

**THE INFLUENCE OF MARKETING COMMUNICATION TOOLS ON
STUDENT ENROLLMENT IN PRIVATE UNIVERSITIES IN KENYA**

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DECLARATION

This Research project is my original work and has not been submitted for an academic award of any other University.

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This Research project has been presented for examination with my approval as the University Supervisor.

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DEDICATION

I dedicate this research project to my fiancé for being there for me, her understanding and moral support whenever I was in need.

TABLE OF CONTENTS

DECLARATION	ii
ACKNOWLEDGEMENT	iii
DEDICATION	iv
LISTS OF TABLES.....	viii
CHAPTER ONE	1
INTRODUCTION	1
1.1 Background of the Study	1
1.1.1 Marketing Communication Tools	2
1.1.2 Students Enrollment.....	3
1.2 Research Problem	4
1.3 Research Objectives.....	6
1.3.1 General Objective	6
1.3.2 Specific Objectives	6
1.4 Value of the Study	7
CHAPTER TWO	9
LITERATURE REVIEW	9
2.1 Introduction.....	9
2.2 Theoretical Foundation.....	9
2.3 Marketing Communication Theory.....	9
2.4 Marketing Communication and Student Enrollment	10
2.4.1 Public Relations and Student Enrollment	13
2.4.2 Advertising and Student Enrollment.....	14

2.4.3 Direct Marketing and Student Enrollment	15
2.4.4 Personal Selling and Student Enrollment.....	16
CHAPTER THREE	17
RESEARCH METHODOLOGY	17
3.1 Introduction.....	17
3.2 Research Design.....	17
3.3 Target Population.....	17
3.4 Sample Design	17
3.5 Data Collection Methods and Techniques	18
3.6 Data Analysis	18
CHAPTER FOUR.....	19
DATA ANALYSIS AND DISCUSSION	19
4.1 Introduction.....	19
4.2 Rate of Response.....	19
4.3 General Information.....	19
4.4 Public Relations and Student Enrolment	21
4.5 The Influence of Advertising in Student Enrolment.....	22
4.6 The Influence of Direct Marketing in Student Enrolment	24
4.7 The Influence of Personal Selling on Student Enrolment.....	26
4.8 Descriptive Statistics.....	28
4.9 Correlations.....	29
4.10 Regression Analysis.....	29
4.11 Coefficients	30
CHAPTER FIVE	32

CONCLUSION AND DISCUSSION	32
5.1 Introduction.....	32
5.1.1 Public relations and student enrollment	32
5.1.2 Advertising and student enrollment	32
5.1.3 Direct marketing and student enrollment.....	33
5.1.4 Personal selling and student enrollment.....	33
5.2 Conclusion	34
5.3 Recommendation of the Study.....	34
5.4 Limitations of the Study.....	35
5.5 Suggestion for further studies	35
REFERENCES	36
APPENDICES	41
Appendix 1: Letter of Introduction.....	41
Appendix 2: Research Questionnaire.....	42
Appendix 3: List Of Private Universities.....	47

LISTS OF TABLES

Table 4.1	Analysis of Response Rate.....	18
Table 4.2	Profile of the Respondent.....	19
Table 4.3	Public Relations and Student Enrolment.....	20
Table 4.4	The Influence of Advertising in Student Enrolment.....	22
Table 4.5	The Influence of Direct Marketing in Student Enrolment.....	23
Table 4.6	The Influence of Personal Selling In Student Enrolment.....	25
Table 4.7	Descriptive Statistics.....	26
Table 4.8	Correlations.....	27
Table 4.9	Model Summary.....	28
Table 4.10	Coefficients.....	28

ABSTRACT

The study objective is to the influence of marketing communication tools on student enrollment in private universities in Kenya. The study used the descriptive research design. The study used questionnaires as data collection instruments. The data was analyzed using Scientific Programme for Social Sciences (SPSS). The analysis was presented using figures and tables. The analysis concludes that the level of digital marketing capability in the private high education industry in Kenya is average. This is primarily because the use of online learning and advertisement among Kenyan universities is still growing. The study therefore concluded that private universities should also chose the methods of traditional and digital marketing in a way that is critical important to their goals and anticipations. The study concludes that strategies used in the traditional and digital marketing by private universities should further be adopted at the branch level and not only in the head office. The study concludes that there should be enhanced scope of strategies and not only depending on a few marketing strategies. That private universities should engage the use of more than one marketing strategy and that with the current increased competition in Kenya and abroad in higher education, there is an importance of using mobile apps as a strategy in the marketing to enhance higher enrolment in private universities That the marketing strategies should not only be applied by the head office at the university, but each branch should have a department to address marketing strategies and issues that relate to customer service. The customer service personnel's should be very well trained on how to use marketing strategies to ensure customer service is above the traditional standards. That there is a need for the private universities to adopt digital marketing services to enhance quality of customer service and service delivery in order to enhance higher enrolment in their campus. Most universities have not embraced the use of social networks to use as student recruitment tools. Technological advancements are changing how student recruitment is being done in higher learning institutions in targeting the techno-literate prospective students. Internet use through university websites has a high usage rate which is equally indicated by student use in accessing university information.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Economic development is correlated with the development of higher education. Kenya's higher education has remained the fastest-growing segment of the education system over the past 20 years, with enrolments increasing on average by 6.2 percent per year (Abagi, 1995). This has been exemplified by the rise in enrolments in public and private universities, the proliferation of more private universities and the establishment of private wings (self-sponsored programmes) in the public universities (Sifuna, 1998). There are 25 registered private universities in Kenya. 11 are chartered 8 with letters of interim and authority and 5 with certificate of registration. The current trend in universities is characterized by aggressive competition especially with the establishment of satellite centers across the country and use of different Marketing Communication (MC) tools to attract potential students.

Low funding from the exchequer, increased enrolment without commensurate improvement in available facilities, gender inequality, political interference and low research capacity, are some of the problems facing universities in the East African region. There is need for Marketing Communication orientation to enable private universities to compete in the market through the establishment of marketing/ student recruitment departments. Acknowledging that no one marketing communication strategy will work with prospective students, college recruitment practices in the early twenty-first century seek to individualize the process, use and integrate all forms of Marketing Communication.

Universities survive in the competitive education environment depending on how well they strategically position themselves in the market through strategic planning of marketing activities. Public universities are more advantaged in the share of students who are sponsored by the government (JAB) unlike the private universities who have to

aggressively recruit students as the competition between private universities has become stiffer.

Despite the large number of private universities in Kenya, some universities still have relatively low student enrolment (Ngome, 2010). Demographic shifts in the environment, alternative forms of academic systems, life-long learning, and internationalization introduced new perspectives to teaching and learning in the higher education (HE) environment. This has called for the use of various marketing strategies in the sector. Educators are often forced to use marketing to see what this discipline will offer to keep their institutions viable and relevant (Kotler & Fox, 1995).

