EFFECT OF MARKETING COMMUNICATION TOOLS ON STUDENT ENROLMENT IN PRIVATE UNIVERSITIES IN KENYA: A CASE STUDY OF UNITED STATES INTERNATIONAL UNIVERSITY

BY

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UNITED STATES INTERNATIONAL UNIVERSITY

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A Research Project Report Submitted to the Chandaria School of Business in Partial Fulfillment of the Requirement for the Degree of Masters in Business Administration.

UNITED STATES INTERNATIONAL UNIVERSITY

SUMMER 2018
STUDENT DECLARATION
I, the undersigned, declare that this is my original work and has not been submitted to any other college, institution or university other than the United States International University in Nairobi for academic credit.

Signed: _________________________  Date: _________________________
Caroline Mania (650467)

This project has been presented for examination with my approval as the appointed supervisor.

Signed: _________________________  Date: _________________________
Njenga Kefah M

Signed: _________________________  Date: _________________________
Dean, School of Business
ACKNOWLEDGEMENT
This research is the result of support from several sources and I wish to acknowledge them. First, my success in completing this study is due to the almighty God who gave me the courage, strength, knowledge, wisdom and power to write this project. Secondly, I acknowledge the immense contribution of my supervisor, Dr. Kefah Njenga, for his patience, support and professional guidance and availability. My sincere gratitude also goes to the staff of United States International University, Kenya, for their support and assistance. Last but not least am grateful to my family for the endless love and struggle in helping me get through my studies.
DEDICATION
I dedicate this research project to my family and friends who are my pillars and sources of great inspiration.
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ABSTRACT

The purpose of this study was to analyze the effect of marketing communication strategies on student enrollment in private universities. The study answers three questions. The first question is the effect of advertising on student enrollment in private universities. The second question is on the impact of social media on student enrollment in private universities, and the third question is on the effect of direct marketing on student enrollment in private universities. The study is focused on the private universities in Kenya and involves both the students of these universities. In the literature review, previous studies related to the objectives of the study was analyzed to give a deeper insight in this study.

The study utilized stratified sampling technique and the major population strata in focus ought to be presented in the sample being studied. Three strata were formed consisting of students. A sample of 268 individuals was used in the study. The collected data, through questionnaire device, was subjected to coding and editing to ensure effectiveness in the data presented while considering participants’ privacy. Data was analyzed using tables and presented using charts and graphs. Information implemented through descriptive statistics. In addition, data in quantitative statistics was analyzed systematically to come up with reliable precise conclusions and recommendations.

The findings suggest that most of the respondents agree that Advertising approaches such as Print media, television, radio, billboards influenced my decisions for the university 1.045, Written materials like brochures, alumni magazines, employees influenced my choice of university 0.935, Career/ open days organized by the university influenced my choice1.319, School visits by the university led me to deciding the university to join 0.842, and Those universities with rigorous advertisement activities post higher enrolment numbers 1.151 among others.

The study concludes that it is crucial that private universities understand the expectations of students and translate them into activities that would attract and retain students. Competition among the available prospective students increase and it will become even more critical for institutions to ensure students complete the programs that they start. The need to provide
value for money to the students and to be responsive to their needs has necessitated universities in general and marketing units in particular to look beyond marketing paradigms and customer approach in the industry.

The study recommends that Print media, television, radio, billboards should be impressed since they influence student decisions for the university. The analysis further found that those universities with rigorous advertisement activities post higher enrolment numbers. 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.
CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the Study

A firm is regarded as a cohesive organism which learns to adapt or find better ways of doing things in response to its environment. One of the environmental influences to a firm arises from competition. The competitive environment is the dynamic system in which the business competes. Strategy development requires the firm to understand what critical variables are changing, the pace at which these changes are occurring, and their likely impact on the firm (Porter, 2014). The external environment faced by the firm and its business units affect the strategy of the firm, the value of the strategy, and thus the firm’s performance. Environmental analysis is therefore an active and essential input to strategy development, helping the firm and its business units identify attractive opportunities and make decisions on where and how to compete (Ivy, 2001).

