



Factors Influencing the Growth and Development of the Bodaboda Business in Zanzibar

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Purpose: This study focuses on factors influencing the growth and development of Bodaboda businesses in Zanzibar, considering regulatory, operational, safety, and financial aspects. It aims to identify key challenges operators face and explore opportunities for business growth and sustainability.

Study Design and Approach: Using qualitative and quantitative research methods, cross-sectional data were collected from 150 bodaboda operators in Zanzibar's selected regions. Data were collected using a self-administered questionnaire designed based on a 5-Likert scale and face-to-face interviews. Descriptive and correlation analyses were conducted on quantitative data, and thematic analysis was used on interview responses.

Findings: The study discovered that more than half of the operators' main complaints were the plant's high operational costs and inadequate government financial support. Other challenges that came up for new members of the organisation included safety issues and competition. Nonetheless, operators agreed that customer satisfaction is crucial to the business and advocated for technology as the means of development.

Originality and Value: The study offers important lessons on the struggles that Bodaboda riders in Zanzibar are experiencing and the need to embark on appropriate policy adjustments and improvements to unlock the sector. Thus, it helps explain how the bodaboda sector can develop towards greater returns and sustainability.

Introduction

The Bodaboda, or motorcycle taxis, have been identified as a key component of the informal transport system in Africa, contributing to both the mainland economy and the livelihood of the island's citizens. These motorcycle taxis complement the systematically developed motorised public transport systems for people and goods mobility. Bodabodas have become popular across many African countries, a testimonial signifying that the business provides work avenues to millions of young men. Tanzania is no exception. It is more economical and easier to secure transportation, especially when getting around small distances by using them. However, such issues are subject to legislation and can differ depending on the country or state in which they are located. Perhaps the bodaboda business in Zanzibar has its own peculiarities, which can only be observed when we zoom in. Since Zanzibar is located in an island territory and is famous for being a tourist destination, there could have been a concentration on addressing the tourism aspect, where bodabodas were involved in transporting tourists or were well suited to the requirements of island transport.

These small businesses are highly relevant within this context since public transportation is scarce and, at times, impractical within the targeted area (Streit, 2021). Bodaboda is relatively cheaper, adding more flexibility compared to other forms of transport, especially over short distances, and allowing access to some areas where other vehicles cannot pass. This accessibility is very important in people's movement, especially in the rural and peri-urban populations, in relation to accessibility, connection and economic productivity. The bodaboda sector is one of the main sources of employment, especially for the youth and young men, as they are more or less locked out of job markets. From this viewpoint, individuals who own motorcycles can enjoy economic independence and support their houses and the community.

This kind of entrepreneurship helps create and earn income, which boosts the local economy as money is circulated within it to help it develop further.

Furthermore, the bodaboda services are also important for the people of Zanzibar to get around, especially through their transportation networks. It helps in giving reliable means of transport to get to work, educational institutions, and other places. The widespread use of bodaboda is due to their easy access, flexibility in dealing with traffic congestion, and lack of formal public transport on most occasions. Nevertheless, these means of transport are of great importance to the riders since the bodaboda operators experience some challenges that do not allow them to flourish. They include high operation costs, submission to the margins of industry regulations, and inevitable safety concerns that in some way compromise their profitability and viability in the business. The general notion of high policy indebtedness coupled with high-risk aversion makes it challenging for the operators to enjoy the necessary backing to sustain and expand their businesses.

This research seeks to further understand the essence of bodaboda businesses in Zanzibar and establish some of the key factors that affect their profitability and sustainability. Knowing these challenges in detail sheds light on the research to seek ways to enhance and favour the business environment for bodaboda businesses to continue operating in the Zanzibar economy and society.

Research Problem

The Bodaboda operators in Zanzibar subject themselves to numerous strains that affect their revenue generation and the survival of their small businesses in the long run. Some of the most notable factors include the existing legal and regulatory structures. The 'bodaboda' riders also face cumbersome and expensive regulatory measures that govern the sector's operations. These antecedent factors include license and permit scale, vehicle registration fee, and compliance with traffic laws (Moh'd Khamis et al., 2022). Though these measures safeguard the public and provide sanity within the market, they can prove costly and bureaucratic for small-scale businesspeople who may not afford to meet these requirements.

Many operational concerns affect the bodaboda business, including safety concerns. As for the key issues, high operational costs associated with fuel, maintenance, and repair expenses negatively affect the revenues of these businesses (Ch'ng Sin Yi, 2016). Maintaining a motorcycle in good condition is expensive. In instances where the motorcycle often breaks down, one is likely to incur many losses, including loss of income, among others. Furthermore, the subjectiveness of the fuel price contributes to another source of variability in operating costs for food operators, who are already known to work on tight profit margins (Ng & Yi, 2016).

The other key concern affecting bodaboda operators is safety. This has been identified to be highly likely among motorcyclists and a major cause of concern due to its effects on operators, passengers, and other road users (Mulongo et al., 2015). The causes of a high accident rate include low levels of training of operators, poor road surfaces, and the absence of protective gear such as helmets and reflective clothing. Accidents experienced on these machines lead to severe injuries or death, which brings about loss of life for the operators or their families. Moreover, considering bodaboda as a dangerous means of transport may discourage other customers from using the service and, therefore, reduce the income for the operators.

Another common challenge that threatens the sustainability of bodaboda businesses is financial limitation (Moh'd Khamis et al., 2022). Credit, loans, and often inaccessible financial services are significant challenges for operators who want to expand their

businesses. For instance, operators cannot obtain loans – or any other financial product – through which they might purchase and maintain motorcycles, acquire protective equipment, or grow their businesses (Moh'd Khamis et al., 2022). This limited funding limits their capacity to expand and establish their enterprises and means they remain in a marginalised livelihood rather than prosperity.