The role of the image and status of academic staff in recruitment of prospective students is open for debate; however, student perceptions of teaching staff reputations can play an important role in the choice process (Cubillo et al., 2006; Ivy, 2001). Some students are usually influenced to enroll in universities because of academic staff who are Doctor of Philosophy (PhD) holders or by academics' public profiles. The simple process of how a telephone enquiry is handled may have a greater impact on whether or not a prospective student is going to keep that university in their range of options than an eminent university research record.

1.1.1 Marketing Communication Tools

Those who practice advertising, branding, brand language, direct marketing, graphic design, marketing, packaging, promotion, publicity, sponsorship, public relations, sales, sales promotion and online marketing are termed marketing communicators, marketing communication managers, or more briefly, marcom managers. Traditionally, marketing communications practitioners focused on the creation and execution of printed marketing collateral; however, academic and professional research developed the practice to use strategic elements of branding and marketing in order to ensure consistency of message delivery throughout an organization - a consistent "look and feel". Many trends in business can be attributed to marketing communications; for example: the transition from customer service to customer relations, and the transition from human resources to

human solutions and the trends to blogs, email, and other online communication derived from an elevator pitch.

The communication process is [sender-encoding-transmission device-decoding-receiver], which is part of any advertising or marketing program. Encoding the message is the second step in communication process, which takes a creative idea and transforms it into attention-getting advertisements designed for various media (television, radio, magazines), and others. Messages travel to audiences through various transmission methods. The third stage of the marketing communication process occurs when a channel or medium delivers the message. Decoding occurs when the message reaches one or more of the receiver's senses. Consumers both hear and see television ads. Others consumers handle (touch) and read (see) a coupon offer.

1.1.2 Students Enrollment

Decision making is broadly seen as a problem solving process undertaken by applicants in the process of making choices by prospective students. Models of decision making have been developed around what is commonly called the purchase behavior of consumers. Purchase behavior is generally seen as encompassing a series of stages including need arousal, information search and evaluation of alternatives, purchase decision and the post purchase feeling (Kotler, 2003). Chapman et al, 1984 was amongst the first to apply buying behavior theory to education suggesting that in selecting an institution or subject of study, students and their parents will pass through a number of uniquely definable stages.

The pre-search behavior stage involves early thoughts about their future where students passively register the existence of information about HE to which they are exposed. In the search behavior stage, applicants have already made a short list of potential providers and begin using a variety of sources of information to make up their minds while looking for data relating to a wide range of decision criteria. In the application stage, students submit their applications to the selected institutions. Dealing with applications as swiftly as possible, and developing strategies to keep applicants “warm” during the time between an offer and registration are considered the vital marketing activities related to this stage.

“In a market, those that are seen to provide a high standard of customer care and respond quickly to communications will undoubtedly gain an advantage” (Sargeant, 1999). The choice decision stage involves the acceptance of the offer by the student. Because acceptance is often non contractual in education, students tend to make multiple offers. Institutions which maintain dialogue with those it has offered places help to seal a psychological bond between the applicant and the institution.

Finally the applicant turns up for registration, but often some turn the offer down after a few days in the institution. This equates with the early post purchase feelings applicants often have at the time of committing themselves to the institution. Many universities put up exciting fresher’s weeks with a variety of support services marketing to the needs of students as far as possible. Clearly a sound grasp of the above ideas is a necessary the first step in developing a recruitment strategy that allows the institution to compete favorably in the recruitment market. Seeking to know the reasons students choose the institution provides a solid foundation for building this understanding and for positioning the institution strongly in the competitive recruitment market.

1.2 Research Problem

Kenyan universities are operating in different markets than they did a decade ago; their overall marketing orientation and survival is determined by how well they reposition themselves as distinct academic entities to increase student enrollment in the competitive academic environment created by technological changes and globalization (Siringi, 2005).

Kenyan public universities have an upper hand in student enrolment through the Joint Admissions Board (JAB) unlike private universities (Koech, 2000). This has created a cutthroat competition for university students in Kenya between local universities (both public and private) and foreign institutions. Lack of Marketing Communication orientation and customer focus/needs/segmentation has led to poor use of MC tools to enhance student enrolment in universities because different prospective student segments use different sources of information and Marketing Communication tools to access information about a university (Gray et al, 2003).

Globalization has driven universities to venture into new technology-up to date Marketing Communication tools and sophisticated ways of packaging programmes to potential students who have become techno-savvy, sophisticated and enlightened consumers(Armstrong, 2001). Despite the availability of information at the click of a button and MC tools used, many students and parents still have limited enrolment information about universities. Documents provided for prospective students fail to give sufficient information about the university therefore raising the question on how effective some Marketing Communication tools are in terms of increasing student enrolment (Hawary & Batayneh, 2010).

Successful student recruitment is the beginning phase of a successful, modern enrollment management plan for a university (MarcommWise, 2006) suggested that Marketing Communication is a systematic relationship between a business and its market. Marketing communications helps to define an organization's relationship with its customers. This emphasizes the strategic importance of such communication and its long-term effect on consumers. Communication models act as predictive guides, but in the end it is important to recognize the autonomy and unpredictability of consumers. Customers need information about the features of the product or service, its price and how they can access it, to make informed purchase decision.

Thus, if customers are able to get the necessary information about the product timely and adequately, they may feel that they are buying quality product or service. Having good and effective marketing communication channels adds value to the product or service of the company as customers have confidence in the choice of products and services over competitors. In service setting, Marketing Communication tools are especially important because they help create powerful images and a sense of credibility, confidence, and reassurance. It's vital to evaluate the effectiveness of all the MC elements and how to use them effectively to generate desired results (Perreault & McCarthy, 2002).

Marketing Communication is very important and at the same time challenging in the service sector as the nature of services is characterized by intangibility of the service product, which is decisive to convince customers on the value of a product. The intangibility of services has a number of managerial implications (Allen & Shen, 1999). Linking the overall Higher Education Institutions (HEIs) objectives and strategies during the marketing planning phases is vital to evaluate and fine-tune the specific activities of Marketing Communication. Public Relations is a planned and sustained management function that evaluates public attitudes, identifies the policies and procedures of an institution with the public interest, and executes a program of action to earn public understanding and acceptance (Malan et al, 1991). Good Public relations (PR) with stakeholders enables institutions to have a favorable mention in the media and consequently enhance student enrolment. Every institution has its publics. Most critical are internal university publics (employees and students) who should be empowered to be good ambassadors of Higher Education Institutions.

1.3 Research Objectives

1.3.1 General Objective

To assess the effect of marketing communication tools on student enrolment in private universities in Kenya.