According to Lewis (2013) the growth or sustainability of a firm depends on how it responds to competition. Organizations, whether for profit or nonprofit, private or public, have found it necessary to engage in strategic thinking in order to achieve their goals. The environment in which firms operate has become increasingly competitive. This requires a threefold response from organizations. They are required to position themselves more strategically, they need to translate their insight into effective strategies to cope with the competitive environment and develop rationale necessary to lay the ground work for adopting and implementing strategies. Porter (2014) viewed strategy as the process of creating a unique and valuable position by means of a set of activities that create synergistic pursuit of the objectives of a firm. For a firm to sustain competitive advantage, it should look at how to compete, whom it is competing with, the basis of competition, whom it is competing against, and the ways to create barrier to competition (Aaker, 2011).

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.

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.

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 (Aaker, 2011).

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.

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, 2014). 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 (Sargeant, 2014).

1.2 Statement of the Problem

In universities today, there is need to ensure that there is proper communication through the use of marketing strategies (Terkan, 2013). Whether the communication is audio or visual, it must be an effective one so as to fit the different needs of the public. It is one problem experienced by the private universities. It must be realized that there cannot be marketing without proper communication (Terkan, 2013). It explains the challenge of enrollment in private universities.

When a marketing communication strategy is chosen, it must be one that will ensure proper communication. For example, social media cannot be used to reach audio users. The fact that private universities in Kenya have failed to recognize this importance is what has led to the challenges of ensuring efficient use of marketing communication tools.

The need for this research is also based on the fact that there has been increased competition among private universities of Kenya (Martina and David, 2011). The competition has been
boosted by the use of marketing communication tools. In as much as each private university will choose a marketing communication strategy that fits its objectives, it must ensure that it is a tool that will enable it to gain a competitive edge over the other universities. Universities that are only focused on achieving their objectives end up losing to other universities. It explains the large gap in private universities in Kenya.

Private universities such as USIU and Daystar University have experienced a positive growth over the years while others such as Great Lakes University have experienced a slow growth. The goal is to ensure that the brand and the image of the university are maintained (Martina and David, 2011). Universities that do not have a positive image are evidence of improper use of marketing communication tools. Another reason for which this research is important is based on the current trends in marketing in private universities and other universities in Kenya. One trend is that there has been increased need for marketing (Hanover Research, 2015). Over 60% of the universities have increased their marketing activities over the years. As a result of this, there is need to have proper information on the current marketing trends. The second trend is that a lot of finances have been used in implementing the different marketing communication tools (Hanover Research, 2015). Private universities that have grown over the years in Kenya are an evidence of the use of these finances. However, these funds are sometimes used but the necessary result is not achieved, and the result is the making of losses. Therefore, private universities that are still in the process of growth must have a proper way of using these finances.

The advantages that are achieved as a result of implementing appropriate marketing communication strategies also validate this research. The first advantage is the achievement of the goals of the University (Yilmaz, 2017). Each marketing communication tool has its own set of benefits that the university wishes to achieve. The second advantage is the need for efficiency (Yilmaz, 2017). A proper marketing communication strategy will ensure the effectiveness of the operations of a university. The third benefit is to increase satisfaction (Yilmaz, 2017). The more attractive a marketing communication strategy is, the more satisfied the public will be. As a result of these advantages and much more there is need to
enlighten the private universities on the importance of each marketing communication tool that is in the paper.

1.3 General objective
The aim of this research was to examine the effect of marketing communication tools on student enrollment in private universities a case study of USIU-A.

1.4 Specific objectives
1.4.1 To determine the effect of advertising on student enrollment in private universities in USIU-A.
1.4.2 To determine the effect of social media marketing on student enrollment in USIU-A
1.4.3 To determine the effect of direct marketing on student enrollment in USIU-A

1.5 Significance of the Study

This study benefits the following stakeholders:

1.5.1 Private Universities
Based on the fact the study is focused on private universities, it is critical in helping these universities understand the effect of marketing communication tools in student enrolment. It will help these universities to understand the different forms of marketing communication tools, their advantages, and disadvantages and how they should be applied. Through this, only the best strategies were implemented by the private universities.