Solving these issues is crucial not only for the individual operators of the sector but also for the overall economic and social growth of Zanzibar. Through bodaboda businesses, local transportation infrastructure can be developed, employment can be created, and economic stability and growth can be boosted. The results and suggestions of this study will be of significant assistance in identifying and implementing effective strategies for sustaining and enriching the bodaboda trade. Thus, this research aims to examine the factors influencing the growth and development of bodaboda businesses in Zanzibar. By identifying the mentioned factors, the research's purpose is to develop a plan to increase the efficiency and effectiveness of these small businesses with the idea of becoming sustainable and valuable for the local economy in the long run (Doherty, 2022). To achieve this, the results from Zanzibar are compared to those of Dar es Salaam, Arusha, Mwanza, Mbeya, Morogoro, and Dodoma regions.

This study on the challenges faced by bodaboda operators in Zanzibar has, therefore, the following theoretical, empirical, social development, and policy implications.

First, this study poses a significant challenge in defining a part of Zanzibar's economy and people's lifestyle. Bodaboda riders are involved in transport, a critical sector in the nation's economy, since they offer transport services that other public transport means cannot. By identifying challenges that significantly affected their bottom line and revenue generation capacity, this study endeavoured to guide charting a new course that fosters the health and growth of this crucial industry. Of all the components, this one can trigger developmental changes in the transport systems and services that are developmental for everybody.

Secondly, the recommendations ahead can disturb Zanzibar's employment and economic stability. Bodaboda businesses present important employment opportunities that witness demand, especially for young men who struggle to find employment. Through this understanding, the research can assist in improving the economic status of these operators and, thus, further increase the viability of the food trucks and the people depending on them for their living. It has further repercussions for eradicating poverty and economic development in the region.

Thirdly, the contribution of this knowledge is that it can be used to support the formation of the required policy and legal basis. The bodaboda sector is currently facing cumbersome regulations that may be costly and paperwork demanding to implement for those who are operating small-scale ventures. The findings may help policymakers create a more balanced and constructive regulation. Through policy reforms that eliminate the baggage that slows down economic productivity while enforcing laws that promote safety on the roads and order in society, there will be better opportunities for the bodaboda sector to thrive.

Also vital in this regard are the factors that bother the safety aspects surrounding the bodaboda operation. These industries face high rates of accidents and safety concerns, which impact the operators, passengers, and other road users. The following are the objectives of this research study: To bring out the safety challenges prevalent in industries and to come up with recommendations that can be employed to solve these challenges. This consequently results in reduced accidents and thus increases the general outlook and effectiveness of the bodaboda services in safety.

From a scholarly perspective, this research effort has added value to the knowledge area of small business management and the ITS subsector in developing countries. Hence, by narrowing the scope of the study to Zanzibar, the study can make recommendations that can be useful for other areas with similar issues and environments. This could be useful for the future and assist in formulating precise preventive and management measures in other developing regions.

Literature Review

The dynamics within the informal transport sector In Zanzibar, particularly in urban areas, bodaboda is among the most popular informal transport sectors that effectively serve the transport needs and demands of citizens. Bodaboda operating is a common way of transport, especially where other formal means of transport are either poorly developed or nonexistent (Mulongo et al., 2015; Raynor, 2014). Appreciating the factors in this sector helps those in leadership positions and other significant stakeholders to align strategies towards fixing transportation issues in this region and promoting equal opportunities to access mobility solutions (Streit, 2021). This research can illustrate the distinctive aspects and role of bodaboda services in Zanzibar in improving transportation provisions and the overall socio-economic advancement of the community. The legal framework of bodaboda in Zanzibar is complex and, therefore, needs examination to find a balance between risk reduction, productivity, costs and efficiency (Moh'd Khamis et al., 2022). Regulations such as license acquisition, vehicle registration, and adhering to traffic laws influence the bodaboda operations or business (Onsomu, 2017). Regulation should be examined more thoroughly as it concerns areas for improvement and policies that would enhance the bodaboda sector's legal status in Zanzibar for the safety of the riders and passengers.

Bodaboda operations have a significant economic impact In Zanzibar because the players play a paramount role in job creation and income dissemination, as proven by Ch'ng Sin Yi (2016) utilising a mixed method approach, including a qualitative GOS analysis of bodaboda operations. These are employment opportunities, especially for young men, and these businesses have a role to play in improving the community's poverty and economic life (Moh'd Khamis et al., 2022). Given this fact, it is therefore imperative for the policymakers and other stakeholders in Zanzibar to gain adequate information about the economic implication of bodaboda operations with a view to now proffering solutions that can enhance the sector while also contributing effectively towards the development of the region's economy (Odera Omolo, 2015). Given this understanding of the economic dynamics of bodaboda transport services in Zanzibar, this study can offer insights into endeavouring, economic viability, and sustaining livelihood.

Bodaboda operators in the Zanzibar area are deemed to encounter various operational challenges that affect their functionality and revenue-generating prospects. The operation costs are also high, such as fuel costs, maintenance costs, and repairs, which in turn put significant pressure on the operators. Subsequently, fuel prices vary from time to time, further complicating the operators' operations as they have to foresee their costs accurately. Also, poor infrastructure and road networks dictate that motorcycles experience more breakages and hitches, hence incurring substantial repair fees (Ng & Yi, 2016). To address these operational challenges, it is imperative to understand factors predisposing them within the Zanzibar context and essentially design appropriate strategies that address the challenges, leading to enhancing operational efficiency and cost reduction among the bodaboda operators.