1.3.2 Specific Objectives

- i. Determine whether public relations influences student enrolment in private universities.
- ii. Establish whether advertising influences student enrolment in private universities.
- iii. Examine whether direct marketing influences student enrolment in private universities.
- iv. Assess whether personal selling influences student enrolment in private universities.

1.4 Value of the Study

The study will be so important to the researchers (Scholars) as it will provide relevant information about the study and add to the body of literature concerning the effect of marketing communication tools on student enrolment in private universities in Kenya. This will provide readily available materials to the future scholars who are willing or wishing to investigate or carry out a study in the same area of interest.

Private universities who are the main study target population will benefit from the findings on what will have been found in the study relating to the effect of marketing communication tools on student enrolment in private universities in Kenya. The study will provide relevant information to the private universities especially the best methods in which they can adopt to increase their enrolment and increase performance in terms of profitability and number of students (customers).

The students will further benefit in the study as they will know what are the best marketing strategies and marketing communication methods that are best suited to offer them the right information about what they need especially in searching for the right universities or the best facilities. This will further help the marketing students in understanding the effects of different marketing communication strategies applied by companies and their impact on the overall goal attainment.

The government and public universities too will benefit in getting the information that affect the enrolment rate of the private institutions and apply the communication strategies that will have been found to be key to the high enrolment or marketing strategies that will be found to be more effective in listing higher number of student in their enrolment. The government will need to adopt the best marketing and communication strategies not only to achieve high number of enrolment in universities but to know how to reach the public in other matters that will require public outreach to spread the necessary information especially in the enrolment of the voter registration.

Acknowledging that no one Marketing Communication strategy will work with prospective students, universities seek to individualize the process, use and integrate all forms of Marketing Communication (Kimmel, 2005). To date, there is poor understanding of the role/use of effective Marketing Communication with customers in attracting and maintaining prospective and present customers in higher learning institutions (Ngome, 2010). This study therefore endeavors to fill the study gaps by focusing on the influence of Marketing Communication tools on student enrolment in private universities in Kenya. Due to the unpredictability of the customers, the study will help the marketing team of the various institutions to know which marketing communication tools to use to lure prospective students or a combination. To the practice, this study will be used by the institutions to change from what they have been using as their marketing tools to better methods for the sake of attracting more students.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter will deal with the marketing communication theory which is the basis of my research topic. In this chapter, the dependent variables which include public relations, advertising, direct marketing and personal selling are used to show their relationship with student enrollment in private universities in Kenya.

2.2 Theoretical Foundation

The study is based on communication theory. This theory asserts that communication involves a planned exchange of deliberate communication between a sender and receiver through pre-determined channels of communication to create the desired response and generate feedback. It is a transactional process between two or more parties whereby meaning is exchanged through the intentional use of symbols (Engel *et al.*, 1994). Based on this theory, the study proposes the following conceptual framework defined by a dependent variable which is student enrolment. Independent variables are as public relations, advertising, direct marketing and personal selling.

2.3 Marketing Communication Theory

Communication involves a planned exchange of deliberate communication between a sender and receiver through pre-determined channels of communication to create a desired response and generate feedback (Malan & L'estrage, 1991). It is critical for a university to analyze its target market and publics to determine each group's communication needs, what response it wants from each group and appropriate Marketing Communication tools to use. A combination of Marketing Communication (MC) tools is better placed for effectiveness to create an impact and desired response to increase student enrolment (Mok, 2000).

Different elements are used for different publics. Indeed some publics, like prospective students, are so important that a number of promotional tools will be targeted at them for recruitment purposes. Open days, international higher education exhibitions, conventions, direct mail and advertising are but a few of the tools the universities employ to inform, remind and persuade prospective students to select their institution.

2.4 Marketing Communication and Student Enrollment

Marketing units must step into the life of prospective students from their early stages of planning for HEIs. They must share elements which prospective students may use in order to identify an appropriate programme to study and an institution that offers it. Importance of using authentic resources and the benefits of obtaining information from current students, alumni, and counselors available in institutions must be emphasized. Prospective students must be informed how and why personal aptitude, interest, ability, and resource should be evaluated before choosing the programme, regardless of its popularity and prospectus.

Marketing Communication tools can be divided into personal communications and non-personal communications. Personal communication tools are those in which two or more people communicate with one another, and word of mouth is the primary means of communication, although other media, such as email, are growing insignificantly. Non-personal communication tools are those in which communication occurs through some other media other than person-to person. These include national and regional newspapers and magazines, television, satellite, and cable television. Radio offers a wide range of competitively priced promotional options. Posters can be placed in a wide variety of different environments, billboards at the roadside. Leaflets and publicity are important “takeaways” that can act as reminders of products and contact points. Attracting International students is of paramount importance for many educational institutions. Institutions have looked to fee-paying international students both as a means of generating income and as a means of adding diversity to the student body.

Under the hierarchy of effects model, the buyers purchase decision is preceded by steps such as conviction about product benefits, preference for the brand, liking for the brand,

knowledge relating to the benefits and features of the product, after an awareness of the product has been gained. Students use different media when searching to choose universities they wish to enroll with thus they make use of the media for their specific needs. Basic implication of these models is that the function of persuasive communication should be handled deftly at every stage of the buyer's adoption process. MC tools can create competitive advantage, boost sales and profits, while saving money, time and stress (Porter, 1985). Marketing Communication wraps communications around customers and helps them move through the various stages of the buying process. The organization simultaneously consolidates its image, develops a dialogue and nurtures its relationship with customers. This 'Relationship Marketing' cements a bond of loyalty with customers which can protect them from the inevitable onslaught of competition. The ability to keep a customer for life is a powerful competitive advantage.

A university's PR office is tasked with monitoring the institutions public image, media relations and advises the administrators on areas of image strength and weaknesses. PR office distributes press releases, preparation of adverting materials such as programme brochures and admission/ intakes as well as general campus stories. PR as a marketing communications tool is initiated through public appearances, news/press releases, exhibitions or event sponsorships whose main purpose is to build trust and goodwill by presenting the product, company or person in a positive light. Public relations tools employed by HEIs include: Written materials like annual reports, catalogues, student handbook, employee newsletters, alumni magazines, posters, brochures, student handbooks, bulletins and fliers. Audiovisual material like films, power point slides, institutional identity media through branding through visual symbols, News, Events Speeches, telephone information services/customer care and personal contact.

