Abstract

Tonaton. com is a classified advertisements website operating in Ghana. The website was officially and formally launched to begin operation in Ghana on the 23rd April 2013. Tonaton.com, with its meaning in our local language as "Buy and Sell" in Asante Kasa Twi, tries to find and provide a trustworthy medium for the buying and selling of products and services. This paper seeks to analyze the usage of the Tonaton.com website to see if car buyers and sellers in Kumasi Metropolis are making good use of it. A survey of car dealers in Kumasi Metropolis in the Ashanti Region of Ghana was conducted. Five garages in the Kumasi Metropolis were randomly selected using Systematic random sampling. Two hundred and fifty respondents were selected from these five garages using cluster random sampling and questionnaires were distributed among the respondents and out of which 235 responded to the questionnaires. This means that the rate of response of the study was 94 percent. The data were analyzed by using Statistical Package for the Social Sciences (SPSS) latest version. Results were also presented in tables and different figures. After the survey, the responses gathered shows that few of them believe that Tonaton.com is not real whiles a vast number of them have confidence in Tonaton.com and they have been using Tonaton.com daily and
mostly for their car businesses with a percentage of 75. 74%. It was also discovered after the study that they also use it for other activities like looking for apartment to buy or rent and looking for lands and other properties to buy.

References

- Shane Diffily The Website Manager’s Handbook an abridged extract from “Chapter 2: Website Maintenance” of The Website Manager’s Handbook by Michaela. Stelzner, May 2013: 2013 social media marketing industry report how marketers are using Social media to grow their businesses: pp 7-13
- Michaela. Stelzner, May 2013: 2013 social media marketing industry report how marketers are using Social media to grow their businesses: pp 17-41

Index Terms

Computer Science
Information Sciences

Keywords
Tonaton. Website SPSS Survey Dealers Buyers Sellers