

The effectiveness of marketing strategies of multinational technology-based transport network companies in Tanzania: a case of Bolt, Mondo Ride and Uber

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The main objective of this study was to evaluate the effectiveness of marketing strategies used by multinational transport network companies operating in Tanzania. The specific objectives were; to identify the product/services offered by the multinational ride-sharing firms; to determine the effectiveness of pricing strategies adopted by these companies; to determine the effectiveness of marketing communication strategies undertaken by these firms and to determine the effectiveness of distribution strategies undertaken by these firms. An explorative case study design was employed with a mix of qualitative and quantitative approaches with the study area being Dar es Salaam. The study used a random sampling and purposive sampling procedures with a sample size of 100 customers, 60 drivers and 3 managers from Uber, Bolt and Mondo Ride. Semi-structured questionnaires and interviews were used for data collection. Data obtained was cleaned, coded and analyzed using SPSS version 21 and presented in form of tables, charts, graphs and statistics.