Direct marketing brings the market directly into the home or office of potential customers, instead of the customer going to the market. Direct marketing is communication directly to consumers, without the use of intervening commercial communication media (Kimmel, 2005). Direct marketing is a form of personal communication between a marketer and individual customer without the use of

intervening commercial communication media. Personal communication is considered as more efficient because it gives immediate feedback telling the communicator whether he/she has been successful in conveying the intended message. The objective of direct marketing is to generate an immediate response from customers. Essentially, each direct marketing piece contains the information needed for the customer to respond immediately and can provide a personal touch by addressing customers by first names. This is aimed to move buyers through the buying process like getting potential students to visit an exhibition or to establish contact, (Kotler, 2003). Direct advertising communicates the product offers, service, or event; and explains how to get the offered product, service, or event. This tool utilizes email, mail, catalogues, encourage direct responses to radio and TV, in order to reach targeted audiences to increase sales and test new products and alternate marketing tactics.

Personal Selling is an oral communication with potential buyers of a product with the intention of making a sale. It involves personal contact; marketing officers in HEIs use this tool through face-to-face meetings or via a telephone conversation, though newer technologies that allow contact to take place over the Internet including using video conferencing or text messaging. HEIs use personal selling, a face-to-face activity; customers in which potential customers obtain relatively high degree of personal attention and to build good long-term relationships. School visits and career open days play a big role in disseminating messages about programmes offered in universities. With the advent of the internet, many HEIs have realized that this new medium would bring new opportunities for the marketing communication process. Some scholars even predict the death of the traditional marketing function

According to Brown and Oplatka (2006) in their study on Universities in a competitive global marketplace; they examined how marketing framework has influenced various aspects of HEI management and its implication to dealing with student issues. Institutions need to know their competition, establish a respected image, develop a marketing communication plan and identify the needs of various marketing segments. In their findings, in a study on “Universities in a competitive global market place” Hemsley

&Oplatka (2006) found that the role of marketing units in developing a mature market which is strong enough to demand quality HE products is emphasized.

Sevier (2000) in his study on the use of the recruitment funnel by universities, asserts that the series of contacts to potential students include the use of direct mail, the World Wide Web, campus visit programs, telemarketing, and special events help to move a prospective student from initial contact to matriculation. Sevier, in his findings on the use of student recruitment funnel, opines that colleges must have a clear understanding of which consumers make up the target markets, their interests, their levels of financial need, and how they weigh different college-choice variables and what marketing communication tools are used to access university information. Students today (Gen Y) expect almost instantaneous answers to their questions, and they want to be treated uniquely. The relationship between recruitment and financial aid is becoming stronger, student behavior and thinking: students' choice of university; information sources that prospective students use when making their choice; and their loyalty to and degree of satisfaction with the institution they want to enroll in.

The possible impact of marketization of education on academic staff and students has been explored by Murphy and Richard (1998) in their study on marketing universities: A Survey of student recruitment activities at 200 colleges and universities gave direct marketing the highest ranking in achieving institutional advertising goals. The study extended and clarified the literature on the use of direct marketing by institutions of higher education by applying the principles of responsive advertising and the use of direct marketing by colleges and universities.

2.4.1 Public Relations and Student Enrollment

Kotler (2003) argues that educational institutions need effective communications with their markets and publics. Educators usually use catalogues and bulletins describing their institution and its programs. HEIs communicate about themselves by their very existence, whether or not they have a formal communications program. HEIs use controllable marketing tools that an institution uses to produce the response it wants from its various target markets. It consists of everything that the university can do to influence the

demand for the services that it offers. Marketing Communication goes beyond attracting more applicants. Universities may assume that if they only had enough students, their problems would go away. Yet they may also need to attract the good will and financial support of alumni, foundations and other donors, a task that cannot be accomplished by promotion alone.

PR involves an exchange of information between an institution and its target audience through predetermined channels of communication. Thorough knowledge of the customer is fundamental to successful marketing to attain a competitive advantage. In the first place, the HE sector has dilemmas in defining its customer. This determines the marketing communication tools to employ for marketing activities in HEIs.

George (2000) found that better prepared students are attracted to institutions with better academic reputation. Thus, without the better students, an institution is hampered in its efforts to improve its reputation. PR consists of efforts to obtain favorable interest in the institution and its programs by planting significant news about them in publications or obtaining favorable unpaid presentation on radio, television or in other media. PR tools entail; written material (posters, fliers, brochures, alumni magazines, newsletters, catalogs and annual reports), audiovisual material (film, PowerPoint presentations), institutional identity media, news, events (university tours, career fairs, exhibitions and open days), speeches, telephone information services and personal contact.

2.4.2 Advertising and Student Enrollment

Advertising consists of paid presentation and promotion ideas, products, programs, or services whether in magazines or newspapers, television, radio, billboards, bus card, direct mail, open days, events, exhibitions, speeches, or other mediums. Technological advancements have pushed institutions to do viral marketing through social networking sites like my space, twitter and face book (Kashorda, 2002). Ivy (2001), in the study of Higher education institution image: a correspondence analysis approach, asserts that it's critical for institutions to plan for effective and sustainable marketing communications. As competition for student's increases and funding decreases universities need to create and maintain a distinctive image in the market place. Higher education institutions are

becoming increasingly aggressive in their marketing activities to convey an image that is favorable to their public, be they prospective students, employers, funders etc. University marketing communicators must identify the target audience, clarify the response sought, develop messages, choose efficient and reliable medium of communication, select source attributes and collect feedback.

A more holistic problem identification approach to the study of MC was undertaken (Gray *et al.*, 2003) in Australia with a convenience sample of 1,096 students attending private colleges, high schools, universities and polytechnics in Malaysia, Singapore and Hong Kong. This study, focused primarily on branding, investigated the media that students used to gain information about foreign universities, and using One-way Analysis of Variance (ANOVA), and t-tests, concluded that “the World Wide Web (WWW) and print media were perceived to be the most important sources of university information in all three Asian markets” (Gray *et al.*, 2003). The researchers acknowledged, however, that: “students had different media preferences which might be related to differences in cultural values, levels of Westernization and communications infrastructure in their home countries.

2.4.3 Direct Marketing and Student Enrollment

In order for any HE institution to market itself successfully, managers would need to examine the decision-making process and potential students’ search for information. Kotler and Fox (1985) opine that effective Marketing Communication calls for managers to have adequate information for planning and allocating resources properly to different markets, products, territories, and marketing communications tools. Marketing effectiveness depends also on whether management can design a profitable strategy. Marketing plans do not yield desirable results unless they are efficiently carried out at various levels of the organization. Marketing Communication (MC) effectiveness is not synonymous with profitability. The premise is that levels of return on investment, sales, etc. depend on marketing effectiveness.