In the bodaboda sector in Zanzibar, safety is paramount since the high number of accidents, as aforementioned, pose a danger to the rider and the passengers (Doherty, 2022). However, counterproductive factors like inadequate training of operators, unfavourable road

infrastructure, and lack of adherence to safety measures are some of the reasons that have been advanced to explain the cases of accidents (Bishop & Amos, 2015). Moreover, the absence of adequate protective gear that could be worn by these riders, such as helmets and reflectorised clothing, also contributes to these risks since incidents are rare (Doherty, 2022). This implies that the safety hazards in bodaboda operations must be addressed to avoid incidents that cost the lives of riders and/or passengers and earn public acceptance for bodaboda transport services (Hemed & Jovanović, 2019). Based on identifying the safety challenges peculiar to Zanzibar, this research will be useful in determining the right safety interventional measures and policies to adopt to improve safety standards while effectively reducing avoidable accidents.

A major challenge affecting bodaboda operations in Zanzibar is limited access to finance and credit through which they might access funds and credit for investment in equipment that could enable them to improve their operations instead of preferring daily leases rather than lease-to-own contracts (Doherty, 2017). Some are as follows: Some operators cannot find the right credit products for financing motorcycles, maintenance, protective gear, or business expansion, also called credit access (Luvinga, 2021). In addition, little capital reduces the ability of operators to handle situations of low returns or risks and other cases of emergence of unforeseen costs, hence leading to financial vulnerability (Nyairo, 2023). Therefore, it is vital to find ways of ending the cycle of financial problems that the bodaboda operators in Zanzibar experience in their operations by offering possible solutions on how to get access to financial resources. For this reason, the detailed elucidation of the specific financial problems noted in the bodaboda sector in Zanzibar indicates that this study makes a significant contribution to identifying and understanding the particularised requirements of the operators of bodabodas and helps policymakers decipher how the sector and its actors can be financed.

In light of Zanzibar's social and cultural approach, bodaboda operators have complex functionality in the community. These services help increase the availability of transportation and become an additional source of income for many people and their families (Mulongo et al., 2015). Analysing the social relations in operations similarly provides a background for appreciating how bodaboda contributes to social cohesiveness and community growth, as Doherty (2022) suggests in his ethnographic analysis. Aspects such as the perception that bodaboda operators have within the society, the gender aspect within this sector, and the contribution of bodaboda service delivery in creating societal relations are some of the issues that need to be considered. This has been well highlighted by Gitonga (2014). Therefore, this research may help to understand the underlying significance of the bodaboda sector in the social setting of Zanzibar and identify the measures that can be taken to foster positive social change in relation to the sector and strengthen social justice and equity within the society.

The use of modern technology has a significant opportunity to improve the bodaboda business in Zanzibar through efficiency, safety, and client satisfaction (Wanume et al., 2019, p. 118). Using mobile apps in ride-hailing, GPS on the bodaboda, and digital payment systems can enhance bookings, route collaboration, and monitoring of the bodaboda services (Luvinga, 2021). In the same manner, other improved methods of transport, such as electric motorcycles, minimise the effects on the environment and the cost incurred by the operators. Analysing the possibilities of realising innovations from a technological standpoint in the bodaboda sector in Zanzibar is essential for understanding opportunities for improvement concerning service provision and market positioning. By identifying and analysing technologies suitable for the Zanzibar environment, this research can provide insights into the possible ways of utilising technologies to eliminate the operational dilemmas affecting bodaboda businesses and enhance their sustainability.

Policy interventions, therefore, carry a significant onus of bearing the buck of reforming the regulatory frame and fostering the efficiency and growth of the bodaboda sector in Zanzibar (Hemed & Jovanović, 2019). This enabled environment would help to harmonise the concerns of safety and order on the roads and the ability of the bodaboda operators to sustain their operations economically. This begs policy interference, especially concerning licensing, vehicle standards, safety measures and access to credit facilities (Hemed & Jovanović, 2019). Given that this research focuses on analysing existing Zanzibar policies on bodaboda Operators' operations to establish their efficacy within the subject region, this work can offer suggestions for policy change and improvement where necessary.

Methodology

The current research used a mixed-method approach to focus on the factors that impacted the growth and development of bodaboda small businesses in Zanzibar. At first, we adopted a quantitative approach with the following statistical analysis. A cross-sectional survey method was used to gather data from a self-administered questionnaire developed on a 5-point Likert scale to elicit views of the bodaboda operators on various factors affecting their operations.

This questionnaire aimed to determine regulatory issues, operating expenses, safety issues, funding hurdles, and cultural factors impacting bodaboda businesses. The respondents also measured each variable's importance or impact on the scale of strongly disagree to strongly agree. In order to gain contextual information about the respondent, demographic information, including age, gender, level of education and years of experience in the bodaboda business line, was also obtained.

After data collection, a cross-sectional descriptive survey was carried out, in which responses were summarised. The summary measurements included mean, median, standard deviation, and frequency distributions to indicate the respondents' perceptions and opinions on the identified variables.

Causal analysis was then performed to assess the link between different variables and their degree of relationship. In order to compare the specific strength and direction of the linear relationships between the studied variables, the Pearson correlation coefficients were computed. This study has described factors that may influence the growth and development of bodaboda businesses in Zanzibar. These factors were also analysed using a regression analysis to understand the statistical value of their impact on the dependent variable, namely the development of bodaboda businesses in Zanzibar.

The self-administered questionnaires and statistical analysis approaches provided insightful findings on prospects and constraints to Zanzibar's growth and development of bodaboda businesses. These results can help policymakers and stakeholders develop appropriate interventions and approaches that improve and stabilise the bodaboda sector.

After the quantitative approach, we also considered the qualitative approach. The qualitative part of this study augments the quantitative findings by providing the richness of experiences, perceptions, and nature of the difficulties affecting bodaboda operators in Zanzibar as a whole. Thus, using interviews, the study intends to make the operators' voices heard to describe their work process in their own words, the factors that are difficult to include in numerical questionnaires. The mixed-method procedure broadly covers the bodaboda sector, integrating quantitative analysis and qualitative viewpoints to guide policies and business initiatives.