1.5.2 Public Universities
Both public and private universities have equal interests in student enrollment and as such the importance of this study to private universities can also be applied to public universities.

1.5.3 Students
To the students, this study was important in determining the best institutions or courses to join in the different private universities. It will help the students to explore the various marketing communication tools and only choose an institution that has effectively applied the various tools of marketing.
1.5.4 The Public
The study helps the public in gathering enough information about the different private universities that are existent in Kenya and how they apply the various marketing communication tools.

1.5.5 The Government
This study will help the government to determine whether private universities are effectively utilizing the available finances to implement marketing communication tools and if there is need to support these institutions in implementing these tools.

1.6 Scope of the Study
This research was focused on analyzing the effect of marketing communication strategies on student enrollment in private universities with a focus on three tools which are advertising, social media and direct marketing. The study covered the private universities that are existent in Kenya a case study of USIU-A. The population that was used for the study was drawn from USIU-A students. Therefore, the study involved 268 students from USIU-A university. The study took place from May to August 2018.

1.7 Definition of Terms

1.7.1 Marketing Communication Tools
These are tools that are used to promote the brand and image of an organization while at the same time helping the organization to reach its targeted audience. Such tools include advertising, social media, direct marketing, personal selling and public relations among others (Kotler, Armstrong, & Harris, 2017).

1.7.2 Advertising
It is a type of marketing communication tool that uses audio and video messages to communicate its products and services to the public (Jefkins, 2016).

1.7.3 Social Media
It refers to applications that enable an internet user to share different content based on the needs of the user(Kotler & Armstrong, 2017).
1.7.4 Direct Marketing
It is a process through which an organization sells directly to its consumers through methods such as the use of emails (Hanson & Kalyanam, 2004).

1.7.5 Private University
It refers to a university that is not under the authority of the government (Scanlon et al., 2013).

1.7.5 Public University
It refers to a university that receives financial support from the government and is also managed by the government (Scanlon et al., 2013).

1.8 Chapter Summary
This chapter gives an overview of the issue of marketing communication tools in universities. The background review has given an insight of both public and private universities so as to understand the context of the subject fully. It has analyzed the different issues that are involved in marketing communication tools as a way of enrolling students in private universities. The chapter has gone on to give the statement of the problem, the general objective, and the research questions. It has analyzed the significance of the study, the scope of the study and has defined the relevant terms that are used in the paper. In Chapter two, a literature review on the topic is analyzed. Chapter three focuses on the research methodology while chapter four focuses on the analysis of the results. Chapter five concentrates on the discussions, conclusions, and recommendations.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter discussed the literature used in this study on the examine the effect of marketing communication tools on student enrollment in private universities a case study of USIU-A. The study objective includes; To determine the effect of advertising on student enrollment in private universities in USIU-A, to determine the effect of social media marketing on student enrollment in USIU-A and to determine the effect of direct marketing on student enrollment in USIU-A. There is a chapter summary at the end of the chapter.

2.2 Effect of Advertising on 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 1,0232 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.

2.2.1 Effect of Advertising on Student Enrolment in Universities

Different authors and organizations have conducted studies on the effect of advertising on student enrolment in universities. The first study was carried out by Dorkenoo et al. to analyze the impact of advertising in the Ho Polytechnic in Ghana (Dorkenoo et al., 2015). The focus of the study was on informative advertising as used in learning institutions in Ghana. In this study, the author recognizes that Ghana uses informative marketing in marketing most of its public schools and as such an analysis of its effectiveness is vital in this study. The main advantage of applying informative advertising is that it develops an institution's different activities such as the demand for its goods and services (Dorkenoo et al., 2015). It is thus justified in this study. In this research, the independent variable was the students who were chosen randomly from the population in Ho Polytechnic (Dorkenoo et al., 2015). In the study, 200 respondents were selected randomly to fill in the available questionnaires. The respondents were composed of both the students and the teachers. The dependent variable was Ho Polytechnic and how it applies informative advertising in marketing. The outcome of this study was that informative advertising is an effective tool in marketing (Dorkenoo et al., 2017). However, it has not been effectively utilized by learning institutions in Ghana. Only 23% of the respondents agreed to have known about the institution (Dorkenoo et al., 2017). It is owing to the fact that informative advertising has not been utilized.