Gomes and Murphy (2003) investigated on the Internet's role in communicating educational opportunities from two perspectives: students' Internet use to facilitate information search and decision making; and educational institutions' e-business adoption and implementation. They found out that the different elements of integration in Marketing Communication represent the voice by which companies can establish a dialogue with customers and other stakeholders, about their product/service offerings and/or other company issues. Information from different media channels all becomes a part of messages about a company and its product and service for consumers. Print communications provide potential students with information in the form of prospectuses, booklets and student guides (Miller , 2005). However, the most essential difference, from a communicative perspective, is not the changing set of tools. More important is to adjust and align objectives and strategies to changing marketing and communication realities.

2.4.4 Personal Selling and Student Enrollment

The interactive nature of personal selling also makes it the most successful promotional method for building relationships with potential HEIs customers. Personal selling is a useful communication tool at certain stages of the buying process, particularly in building up buyers' first choices, certainty and proceedings. This is most imperative especially for a service sector like education, particularly in developing and underdeveloped countries (Armstrong, 2001). Marketing Communication programmes includes all internal and external university publics that interact with prospective student and indeed once they are enrolled as students of the university. These stakeholders could be academic, administrative, alumni, students, suppliers, donors, competitors and support staff. Through word of mouth, these key university publics play a key role in attracting students to enroll with an institution; empowering these stakeholders to be marketers of a university is vital. The image and status of academic staff in recruitment of undergraduate students is open for debate; however at a graduate level, student perceptions of teaching staff reputations can play an important role in the choice process.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter deals with how data was collected, the target population from where the data was collected, the techniques and the methods that were used to collect data and the various data analysis methods that were employed.

3.2 Research Design

Research design is the master plan for collection and analysis of data which aids in answering the research questions. The study adopted a descriptive research design. A descriptive study was undertaken in order to ascertain and be able to describe the characteristics of the variable of interest in a situation (Kothari, 2008). Correlation was undertaken to determine the relationship between the dependent (student enrolment) and independent variables (public relations, advertising, personal selling, and direct marketing) addressing the effect of Marketing Communication tools on student enrolment in private universities.

3.3 Target Population

In this study, respondents included marketing/student recruitment /public relations officers and students from each of the ten private universities in the target population.

3.4 Sample Design

Probability-simple random sampling technique was adopted. The study sample was 10 private universities in Kenya. A sample of 50 respondents was targeted, a total of five respondents (two student recruitment/public relations officers: and three students) from each of the private universities. The selected samples were representative for generalization of research findings.

3.5 Data Collection Methods and Techniques

To undertake the primary collection of data, a questionnaire was designed as an instrument to guide in gathering data. The researcher sought authority from the private universities to carry out the research. A cover letter introducing the researcher and seeking permission to the authorities was attached to the questionnaires.

Questionnaires were used as the principal tools for data collection. Data was collected using self-administered questionnaires. The questionnaires were based on the likert scale for measurement purpose. The questionnaire had five sections. The first section captured the general information of the respondents, the second, third, fourth and fifth section addressed variables of the study. The respondents were required to fill the questionnaire as honestly as possible.

3.6 Data Analysis

Qualitative and quantitative analysis of data was done to answer the four research questions of this study. Both descriptive and inferential statistics were used. Data collected was sorted, classified, coded and tabulated for ease of analysis. The data was then summarized and categorized according to common themes. Data was analyzed using frequency distribution Tables, descriptive and inferential statistics. Regression analysis was also used. Statistical Program for Social Sciences (SPSS) was used for data analysis.

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION

4.1 Introduction

This chapter presents and discusses the analysis of the data collected from research on the influence of marketing communication tools on student enrollment in private universities in Kenya. The data was interpreted according to research questions and objectives. Data was analyzed using descriptive statistics such as Tables that were data quantitative nature.

4.2 Rate of Response

The study targeted 50 staff members of 10 public universities in Kenya, however, the study managed to carry out a successful data collection from 42 respondents as shown on Table 4.1. The response rate was therefore 42 out of 50 targeted respondents which is 84% response rate. This was a good response rate after the researcher made a personal commitment to follow up the respondents to fill the questionnaire during their free time.

Table 4.1 Analysis of Response Rate

Respondents	Frequency	Responded	No Responses
Student Recruitment staff	10	7	3
Public Relations Officers	10	9	1
Student from each University	30	26	4
Total	50	42	8

Source: Primary Data

4.3 General Information

The analysis further sought to know respondents age, gender and level of study or education. The study sought to understand these facts to know the ability of the respondents to answer on the questions provided in the questionnaire. The analysis of the bio data is presented in Table 4.2.

Table 4.2 Profile of the Respondents

Attributes	Frequency	Percentage
Age		
18-25	17	40
26-30	8	19
31-40	12	29
Above 41 Years	5	12
	42	100
Gender		
Male	24	57
Female	18	43
	42	100
Highest Level of Study		
Secondary	1	2
Tertiary Colleges	6	14
Undergraduate Degree	13	31
Masters Level	10	24
PhD	2	5
Others	10	24
	42	100
Ownership of the University		
Fully locally owned	22	52
Fully foreign owned	6	14
Partly foreign/local	14	33
	42	100

Source: Primary Data

The analysis indicated that most of the respondents were aged between 18-25 at 40% and 31-40 years at 29%. However those aged between 26-30 years were 19% while those with age above 41 years were 12%. The analysis indicated that the age of the respondents was spread from the young to the older a bit because there were students in the study and there were people working as staff in the universities who were included in the respondents. The number of male respondents was higher than that of female respondents but with a smaller margin. The male respondents were 57% while female respondents were 43%. This indicates that females are still the minority in the academic and education sector. The study further sought to understand the respondent's education level. The

study found that majority had an undergraduate degree at 31% while the lowest was secondary school level at 2%. The analysis therefore indicates there were highly learned respondents who could read and understand the questions clearly and answer with understanding. The study found that 52% of the private universities in Kenya re fully locally owned, while 14% are foreign owned while 33% are partially foreign and partially locally owned universities. This indicates there is high ability in the Kenyans to invest in education and there is an increase spread of foreign ownership of universities and education sector in Kenya

4.4 Public Relations and Student Enrolment

The study sought to understand whether public relations influences student enrolment in the university. The study findings were as shown on Table 4.3.