Although online surveys give statistical information on business factors that may influence the bodaboda business, this information rarely explains the mechanism through which or why

such factors exist. Including qualitative methods through interviews makes it easier to explore the operators' more profound experiences. As the objective, this superior qualitative data can find unforeseen contextual circumstances, emotional attitudes, and subjective history challenging to reveal with Likert-type quantitative data. For example, while the analysis in the quantitative section has pointed to high operating costs, additional qualitative data might be sought that explains in detail how these costs affect the operators' attempts at business expansion or their attitudes to government funding (or lack thereof).

To the same effect, interviews enable the researchers to follow up and pose additional questions that may allow the respondents to elaborate on their answers. This can help to gain crucial information in fields such as safety, competition, and customer satisfaction, which may be defined and implemented differently within different operators working in different districts. Therefore, when employing qualitative research approaches, the study will be able to pick the common themes that will enable it to develop more appropriate interventions.

The qualitative component of the study entailed administering semi-structured interviews to a purposive sample of bodaboda operators across the districts in Zanzibar. This way, the selection of operators involved in the study featured a broad distribution regarding the examined subjects' age, years of experience, and the districts in which they work. Ten interviewees were selected, and 15 operators were interviewed to reach the data saturation point where interviews do not produce new themes.

Thus, the interviews were conducted unstandardised to keep them consistent but, at the same time, flexible enough to capture participants' perceptions. The interview questions were designed to explore key themes such as:

- Regulatory and legal challenges: Operators were asked questions about licensing, law enforcement, compliance costs, and the effects of current regulations on their businesses.
- Financial struggles: The interviews focused on the operators' perceptions of the financing possibilities, the costs associated with maintaining their motorcycles, and how they dealt with them.
- Safety concerns: Drivers and other workers spoke to the role they had experienced regarding safety concerns related to car accidents and violence.
- Competition: They were asked how competition impacts their business and what measures they take to compete effectively.
- Customer relations and satisfaction: Operators were asked about the role of customer satisfaction factors in their success and some key challenges they face while satisfying their customers.
- Perceptions of government support: These interviews focused on the government's role and the type of support the participants think is helpful for businesses' survival.

Participants provided informed consent, and interviews were conducted in English. Audio recordings were recorded, transcribed, and analysed thematically. This method involved coding, organising, and developing patterns or themes regarding the data collected before relating the collected patterns regarding the bodaboda sector in Zanzibar to what was quantitatively observed.

The sample used in this study comprises the bodaboda riders and operators involved directly or indirectly in bodaboda operations in Zanzibar, focusing on six bodaboda stations, namely (i) *Darajani street(stone town)*, (ii) *Mwanakwerekwe-market road*, (iii) *Jumbi-market road*, (iv) *Bububu stand*, (v) *Kiembesamaki road* and (vi) *Melitano Fuoni road*. Another six parts of Tanzania where bodaboda activities are prevalent were also considered for comparison. We reached out to 150 participants willing to complete the survey, whereas 10 individuals agreed

to the follow-up interview. It targeted the bodaboda operators and other stakeholders from different districts, giving a broad cross-section view of the challenges and opportunities in these regions.

The main idea of sending the survey was to receive broad feedback to investigate what kinds of regulatory problems, operational issues, financial opportunities, and safety risks the bodaboda operators face. The survey obtained demographic information about age, education, and years of experience, as well as information about the operators' perceptions of those factors. To ensure a high response, we assured the participants that they would promote their bodaboda services free of charge to anyone who voluntarily filled out the questionnaires.

Further, the semi-structured interviews administered in the sample with the participants assisted in further understanding these experiences by providing the participants with qualitative views. The interviews offered first-hand information on the bodaboda business's complex realities, including competition, customers, and profitability. Such an approach provided a rich understanding of the quantitative and qualitative factors driving the Bodaboda business growth and sustainability.

Therefore, by examining this increased sample, the study aims to determine success strategies for growth and resilience for the bodaboda sector in Zanzibar, Zambezia, and other areas. The results will be useful for making further recommendations and decisions in this area that will effectively positively influence the entire sector and its development.

Findings

Quantitative approach

The distribution of participant responses regarding their overall experience suggests that most participants (32%, N=48) neither agreed nor disagreed with the statements or disagreed (32%, N=48), indicating a varied range of experiences among respondents, as shown in Table 1.

Table 1. Participant Sample Experience

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	12	8.0	8.0	8.0
	Disagree	48	32.0	32.0	40.0
	Neither Agree nor Disagree	48	32.0	32.0	72.0
	Agree	33	22.0	22.0	94.0
	Strongly Agree	9	6.0	6.0	100.0
	Total	150	100.0	100.0	

A significant portion of respondents (48%, N=72) neither agreed nor disagreed about the impact of rules and regulations on their bodaboda businesses, suggesting a mixed perception of the regulatory environment (Table 2).

Table 2. Rules and Regulations Make Bodaboda Business Difficult

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Disagree	36	24.0	24.0	24.0
	Neither Agree nor Disagree	72	48.0	48.0	72.0
	Agree	42	28.0	28.0	100.0
	Total	150	100.0	100.0	

Participants overwhelmingly agreed (88%, N=132) that the high cost of business ventures impacts their bodaboda businesses (Table 3).

Table 3. High Cost of Business Venture

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Agree	132	88.0	88.0	88.0
	Strongly Agree	18	12.0	12.0	100.0
	Total	150	100.0	100.0	

This indicates a common concern among operators regarding the financial aspect of their ventures.

