaboda for their bosses.

4.2. Legal Requirements for Bodaboda Riders in Tanzania

In this section, the study aimed to determine if bodaboda riders are well familiar with the legal requirement before

starting to ride the motorcycle. The study findings are presented in the following sections.

4.2.1. Driving License

The findings showed that all 86 (100%) respondents interviewed mentioned possession of a valid driving license as one of the legal requirements before starting to ride a bodaboda. The findings however revealed that some bodaboda drivers did not have driving licenses. The study revealed that all bodaboda drivers are aware that they needed a driving license. Before entering into the business of driving a bodaboda, one must acquire a driving license [39].

4.2.2. Two Helmets (Headdress)

According to the findings, 100 per cent (86) of the respondents interviewed mentioned possession of two helmets one for the driver and another for the passenger before starting riding his or her vehicle. According to [39], it is mandatory to wear a helmet properly before starting driving a motorcycle. The is meant to protect the driver and the passenger in case of road accidents.

4.2.3. Wearing Shoes

The findings indicate that 49 per cent (42) of the respondent interviewed cited wearing shoes instead of open shoes as the only means of guaranteeing safe riding of the bodaboda. Drivers are prohibited from wearing open shoes to protect them against accidents. Sometimes, the open shoes can get stuck on the peddles causing accidents. Thus, road traffic regulations prohibit bodaboda drivers from riding motor vehicles while wearing open shoes; instead, they are required to wear normal shoes [39].

4.2.4. Two Side Mirrors

In this study, the findings reveal that 27 per cent (23) of the respondents interviewed mentioned two side mirrors need to be fixed on the motorcycle otherwise traffic police can apprehend any driver who breaks road safety laws. The driver must make sure that the motorcycle is fixed with side mirrors. In Tanzania, evidence shows that most road accidents are associated with poor maintenance of motorcycles including the lack of two side mirrors which need to be used by drivers before overtaking other motor vehicle or crossing the road [28, 38]. Thus, according to road safety laws, all motorcycles need to have two side mirrors to minimize road accidents [39].

4.2.5. Insurance Cover

The findings show that 41 per cent (35) of the respondents cited insurance cover as one of the legal requirements in Tanzania. The driver should make sure insurance cover is valid before driving the motorcycle on either tarmac or rough roads [39]. This implies that if road accidents occur, the insurance company is liable to compensate or restore the injured people from the damages or losses they have suffered due to the accident.

4.2.6. Wearing Bodaboda Uniform

The study also revealed that all bodaboda riders are

required to wear a uniform for identification. This is because most robbers use motorcycles when are engaged in criminal activities. Thus, it is sometimes very hard to tell who are the thieves and who are not. Thus, the government via the police introduced a new regulation that all bodaboda drivers must wear uniforms to distinguish them from other motorcycle riders [38]. Almost all bodaboda stations located in Morogoro Municipal have been registered in the Central Police Station. This finding was reported by 49 per cent (42) of the respondents interviewed in this study.

4.2.7. Good Motor Cycle Condition (The Safety of Motor Cycle Itself)

According to the survey findings, 38 per cent (33) of the respondents interviewed reported checking for the safety of the bodaboda itself as very important before starting riding the bodaboda. The law requires all bodaboda riders to check for the safety of their vehicles before starting any journey. This is for the safety of both the passenger and the bodaboda driver [39].

4.3. Rocky Road That Bodaboda Drivers Face in Delivering Service

This section presents the results and discussions on the rocky road that bodaboda drivers experience in service delivery in Tanzania, particularly in Morogoro Municipal.

4.3.1. Bodaboda Theft

Bodaboda theft is one of the rocky roads bodaboda drivers experience in delivering transport services in the country. The findings show that 8 (9%) motorcycle drivers reported bodaboda theft as among the notorious rocky road affecting the business. The findings show further some of the theft incidents are perpetuated by unscrupulous passengers who hijack the motorcycles and disappear with them. This implies that the sector is not safe as some customers are not genuine passengers but thieves. As noted by [8, 15], since some customers are robbers, motor riders must be vigilant all the time while at work.