Table 4.3 Public Relations and Student Enrolment

Item Description	N	Strongly Agree 1	Agree 2	Neutral 3	Disagree 4	Strongly Disagree 5	%	Mean Score	Std Dev
Knowledge of the institutions background affected my choice of the university	42	72	22	6	0	0	100	1.43	0.86
Written materials like brochures, alumni magazines, employees influenced my choice of university.	42	64	22	11	0	3	100	1.45	0.71

Source: Primary Data

The analysis found that public relations have been very instrumental in enhancing student enrolment in private universities. The study found a mean of 1.43 indicating that Knowledge of the institutions background affected the choice of the university. This suggestions agrees with (Oplatka & Brown, 2003) that Schools greatly emphasized on

Public Relations, in order to obtain media exposure and publicity instead of paid advertisements. Schools marketing policies largely depend on press coverage to their activities that will ultimately promote their brand name and image. Thus they may be in a position to attract prospective students. The study further found that written materials like brochures, alumni magazines, employees influenced the choice of university as indicated by a mean of 1.45. According to the literature, the study findings are in line with past studies by scholars such as Bell (2009) who said that most principals in universities in United Kingdom advertise their school's events in the press to position their school in the local community. Furse (2009) indicated that many schools, through their good work publicizing by press, make good relationships with the local media. Goldring and Rallis (2013) said that most dynamic school principals considered press as an environmental management strategy. They recognized the fact that good Public Relations have strong influences on parental judgments of local schools

Another study by Hyde (2006) indicated that many people think about publicity as mere advertising, a propaganda, a deception misleading the public. Therefore, in context of educational publicity it should be defined clearly. The purpose of publicity and Public Relations, from an educational institute's point of view, is to keep the public in touch with the institution.

4.5 The Influence of Advertising in Student Enrolment

Advertising is one of the key methods used by most organizations to achieve their goals and increase sales volume, increase their visibility, awareness in the market and drive more clients to their services. The same method is used by universities to attract and increase its awareness among the potential students who are forecasting on taking various courses. The analysis therefore sought to establish if advertising has any influence on the student enrolment in private universities in Kenya. The findings were as shown on Table 4.4

Table 4.4 The Influence of Advertising in Student Enrolment

	N	Strongly agree 1	Agree 2	Neutral 3	Disagree 4	Strongly disagree 5	%	Mean Score	std dev
It is through the university's website that influenced me to join.	42	54	16	0	22	8	100	2.05	1.41
Interaction with alumni networks influenced my decision in choosing the universities.	42	58	26	0	12	4	100	1.81	1.21

Source: Primary Data

The Analysis sought to identify whether Advertising influences Student Enrolment. The study sought to understand the effects of school website as a source and method of advertisement and the interactions with the alumnae networks how they influence the decision in the choosing of the universities. The analysis found through a mean of 2.05 that university websites influences provide the information needed to the potential student but do not offer a concrete case of advertisement to the decision by the student to join them. The advertisement through interaction with alumni networks was also found to influence decision in choosing the universities as found through a mean of 1.81. Nevertheless, In any case, if a student joins a university through website information on through alumnae network, it's because they found on the website or were told by the alumnae about what they needed in such university as portrayed on the university website or by the alumnae. This however, cannot be a reliable marketing strategy for the universities to achieve the required number of their enrolment figures. That is the reason why most universities have not depended on their website for the marketing of their course hence taking on media for the advertisement. Thus finding agrees with a study by

Al-Fattal (2010), that Private tertiary institutions have increasingly advertised their products in recent years to the general public in through various media. On the other hand Marketing Mix, Marketing efforts and channels also found to be an important factor in influencing student's college choice. Felix (2006) while investigating the impact of marketing mix strategies explained that Program and Price attribute of Marketing mix are significant determinants of student enrollment choice than other marketing mix variables. Hossler (1990) also examined the influence of advertisement on student college selection and found that radio and television ads provide a good vehicle for educational marketers to communicate a good image and build strong brand recognition among students in an effective way.

4.6 The Influence of Direct Marketing in Student Enrolment

As universities face stiffer competition from each other, as well as new channels like online learning, higher education institutions are embracing direct marketing form of advertising which allows businesses and nonprofit organizations to communicate straight to the customer. The study therefore seeks to determine whether direct marketing influences the student enrolment; the findings are as shown on Table 4.5

Table 4.5 The Influence of Direct Marketing in Student Enrolment

	N	Strongly agree 1	Agree 2	Neutral 3	Disagree 4	Strongly disagree 5	%	Mean score	std dev
Career/ open days organized by the university influenced my choice.	42	58	18	6	4	14	100	1.95	1.40
School visits by the university led me to deciding the university to join.	42	4	4	2	22	68	100	4.40	1.08

The Influence of Direct Marketing in Student Enrolment was also tested to determine whether it holds any significance importance in the efforts to influence student enrolment in universities. The study sought to understand the influence of direct marketing and how it influences the student enrolment in Kenyan universities. The analysis found a mean of 1.95 indicating that career/ open days organized by universities at a lower level influence the student enrolment while a mean of 4.40 was found indicating that school visits by the universities do not necessarily influence or lead to student deciding the universities to join. The fact that most universities usually hold open day or career days in high schools to enlighten the student on the on the right courses to take, the choices of the university to take such courses is determined by other many different factors. The factors such as grade attainment, parent's capability to afford such a school and the university location either locally or abroad determines the choice and eventual enrolment of a student in such universities. This agrees with a study by Mullen (2009) who indicated that in an era of increased competition for college students, an effective search campaign is more important than ever. But it's also harder to engage prospective college students and build the relationship that leads to enrollment. The way students make choices when it comes to tertiary Institutions is likened to what Kotler and Fox (2005) term consumer buyer behavior. This studies how individuals, groups and organizations select, buy, use and dispose of goods or services to satisfy their needs and desires and, the factors affect this behaviour (Kotler & Armstrong, 2008).

Other factors such as parents, friends, colleagues and external forces and future personal decisions and desires play a key role even after direct marketing and career open days for the student to make their choice of the university they need. According to Choi et al, (2005) a student's problem for university education could be triggered by many factors either within or outside the student concerned. Internally the professional career the student intends to get could be a motive for getting a university education. Family and or friends of students can also be a very important source of motivation for their wishes for tertiary education and this determine the choice of the university to join even after direct marketing has been done.

4.7 The Influence of Personal Selling on Student Enrolment

Personal selling or face to face selling has been used by private learning institutions to spread the word about their location, services offered and the pricing of the services. The strategy being to sell the product after meeting face-to-face with the customer has been a style used by most small scale colleges in Kenya in reaching to their target clients and encouraging enrolment. The study sought to determine whether personal selling as marketing strategy influence student enrolment in public universities. The findings were as shown on Table 4.6

Table 4.6 The Influence of Personal Selling In Student Enrolment

	n	Strongly agree 1	Agree 2	Neutral 3	Disagree 4	Strongly disagree 5	%	Mean	Std dev
Print media, television, radio, billboards influence my decisions for the university	42	66	22	0	8	4	100	1.76	1.34
Those universities with rigorous advertisement activities post higher enrolment numbers	42	50	31	19	0	0	100	2.64	2.67

Source: Primary Data

The study found that Print media, television, radio, billboards influence student decisions for the university as shown by a mean of 1.76. The analysis further found that those universities with rigorous advertisement activities post higher enrolment numbers as indicated by a mean of 2.64. The analysis therefore can conclude that media whether print or otherwise influences student enrolment the rigorous the marketing the more convincing the university pushes the student to enroll in their system. University personal selling is key due to high competition in the market and the due to the high expectations from the students and the high demand of such by the university to meet the student expectations. This agrees with a study by Tierney (2007) that Due to increased expectations of consumers on one end and customer orientation approach of companies on the other end, the personal selling is given more priority. Many universities enjoy a

strong position in market only due to effective personal selling. Salesman can personally attend career day to convince as well to solve problems. Note that personal selling is not only important to sell the services, but also to create permanent customers.

