

**Effects of Marketing Research on Market Share at Bonite Bottlers Company Limited  
Moshi Main Office**

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Marketing research is designed to help a company to establish a foothold in a market and increase its presence in a market. The aim of the study was to assess the effects of marketing research towards market share at Bonite Bottlers Company Limited and it was guided by three objectives, which are; to identify types of market research on market share at Bonite Bottlers Company Limited (BBL); to examine the contribution of market research on market share at Bonite Bottlers Company Limited and; to determine the implication of market research towards market share at Bonite Bottlers Company Limited. The study employed cross-sectional research designs. Data were obtained using questionnaires to 90 Bonite Bottlers Limited respondents and documentary review. The findings revealed that 89% of the respondents justified that market intelligence feedback process increases market share and 71% of the respondents proved that increases sales volume contribute market share at Bonite Bottlers Company Ltd. The respondents which are about 74% agreed that competitor analysis made the company to increase sales volume and identification of potential customers hold true on market share because 84% of the respondents proved that. The study concluded that market research provides information to gain knowledge in the decision-making process and hence has significance advantage to increase market share and maximizes company' profit. The study recommends that the company should rely on market intelligence feedbacks process also the Company should design a tool which will explore new opportunities in marketing, also the company should have market structure that will assess from different angle in order to add precision and confidence to the market share. Further, the company should prioritize and maximize time effectively on service delivery.