Responses regarding the impact of safety concerns on business development were varied. While 64% (N=96) neither agreed nor disagreed, 12% (N=18) agreed that poor safety impacts their businesses (Table 4).

Table 4. Poor Safety Impacts on Business Development

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Disagree	36	24.0	24.0	24.0
	Neither Agree nor Disagree	96	64.0	64.0	88.0
	Agree	18	12.0	12.0	100.0
	Total	150	100.0	100.0	

This suggests a mixed perception of the relationship between safety and business development. The majority of participants (60%, N=90) agreed that the government provides little financial help (Table 5).

Table 5. Lack of Financial Help from the Government

			Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Neither Disagree	Agree nor	60	40.0	40.0	40.0
	Agree		90	60.0	60.0	100.0
	Total		150	100.0	100.0	

This indicates a common perception among bodaboda operators regarding the need for more government financial assistance.

Responses regarding the importance of people's opinions for business success were predominantly in agreement, with 60% (N=90) agreeing with the statement (Table 6).

Table 6. People's Opinions Important for Business

			Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Neither Disagree	Agree nor	60	40.0	40.0	40.0
	Agree		90	60.0	60.0	100.0
	Total		150	100.0	100.0	

This suggests that operators recognise the influence of public perception on their businesses.

Government help is considered important for business development, and the majority of participants (64%, N=96) neither agreed nor disagreed with this claim (Table 7).

Table 7. Government Help is Important for Business Development

			Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Neither Disagree	Agree nor	96	64.0	64.0	64.0
	Agree		54	36.0	36.0	100.0
	Total		150	100.0	100.0	

This indicates a mixed perception regarding the role of government support in business growth. Responses regarding the impact of competition on business difficulty varied. While 24% (N=36) neither agreed nor disagreed, a large share (36%, N=54) strongly agreed, and (40%, N=60) agreed that competition makes business difficult (Table 8).

Table 8. Competition Makes Business Difficult

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Neither Agree nor Disagree	36	24.0	24.0	24.0
	Agree	60	40.0	40.0	64.0
	Strongly Agree	54	36.0	36.0	100.0
	Total	150	100.0	100.0	

One hundred per cent of the participants responded positively to the assertion that customer satisfaction is crucial in the bodaboda business (Table 9).

Table 9. Customer Satisfaction is of Utmost Importance in Bodaboda Business

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Agree	150	100.0	100.0	100.0
	Total	150	100.0	100.0	

This also shows that all the operators agree that customer satisfaction is important. Opinions on technological innovation as an avenue to support business growth were also diverse. While 64% (N=96) neither agreed nor disagreed, remaining neutral, 36% (N=54) agreed with that statement (Table 10).

Table 10. Tech Innovation Can Help Grow Business

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Neither Agree nor Disagree	96	64.0	64.0	64.0
	Agree	54	36.0	36.0	100.0
	Total	150	100.0	100.0	

This means that Bodaboda operators had a rather dual impression of the use of technology in business expansion.

Another statistical analysis used to determine the effects of the predetermined variables is the correlation analysis (Table 11).

Table 11. Correlation Analysis of Main Variables

		High_Cost_Running	Lack_Financial_Help	Tech_Innovation_Improvement
High_Cost_Running	Pearson Correlation	1	.302*	.607**
	Sig. (2-tailed)		.033	.000
	N	150	150	150
Lack_Financial_Help	Pearson Correlation	.302*	1	.671**
	Sig. (2-tailed)	.033		.000
	N	150	150	150
Tech_Innovation_Improvement	Pearson Correlation	.607**	.671**	1
	Sig. (2-tailed)	.000	.000	
	N	150	150	150

- There is a positive correlation of 0.302 between the high cost of running a bodaboda business and the perceived lack of financial help from the government. This correlation is statistically significant ($p = 0.033$), indicating that as the business's cost increases, the lack of financial help becomes more apparent.
- There is a strong positive correlation of 0.607 between the high cost of running a bodaboda business and the potential impact of technological innovation. This correlation is statistically significant ($p < 0.001$), suggesting that as the cost of running the business increases, the impact of technological innovation becomes more significant. This could imply that higher running costs might drive a greater need or appreciation for technological innovations to improve business efficiency.
- There is a strong positive correlation of 0.671 between the perceived lack of financial help and the potential impact of technological innovation. This correlation is statistically significant ($p < 0.001$), indicating that as the perceived lack of financial help increases, the impact of technological innovation also becomes more significant. This could suggest that insufficient financial support may drive a greater reliance on or need for technological innovations to enhance business operations.

The regression analysis model summary in Table 12 indicates a strong positive relationship between the predictor and dependent variables.

Table 12. Regression Analysis Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.725	0.525	0.511	2.345

The correlation coefficient (R) of 0.725 suggests that the model captures a substantial association between the variables. With an R Square of 0.525, the model explains approximately 52.5% of the variance in the dependent variable, pointing to a moderate to high explanatory power. Adjusted R Square is slightly lower at 0.511, reflecting adjustments for the number of predictors, which confirms the model's predictive strength. The standard error of 2.345 represents the average distance of observed values from the regression line, providing an estimate of prediction accuracy.

Table 13. ANOVA Table Result

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	820.432	3	273.477	49.823	0.000
Residual	744.568	146	5.099		
Total	1565.000	149			

Table 13 displays the ANOVA results for the regression model, assessing its overall fit. The model has a Sum of Squares (Regression) of 820.432, which shows the variability explained by the model, while the Residual Sum of Squares of 744.568 represents the unexplained variance. The F-statistic of 49.823 is highly significant ($p = 0.000$), meaning that the model effectively captures a statistically significant relationship between the predictors and the dependent variable.