4.3.2. Passengers Refusing to Pay Fare

The study revealed that 11 (13%) of respondents reported passengers refusing to pay fares as per the agreement after reaching the end of the journey without any genuine reasons. Similar findings are reported in a study by [38] indicating that male clients turned violent including refusing to pay the fares after reaching their destinations, especially at night. This trend has been affecting the profit margin and income growth of bodaboda drivers.

4.3.3. Passengers Refusing to Wear Helmets

In this study, the findings show that some passengers refuse to wear helmets. This offence often turns out to be the driver's liability who are caught and charged a fine by the traffic police for offences committed by their passengers. About 15 (17%) respondents reported passengers' refusal of wearing helmets as a common offence that usually lends drivers into trouble with the law

enforcement agency along the Morogoro Municipal roads. The study findings revealed further that female passengers have been particularly troublesome in this aspect. They usually argue that wearing helmets would damage their hairstyle. They also argue that helmets can potentially transmit skin-related contagious diseases. Moreover, some drunk males were also reported refusing to wear helmet, especially during the night. This finding is consistent with the finding reported in a study by [15] who revealed that sometimes passengers who refuse to wear helmets sustain fatal head injuries in case of accidents.

4.3.4. Lacking Regular Maintenance

According to the findings, one of the rocky road bodaboda drivers experience in delivering transport services is a lack of regular maintenance to their motorcycles. about 2 (2%) respondents cited lacking regular motorcycle maintenance as a factor affecting negatively the profit margin of bodaboda drivers. As pointed out by [33], sometimes unmaintained motorcycles get breakdown easily and spend more time in the garage hence losing revenues by being out of service. Therefore, failure to do regular services would make bodaboda appear in such a poor running condition that fails to attract customers and thus affecting bodaboda riders' revenue.

4.3.5. Poor Road Network

The study revealed that most bodaboda drivers operate on poor road networks in delivering transport services, particularly in peripheral wards. The poor road network has been causing frequent breakdowns to motorcycles and thus costing money to repair the vehicles. A similar finding is reported in a study by [13] who revealed that motorcycles get frequent breakdowns as a result of the poor road network. This is particularly the case during the rainy season when the roads become slippery and thus increasing the number of breakdowns causing accidents. According to [36], the bodaboda business is severely affected during the rainy season due to muddy roads. This has an impact on the daily earnings of the bodaboda riders.

Moreover, one of the respondents informed this study,

"motorcycles often breakdown due to bad roads. Feeder roads are rarely maintained making us spend more repairing our motorcycles. In good roads, this can be a lucrative business since expenses are minimal".

Another respondent added,

"When it rains many customers avoid our services. This is because they are afraid of being involved in accidents due to the slippery nature of the roads in this area. This affects our economic wellbeing".

4.3.6. Road Accidents

The study revealed that bodaboda accidents are many in the study area. According to the study, 30 per cent (26) of the respondents interviewed cited road accidents as a serious problem that faces bodaboda riders. The study finding revealed that many bodaboda drivers get involved in road accidents and are hospitalized almost daily. As noted by [36,

13], most the bodaboda drivers have a tradition of failing to observe road safety rules either out of ignorance or negligence. For example, the study noted that most the bodaboda accidents are caused by high-speed driving, careless driving or reckless driving.

4.3.7. Fine from Traffic Police

Based on the findings, the fine charged by traffic police seem to be a rocky road among bodaboda drivers. For example in this study, 10 per cent (9) of the bodaboda drivers interviewed reported being charged many fines on similar traffic offences. This is consistent with the observation reported in a study by [15] that, there are a lot of harassment committed by the traffic police. They are no formal by-laws that stipulate the type of fines following the nature of the traffic offences committed. Thus, the police are at liberty to charge any amount of money in the name of a fine. For example, as one of the respondents said, one police could fine a rider an amount ranging from Tshs. 100,000 to Tshs. 150,000 or confiscate the bodaboda for many days. During this time, the bodaboda will have no business and will be in a very difficult moment.