4.8 Descriptive Statistics

Table 4.7 Descriptive Statistics

	N	Mean	Std. Deviation	CV %
Student Enrollment In Private Universities	42	1.7619	1.33999	0.758
Public Relations	42	1.4286	0.85946	0.601
Advertising	42	2.0476	1.41339	0.705
Direct Marketing	42	1.9524	1.39603	0.715
Personal Selling	42	2.6429	2.66707	1.009

On student enrollment in private universities in Kenya the researcher found a mean of 1.7619 indicating a strong agreement that marketing increases Student Enrollment in Private Universities. It can be deduced to mean that marketing promotes the access to information about universities and eventual decision to join them buy students. On Public Relations, a mean of 1.4286 indicated that there is a strong agreement that a Public Relations influence Student Enrollment in Private Universities. The respondents gave a mean of 2.0476 for Advertising which indicated that there is agreement that advertisement influence Student Enrollment in Private Universities. On Terms and

Direct Marketing a mean of 1.9524 was found which indicated there was an agreement that direct marketing influence Student Enrollment in Private Universities. Personal Selling provided a mean of 2.6429 indicates agreement that Personal Selling influence Student Enrollment in Private Universities.

4.9 Correlations

The study on correlations is shown on Table 4.8

Table 4.8 Correlations

	Student Enrollment In Private Universities	Public Relations	Advertising	Direct Marketing	Personal Selling
Student Enrollment In Private Universities	1.000				
Public Relations	.557	1.000			
Advertising	.851	.786	1.000		
Direct Marketing	.281	.361	.375	1.000	
Personal Selling	.786	.786	.281	.281	1.000

From the above Table it is evident that there is strong positive and direct correlation between the Student Enrollment in Private Universities and independent variables - public relations (0.557), advertising (0.851) direct marketing (0.281) and personal selling (0.786). This implies that an improvement in these variables will be associated with significant increase in Student Enrollment in Private Universities.

4.10 Regression Analysis

The analysis on regression analysis is presented on Table 4.9

Table 4.9 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df 1	df 2	Sig. F Change
1	.922 _a	.850	.820	.56910	.850	27.616	7	34	.000

a. Predictors: (Constant), Public Relations, Advertising, Direct Marketing, Personal Selling

From Table 4.9 the significance of F (.000) is below .05 which indicates that the model is within the 95% significance level. The value of R squared at .820 indicates that 82.0% of the variations in Student Enrollment in Private Universities are related to the predictors (Public Relations, Advertising, Direct Marketing, and Personal Selling). Only 18% of variations in Student Enrollment in Private Universities is not accounted for by change in the independent variables in the model. The whole model has a coefficient of correlation (R) as 0.922 which is a very strong positive correlation. This indicates that changes in the predictor variable would be very closely associated with changes in the levels of Student Enrollment in Private Universities in the same direction.

4.11 Coefficients

The analysis on coefficients is as shown on Table 4.10

Table 4.10 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	-.669	.456		-1.468	.151
Public Relations	.887	.257	.569	3.455	.001
Advertising	.414	.227	.437	1.827	.076
Direct Marketing	.435	.415	.453	1.049	.302
Personal Selling	-.263	.094	-.523	-2.807	.008

Dependent Variable: Student enrollment in private universities

The equation; $Y_i = b_0 + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4$

Where: Y_i = Dependent variable (Student Enrollment in Private Universities)

b_0, b_1, b_2, b_3, b_4 are constants

X_1 = Public Relations,

X_2 = Advertising

X_3 = Direct Marketing

X_4 = Personal Selling

Therefore from the Table above the equation becomes:

$$Y_i = -0.669 + 0.887 X_1 + 0.414 X_2 + 0.435 X_3 + -0.263 X_4$$

This shows that all the independent variables contribute positively to dependent variable but at different rates. It is however notable that the b coefficient for Personal Selling is considerably small (-0.263) indicating that a unit change in Personal Selling would on result into a (-0.263) change in the levels of Student Enrollment in Private Universities which is a very small change.

CHAPTER FIVE

CONCLUSION AND DISCUSSION

5.1 Introduction

The purpose of this study is to analyze the influence of marketing communication tools on student enrollment in private universities in Kenya. This chapter presents a summary of the main findings of the study, giving conclusions and recommendations which reflect the answers to the specific questions for possible action and suggestions for further research.

5.1.1 Public relations and student enrollment

Public relations (PR) are the practice of managing the spread of information between an individual or an organization (such as a business, government agency, or a nonprofit organization) and the public. The study therefore sought to understand if PR influence student enrolment in universities. The analysis found that public relations have been very instrumental in enhancing student enrolment in private universities. The study found a mean of 1.43 indicating that Knowledge of the institutions background affected my choice of the university. The study further found that written materials like brochures, alumni magazines, employees influenced the choice of university as indicated by a mean of 1.45. According to the literature, the study findings are in line with past studies but scholars such as Bell (2009) said that most English principals advertise their school's events in the press to position their school in the local community. Furse (2009) indicated that many schools, through their good work publicizing by press, make good relationships with the local media.

5.1.2 Advertising and student enrollment

Concerning the influence of advertising, the analysis found through a mean of 2.05 that university websites influences enrolment and provide the information needed to the potential student but do not offer a concrete case of advertisement to the decision by the student to join them. The advertisement through interaction with alumni networks was also found to influence decision in choosing the universities as found through a mean of

1.81. Nevertheless, In any case, if a student joins a university through website information on through alumnae network, it's because they found on the website or were told by the alumnae about what they needed in such university as portrayed on the university website or by the alumnae. Thus finding agrees with a study by Al-Fattal (2010), that Private tertiary institutions have increasingly advertised their products in recent years to the general public in through various media. On the other hand Marketing Mix, Marketing efforts and channels also found to be an important factor in influencing student's college choice.

5.1.3 Direct marketing and student enrollment

The study sought to understand the influence of direct marketing and how it influences the student enrolment in Kenyan universities. The analysis found a mean of 1.95 indicating that career/ open days organized by universities at a lower level influence the student enrolment while a mean of 4.40 was found indicating that school visits by the universities do not necessarily influence or lead to student deciding the universities to join. This agrees with a study by Mullen (2009) who indicated that in an era of increased competition for college students, an effective search campaign is more important than ever. But it's also harder to engage prospective college students and build the relationship that leads to enrollment.