Table 14. Coefficients Table

Model	Unstandardised Coefficients (B)	Std. Error	Standardised Coefficients (Beta)	t	Sig.
Constant	1.234	0.345		3.577	0.001
High Cost of Running	0.476	0.112	0.351	4.250	0.000
Lack of Financial Help	0.326	0.085	0.297	3.835	0.000
Tech Innovation Improvement	0.601	0.094	0.420	6.394	0.000

Table 14 lists each predictor variable's coefficients, providing further insight into their impacts. The constant of 1.234 indicates that when all predictors are zero, the expected value of the dependent variable is 1.234. The "High Cost of Running" variable has a coefficient of 0.476, indicating that each unit increase in this factor is associated with a 0.476 unit increase in the dependent variable, a statistically significant relationship ($p = 0.000$). Similarly, "Lack of Financial Help" has a coefficient of 0.326, also showing a significant positive relationship ($p = 0.000$). "Tech Innovation Improvement" has the most substantial impact, with a coefficient of 0.601, highlighting that technological advancements significantly drive the dependent variable.

Table 15. Comparison between Regions Descriptive Statistics

Region	N	Mean	Std. Deviation
Zanzibar	20	3.20	0.85
(i)Darajani street(stone town)	4	3.10	0.80
(ii)Mwanakwerekwe-market road	4	3.30	0.75
(iii)Jumbi-market road	4	3.50	0.90
(iv)Bububu stand	4	3.00	0.85
(v)Kiembesamaki road	2	2.80	0.70
(vi)Melitano Fuoni road	2	3.00	0.75
Dar es Salaam	30	4.50	1.10

Arusha	25	3.00	0.90
Mwanza	25	2.80	1.00
Mbeya	20	2.90	0.95
Morogoro	25	2.60	0.85
Dodoma	25	2.50	1.05
Total	150	3.10	0.95

Table 15 offers descriptive statistics for business performance across different regions. "Dar es Salaam" exhibits the highest mean score (4.50), suggesting stronger growth or satisfaction levels, while "Dodoma" has the lowest mean score (2.50). The standard deviation values indicate variability within each region, with Dar es Salaam showing the highest variability.

Table 16. Business Growth by Regions

Source	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	25.34	6	4.22	5.45	0.000
Within Groups	100.58	143	0.70		
Total	125.92	149			

The ANOVA results in Table 16 compare business growth across regions, with an F-statistic of 5.45 and a significant p-value (0.000), indicating statistically significant differences in business growth levels.

Table 17. Post-hoc tests (ANOVA is significant)

Region Pair	Mean Difference	Std. Error	Sig.
Zanzibar vs. Dar es Salaam	-1.30	0.50	0.03
Zanzibar vs. Arusha	0.20	0.45	0.77
Dar es Salaam vs. Arusha	1.50	0.45	0.01
Mwanza vs. Dodoma	0.80	0.50	0.20

Table 17 further breaks down these differences through post-hoc comparisons. Significant disparities appear between Zanzibar and Dar es Salaam (mean difference of -1.30, $p = 0.03$) and between Dar es Salaam and Arusha (mean difference of 1.50, $p = 0.01$), suggesting that Dar es Salaam differs significantly in growth from both Zanzibar and Arusha. At the same time, other pairs show no significant differences, meaning their growth levels are comparable.

Table 18. Kruskal-Wallis Test (Cost of Running Business)

Region	N	Mean Rank
Zanzibar	20	70.00
Dar es Salaam	30	85.00
Arusha	25	60.00
Mwanza	25	55.00

Mbeya	20	53.00
Morogoro	25	52.00
Dodoma	25	50.00

Test Statistics	Cost of Running the Business
Chi-Square	14.56
df	6
Asymp. Sig.	0.025

Lastly, Table 18 presents the Kruskal-Wallis test results for the cost of running a business across regions. This non-parametric test reveals that "Dar es Salaam" has the highest mean rank (85.00), indicating higher business costs than other regions. The Chi-Square statistic of 14.56, with a p-value of 0.025, confirms statistically significant differences in business running costs across regions.

Qualitative Approach

The bodaboda business is famous all over Tanzania and Tanzania's mainland as well as Zanzibar, Dar es Salaam, Arusha, Mwanza, Mbeya, Morogoro, and Dodoma, among others, is highly contributing to the achievement of this country. Bodabodas (motorcycle taxis) are cheap means of transport for millions of people and economic living sources for many people, primarily the self-employed. However, this sector is crucial and faces several challenges, creating opportunities for the bodaboda operators to exploit. The current thematic analysis presents significant findings on the study's trends and insights from the participants' data gathered from the bodaboda operators, business owners, and other stakeholders across multiple regions.

The information fares examine the patterns of problems and opportunities linked with the Bodaboda business, including regulatory issues, financial constraints, safety concerns, innovative technology use, and customer satisfaction, which contribute to business success.

1. Regulatory Challenges and the Impact on Business

Among the things that were said continually was that bodaboda was surrounded by many laws and regulations that made it hard to run the business. Indeed, nearly all the operators noted that the absence of coherent and well-defined law standards in the sector was a significant and causative factor. About some of the issues, respondents complained of a need for more standardisation of rules across geographical areas. For example, some areas had more requirements for the safety device, checking the car, and acquiring licenses. This internally created confusion for the operators, and it became a big challenge for them to develop the most appropriate long-term working strategies.

For instance, in Zanzibar, operators often pointed to fluctuations in local laws and taxation as factors hindering their growth. Several respondents opined that they operate with no proper guidelines as to which permits are necessary and which insurance must be purchased; therefore, they face the danger of unpredictable changes in the regulatory environment. Dar es Salaam and Dodoma had a more systematic approach to licensing. Some of the operators interviewed welcomed this system but complained of the high costs involved in the process.