4.3.8. Lacking Training in Road Safety

According to the study findings, 3 per cent (3) of the respondents interviewed reported lacking training on road safety as a rocky road that bodaboda drivers experience in delivering services. The lack of training on road signs and proper use of roads is a serious problem for most bodaboda drivers [8]. For example, in the study area, the study revealed that most the bodaboda drivers who were recklessly driving were among those who lacked training on road safety rules. These individuals are the main cause of the escalation of the rate of bodaboda accidents that inflict pain and injuries not only to the bodaboda drivers themselves but also to unsuspecting passengers.

4.3.9. Stiff Competition

The study revealed that stiff competition is persistent among bodaboda drivers. This is particularly because of the mushrooming of bodaboda operators who are spread everywhere in Morogoro Municipal. Bodaboda terminals or centres are in almost all the wards of Morogoro Municipal. According to the theory of demand and supply, the higher the supply, the low the demand [32], the demand for bodaboda is low because of the oversupply of bodaboda services. Thus, bodaboda drivers have to fiercely compete against each other for customers if they need to remain in business and make money. If such a competition is not well coordinated it is likely to affect the market share negatively throwing out of business uncompetitive bodaboda drivers.

5. Conclusion and Recommendations

5.1. Conclusion

The study concludes that bodaboda plays an instrumental role in easing passengers' transportation woes in many parts

of the country. The impact of bodaboda drivers on this aspect is most felt by many people in both rural and urban areas, particularly in terms of providing an alternative to the movement of commuters and goods in areas where commuter bus services are unavailable or areas where access by normal means of transport would be difficult due to either unfriendly terrain or bad state of roads.

In addition, the Bodaboda transport sub-sector has an economic impact in terms of job creation among the youth. Despite the important role played by bodaboda, the sector is still experiencing a rocky road in delivering transport services. Such rocky roads include bodaboda theft, passengers' refusal of paying fares, passengers' refusal of wearing helmets, the lack of regular maintenance, poor road networks, road accidents, fines from traffic police, and the lack of training on road safety rules among bodaboda drivers, and stiff competition.

In this respect, the failure in addressing these problems would continue to frustrate the development goals of stakeholders in the sector including bodaboda drivers, owners of motorcycles and commuters. These problems could be addressed through the enactment of proper policies in this sector, revisiting of safety rules and regulations in guiding law enforcement agencies in handling cases of traffic offences and violations of road safety rules and regulations committed by offenders among bodaboda drivers. Currently, the situation is precarious as the sector is awash by lawlessness and road madness displayed by bodaboda drivers who persistently make the business environment difficult. The critical issue is how to bring order and discipline to the sector in a bid to mitigate the hustles bodaboda driver, as well as commuters, face hence enabling drivers to earn their income and commuters with comfort and civility expected of any civil society.

5.2. Policy Recommendations

Based on the foregoing presentation and discussion of findings, the paper suggests the following policy recommendations aimed to improve the bodaboda business environment.

- i. The government should see the need to effectively and efficiently transform the bodaboda business from informal to formal through the registration of bodaboda operators under-recognised bodaboda operators association. This will make drivers accountable to their associations. The drivers will work to ensure that the interests of their association are not undermined, because these associations will essentially be the overseers and protectors of the welfare of individual bodaboda drivers.
- ii. Formulate the laws and by-laws to make the bodaboda business environment friendly.
- iii. The government should design training programs to orient bodaboda riders.
- iv. The Government through the Ministry of Health should devise a medical scheme through National Health Insurance Funds (NHIF) to support the bodaboda

drivers through insurance covers specially meant for bodaboda accidents.

- v. The Government through the police department under the Ministry of Internal Affairs should devise a regulation on operating hours; as of now, bodaboda drivers operate on nights when many deadly accidents are reported.

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