5.1.4 Personal selling and student enrollment

The study found that Print media, television, radio, billboards influence student decisions for the university as shown by a mean of 1.76. The analysis further found that those universities with rigorous advertisement activities post higher enrolment numbers as indicated by a mean of 2.64. The analysis therefore can conclude that media whether print or otherwise influences student enrolment the rigorous the marketing the more convincing the university pushes the student to enroll in their system. This agrees with a study by Tierney (2007) that Due to increased expectations of consumers on one end and customer orientation approach of companies on the other end, the personal selling is given more priority.

5.2 Conclusion

The analysis concludes that the level of digital marketing capability in the private high education industry in Kenya is average. This is primarily because the use of online learning and advertisement among Kenyan universities is still growing. However, some Universities have more advanced marketing capabilities, and these private universities have potential for strong growth in the number of enrolment in their campus.

The study therefore concluded that private universities should also chose the methods of traditional and digital marketing in a way that is critical important to their goals and anticipations. The study concludes that strategies used in the traditional and digital marketing by private universities should further be adopted at the branch level and not only in the head office. The study concludes that there should be enhanced scope of strategies and not only depending on a few marketing strategies. It is concluded that for the private university to offer excellent academic service then the marketing strategies should be tailor made to cover such aspects on the organization.

5.3 Recommendation of the Study

The study recommends the following:

That private universities should engage the use of more than one marketing strategy and that with the current increased competition in Kenya and abroad in higher education, there is an importance of using mobile apps as a strategy in the marketing to enhance higher enrolment in private universities

That the marketing strategies should not only be applied by the head office at the university, but each branch should have a department to address marketing strategies and issues that relate to customer service. The customer service personnel's should be very well trained on how to use marketing strategies to ensure customer service is above the traditional standards.

That there is a need for the private universities to adopt digital marketing services to enhance quality of customer service and service delivery in order to enhance higher enrolment in their campus.

5.4 Limitations of the Study

The study faced time constraints since the university requires completion of the research document at a specified date, hence creating short deadline for data collection and analysis. Nevertheless, the researcher managed to collect data from the respondents with ease through the help of research assistant.

Collecting data through questionnaire is time consuming since the researcher had to wait for the respondents to respond at their convenient. Private Universities are normally very busy and work at tight time schedules. Collecting data from such staff was an uphill task due to such time limits.

Marketing in education sector is a new field of study hence little materials and resources to build up the literature or reference books. However, the researcher used both online and available resources in the library to inform the research document.

5.5 Suggestion for further studies

This research was broad as it dealt with the influence of marketing communication tools on student enrollment in private universities in Kenya. The researcher suggests that future study could be done on a limited number of colleges and specifically on a service mix elements with relevancy to service delivery. Further, future researcher should investigate the relationship between marketing and enrolment through university brand name affiliations and how such should be improved using marketing strategies to earn such universities a higher reputation hence increased enrolment.

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APPENDICES

Appendix 1: Letter of Introduction

Crispus Marima Njuguna
University of Nairobi
School of Business

Dear Respondent,

I am a student at the University of Nairobi currently carrying out a research that will be submitted to school of business in partial fulfillment of the requirements for the award of the degree of Master of Business Administration (MBA). The title of my research topic is **“The influence of marketing communication tools on student enrollment in private universities in Kenya”**

Please find attached a copy of self-administered questionnaire. Kindly answer the questions as comprehensively and honestly as possible. The information from the questions is needed purely for academic purposes and will be treated with strict confidence. In no way will your name or name of your organization appear in the final report. In case of any questions, please call me on 0726796920.

Your participation in this exercise will be highly appreciated and thank you in advance.

Yours faithfully,

MBA Student

Appendix 2: Research Questionnaire
Introduction

This questionnaire has been designed for the purpose of collecting data on theImpact of using Selected Marketing Communication Tools on Student Enrolment in Private Universities in Kenya. This research intends to investigate how public relations, advertising, direct marketing and personal selling influence student enrolment in these universities.

Information obtained will be treated with high level of confidentiality and will be used for academic purposes only. Your participation will be highly appreciated.

SECTION A: GENERAL INFORMATION

Your age.....

Your gender.....

Degree.....

Year/level of study.....

Ownership of the University:

Fully locally owned

Fully foreign owned

Partly foreign/local

SECTION B: Public Relations and Student Enrolment.

Please indicate the extent to which in your opinion public relations of a university influences student enrolment in the university using a scale where 5=Strongly agree; 4=agree; 3=neutral; 2=disagree ; and 1=strongly disagree. Tick one box only for each statement.

Item Description	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Knowledge of the institutions background affected my choice of the university					
Written materials like brochures, alumni magazines, employees influenced my choice of university.					

SECTION C: The influence of advertising in student enrolment:

Please indicate the extent to which in your opinion public relations of a university influences student enrolment in the university using a scale where 5=strongly agree; 4=agree; 3=neutral; 2=disagree; and 1=strongly disagree. Tick one box only for each statement.

Item Description	Strongly agree	Agree	Neutral	disagree	Strongly disagree
Print media, television, radio, billboards influenced my decisions for the university					
Those universities with rigorous advertisement activities post higher enrolment numbers					

SECTION D: The influence of direct marketing in student enrolment.

Please indicate the extent to which in your opinion public relations of a university influences student enrolment in the university using a scale where 5=Strongly agree; 4=agree; 3=neutral; 2=disagree ; and 1=strongly disagree. Tick one box only for each statement.

Item Description	Strongly agree	Agree	Neutral	disagree	Strongly disagree
It is through the university's website that influenced me to join.					
Interaction with alumni networks influenced my decision in choosing the universities.					

SECTION E: The influence of personal selling in student enrolment.

Please indicate the extent to which in your opinion public relations of a university influences student enrolment in the university using a scale where 5=strongly agree; 4=agree; 3=neutral; 2=disagree; and 1=strongly disagree. Tick one box only for each statement.

Item Description	Strongly agree	Agree	neutral	disagree	Strongly disagree
Career/ open days organized by the university influenced my choice.					
School visits by the university led me to deciding the university to join.					

Thanks for your cooperation.

Appendix 3: List of Private Universities.

1. Daystar University
2. Kenya Methodist University
3. Mt. Kenya University
4. Africa Nazarene University
5. Catholic University Of East Africa
6. St Pauls University
7. Greta University
8. Kca University
9. Pan Africa Christian University
10. Strathmore University
11. Riara University
12. United States International University
13. Baraton University
14. Zetech University
15. Pioneer International University