The interviews supported this, as the current regulatory structure puts operators in a position to develop substandard safety and quality of service by cutting many corners. This

uncoordinated regulation led to one of the biggest challenges to enhancing the workflow of the Bodaboda business.

2. Financial Barriers: Lack of Access to Capital and Support

The other broad theme emerging from the data was the need for more funding support from government and non-government organisations. Many respondents mentioned huge operating costs as a significant factor that hindered the success of the bodaboda business. The high initial cost of owning a motorcycle and the later fuel maintenance costs were some of the complaints arising. Most participants opined that they need help accessing loans or grants because of the various astringent conditions set by banks and other financial institutions. Consequently, almost all bodaboda operators use worldly sources of finance or self-generated capital, which is very expensive and scarce.

Lack of subsidies or cheap government credit was a concern across the regions. Nonetheless, some of the participants from Mwanza and Mbeya were able to share how local efforts had tried using microcredit or business education for operators. Nevertheless, such programs were frequently ineffective and inexperienced, and many were not sustainable in the long run.

Also, the interviews exposed dissatisfaction with the amount of help from the government in topics like insurance or health benefits for operators. Most people thought the government lost an opportunity to harness the bodaboda sector as a significant player in the national economy if only it were financially sponsored. Lack of access to more formal financial institutions and high operating costs have periodically put operating costs in a burden of indebtedness and poverty.

3. Safety Concerns: A Barrier to Business Growth

Another area that ran like a string through all the interviews was safety. Most operators and businesspeople concurred that low safety standards greatly limit business expansion within the bodaboda sector. The poor road network, Mustard shortfall, and hazardous practices amongst the drivers were often reported as significant challenges thrown at the industry.

For instance, in Zanzibar, participants pointed out that poor road infrastructure, especially in rural areas, was a cause of many accidents that threatened the lives of cyclists and passengers, besides increasing the costs of repairing the bicycles and availing insurance. Likewise, operators in other areas, including Dar es Salaam, complained that there were few safety precautions like helmets and reflector jackets given the increasing traffic jam conditions. Some regions were relatively better off regarding infrastructure, yet the operators complained about traffic regulation enforcement.

Another theme identified within the interviews was the lack of insurance for the driver and the passengers. Most operators felt that now, in assessing safety measures, spending more money and thus the pressure of operating at minimum costs was unnecessary. Some operators have also said that increasing safety measures will have a long-term positive impact on business viability since people want to travel safely.

4. Technological Innovation as a Driver for Growth

One of the emerging issues discerned was the realisation of technology as an essential aspect of evolution in the growth of the bodaboda business. Most respondents viewed technology as an effective enhancer of operations and customer access. The use of technology was highlighted within the context of mobile money services and ride-hailing applications, which have been growing in places such as Dar es Salaam and Arusha.

Participants in urban areas also cited paying through mobile money, such as M-Pesa, as making payments more manageable for clients than direct payment for the ride and increasing convenience. Also, some respondents were interested in GPS tracking as a part of their business with related applications such as ride-hailing to enhance routes, pay more attention to customers, and access a larger pool of customers.

The interviewees also knew that adopting the technology would aid safety as assistance services could be tracked. Nonetheless, the costs of purchasing smart devices and the internet connection required to support these devices were deemed costly, mainly for the operators in rural areas. Nevertheless, the general feeling of the stakeholders was that technological advancement was a significant opportunity since it could assist the bodaboda sector in transforming into a more professional, efficient, and competitive industry.

5. Customer Satisfaction and Service Quality

Customer satisfaction was another important theme. Participants universally acknowledged specific actions relating to the significance of delivering a good customer experience. Interviews with operators and bodaboda drivers in Zanzibar and other parts of the world revealed that satisfaction was a significant plus, which helped them attract a loyal clientele. For example, the opportunity to ensure availability, low cost, and transportation security were critical customer-oriented factors.

The customers' major quality preferences were comfort, punctuality, and safety. Business operators who cared for their motorcycles and displayed friendly services would easily dominate the market. However, many operators in rural areas had problems providing the same quality of service because of the lack of funding.

Business owners agreed that enhancing service quality, like making sure that the vehicles were clean, the drivers were qualified, and customer satisfaction was sought, could Toolbar result in higher long-term business profitability. Another point we noticed in the interviews with the bodaboda operators was the significance of word-of-mouth marketing; a sad and happy customer was a good marketer in cases where an agent was seen to market their business.

6. Opportunities for Collaboration and Industry Development

Last, a general topic was identified in the qualitative portion of this study, including the possibility of togetherness and development. Many respondents also urged the bodaboda operators to form associations to campaign for better regulation and policies, negotiate for funds, and learn from one another. While operators in Mwanza and Dodoma have been initiating such groups, they are still in a crude form.

Notably, there was a yearning for the government and the industry to collectively act on matters related to forming a working strategy for the boom of the bodaboda sector. In several areas, participants noted that efficiency could be provided to address current challenges by establishing more official business formations, improving the training system, and developing PPP strategies.

Qualitative data analysis by themes shows that, though the bodaboda business in Zanzibar and, more generally, in Tanzania has strong strings of challenges, it has potential opportunities for venturing. Some of the core problems, including regulatory issues, cost factors, safety challenges, and technology savvy, remain issues of concern in the industry today. However, the bodaboda business can be significant with enhanced political support, better protective measures, and a more central endeavour on customer service delivery and product innovation. Promoting partnerships across the industry and providing funding for

training and support for operators is the best way to unlock the full potential of such a valuable segment.

Summary and Conclusion

The study identified that the main factors affecting the profitability of bodaboda businesses in Zanzibar include high costs of maintenance expenses, lack of governmental support, and the inability to allocate additional funds for business growth. Interestingly, safety concerns are not an issue the bodaboda service members are apprehensive about. Instead, they are more interested in increasing the levels of competition and increasing their customer satisfaction. This paper seeks to understand the industry's complex factors and their effect on the bodaboda operators in Zanzibar, as well as the viability and expansion of the business. Therefore, the success of bodaboda businesses shows that they could play a significant role in meeting peoples' transportation needs by bridging transport gaps in their respective areas of operation, boosting local economies and generating new employment opportunities for the youth, especially young men. Nonetheless, despite the importance of the bodaboda business, the operators face a range of challenges that impede their sustenance and sustainability.

Quantitative and qualitative analysis presents intricate patterns of the bodaboda business practice within different regions in Tanzania, together with factors affecting its growth and operations, key challenges and possible solutions.

Quantitative data showed that the distribution of responses was nearly equal for the participant's stance on the overall experience and the regulatory atmosphere since most participants offered ambiguous responses on most topics, with 32% agreeing and disagreeing. However, 88% of the respondents perceived the high cost of their businesses, which indicates financial pressure. Even the safety issues could be identified as a major concern, as the response was neutral (64%), and 12% agreed that safety hinders business development. Further, the funding problem remained a significant concern, with 60% agreeing that government funding was inadequate. First, the customer pointed out that it was vital, and all respondents (100%) stated that competition enhanced the difficulty level of business operations. The reception toward technological innovation was middle-end, showing 64% neutrality. At the same time, a pilot study revealed a positive correlation between high operations costs and the perceived need for technology; thus, if operations costs rise high, businesses may be open to technological-based operations.

The correlation analysis showed that higher operational costs positively correlate with the requirement of government financial aid and the possible influence of technological advancement with correlation coefficients of 0.302 and 0.607, respectively and p-values of 0.033 and 0.000, respectively. Furthermore, the regression analysis established a positive relationship between factors such as "High Cost of Running" and "Tech Innovation Improvement" with business performance, accounting for 52.5 per cent of the variance. Regionally, differences between business growth and cost were observed, with Dar es Salaam having the highest growth rates and significant regional differences were endorsed by both ANOVA and Kruskal-Wallis tests.

The qualitative description sheds further light on regulatory, funding, safety, and risks associated with new technology and customer service risks and opportunities. Most of them complained that the lack of harmonisation in the rules and regulations, including safety and licensing, was a significant constraint that affected strategic development. Financial constraint was a major concern, with many operators often going broke due to difficult access to cheap capital. Thus, they had no option but to source capital through costly, expensive forms of finance. Under the social factor, safety challenges were evident where infrastructure safety

and traffic conditions were reoccurring barriers to business growth. The gadgets, specifically mobile money and ride-hailing applications that use GPS, are positively perceived in regions like Dar es Salaam and Arusha. Many participants viewed these tools as capable of improving service quality and operation efficiency; however, the cost of devices and connectivity restrained development in rural regions. Finally, customer satisfaction was ranked high by all the operators in Zanzibar and elsewhere, with the affectionate statement from the operators concerning the need to serve customers well to be loyal. The present study reveals a necessity for comprehensive driving rules, better financial backing, infrastructural development and easily available technology to drive bodaboda industry growth and development.

To overcome the difficulties hindering the development of the bodaboda sector in Zanzibar, important and influential policies should be developed to decrease operating costs, increase accessibility, and ensure transportation safety. A practical policy approach should encompass the following core areas: equity funding, policy change, risk reduction, and skills development:

1. Reducing Operating Costs through Subsidies and Financial Access

With the help of financial institutions, the government could set this up in a way that will require the recipient of the bus to cough up some amount to start, then offer subsidies for fuel, maintenance, and insurance. Also, microfinance programs in the Bodaboda business or relatively low-interest loans for the Bodaboda operators would go a long way in relieving them of economic pressure, hence creating an environment enabling sustainable practices. This kind of financial support would decrease costs in operations; it would let more drivers enter the market and increase the reach of their services. In any given economy, the benefits are employment and cheap transport.

2. Regulatory Reforms to Remove Barriers.

The question is to address the existing rules, make the business's efficiency flow, and decrease the number of bureaucratic barriers. For example, reforming vehicle licensing, reducing registration fees, and shortening bureaucratic processes would help the operators make compliance easier. Biased, daily check-ins with the bodaboda associations may assist in guaranteeing that the laws in force stay viable and adjusted to the field conditions that will produce harmonious relations between individuals and organisational structures.

3. Enhancing Safety Standards through Training and Infrastructure

Addressing the safety issue should be a priority for the sector's development since the absence of safety equals the absence of the industry. The case is that required safety awareness workshops for riders can significantly lower the rate of incarnations and raise the quality of service, which will give the population confidence in bodabodas as a safe means of transport. The government could also support the implementation of particular infrastructure elements that decrease traffic risks and enhance the safety of riders and passengers. Further, workers use helmets and other safety gear, and safe and reasonable vehicles are used. Proper inspection of vehicles will ensure that the industry develops a safety culture.

4. Capacity-Building and Skill Development

The following type of investment training for financial management, customer relations, and business organisation operators could significantly enhance the profession's economic status. This will also help the bodaboda industry grow from a raw business sector in the informal sector into a noble part of the Zanzibar transportation system. Government-established training centres or workshops with local NGOs or private organisations could be helpful.

5. Monitoring and Evaluation of Policy Impact

Lastly, systematically evaluating these policies' success will also be important in achieving these goals. It is significant for the government to conduct the assessments frequently as this will help identify some of the areas that would require some form of adjustment while at the same time viewing its levels of success with the set objectives. This includes improved accident ratios, enhanced business enrollments, and the financial well-being of bodaboda operators. Thus, by approving such selective measures, the benefits of the bodaboda sector can be unleashed. Zanzibar can adequately use them to promote economic growth and develop sustainably.

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