Mohamedbai (2008) carried out a study to determine the effect of massification in higher education in Africa. Even though massification is a general term that involves many subsets, the study also focused on student enrolment which was vital to this study (Mohamedbai,
The study was conducted in universities in Africa. Due to the introduction of the Information and Communication Technology (ICT) in universities, student enrollment has increased, and advertising is among the reasons for this increase. The independent variables were the seven universities used in the study while the dependent variables were the different factors that involved the general term of massification. The universities were chosen randomly from various countries. The conclusion of the study was that Africa should borrow from other nations regarding ensuring higher student enrolment.

2.2.2 Impact of Deceptive Advertising in Private Higher Education On Students.

Njomo (2014) carried out a study to determine the impact of deceptive advertising in private higher education on students. The study was conducted in Cameroon which is also located in Africa. Deceptive advertising is a form of advertising that uses false information to mislead people and in the case of this study, the students. The researcher used eight universities in the Republic of Cameroon (Njomo, 2014). From these universities, 201 students were chosen to take part in the study. Another importance of this study was that it focused on an area of advertising that had not been done before and as such vital to my research. The research used the Likert Scale to collect data from the respondents (Njomo, 2014). Different items were analyzed using the Likert Scale. The data collected from the study were analyzed using statistical analysis. In the review of the gathered data, it was concluded that deceptive advertising had taken different forms in the different universities of Ghana. Some of these forms are; misleading statements, inaccurate information and misleading fee statements among others (Njomo, 2014). These forms of deceptive advertising have had a negative impact on the students. 58% of the respondents agreed that deceptive advertising was damaging to institutions (Njomo, 2014). Therefore, the main conclusion of the study was that the government had a role in ensuring that deceptive advertising is done away with in the universities. To do this, the government must ensure that the established guidelines on deceptive advertising are implemented.

A study conducted by Atarah and Peprah (2014) was focused on assessing the impact of advertising on student enrolment in private tertiary schools in Ghana. Ghana is a country in which private institutions have effectively utilized advertising as a way of marketing their
products and services. The core objective of the study was to determine whether advertising has been effective in these institutions as compared to other organizations (Atarah and Peprah, 2014). The focus was on the effect of advertising on student enrolment just as the title of this study. Both students and the university staff were chosen from two private universities to take part in the study. The independent variables in the study were the students and the staff that was involved in the study while the dependent variables were the different sources of marketing information that were being analyzed in the study by the use of the questionnaires. The finding of the study was that advertising had a role in influencing students’ enrolment decisions (Atarah and Peprah, 2014). Advertising accounted for 35% of students’ enrolment decisions. However, these decisions were also affected by factors such as family and the current students in these institutions.

Singh and Singh (2016) conducted a study to determine the impact of promotional tools on students' decision making. This study was conducted in Delhi, and it focused on private institutions that specialized in engineering. The idea of this study was that enrolment into private schools has become difficult due to the availability of many institutions to choose from. As a result of this, there are different ways in which these institutions do their promotions with advertising being among one of the commonly used methods. Therefore, the study seeks to analyze whether such promotional tools have been used effectively to ensure that students choose the right institutions for their education. Data for this study was collected by the use of questionnaires. The study involved over 90 institutions with a total number of respondents of 4045 (Singh and Singh, 2016). Even though the study focused on the different aspect of promotions, advertising was important among them. The finding of this study was that the available promotional tools had an influence on the choice of engineering school in Delhi (Singh and Singh, 2016). Advertising accounted for about 6%. It concluded that there was a need for universities to develop the best measures that can be applied in ensuring that the students make the right choices in selecting institutions.

### 2.2.3 Impact of Promotion on Student's Enrolment

Khan and Qureshi (2010) studied the impact of promotion on student's enrolment. The focus of this study was on private learning institutions in Pakistan. Different promotional methods
are used by institutions and as such this study was to determine the promotional strategies that have been effective in impacting students' enrollment in these institutions. This study is important as it helped in determining whether advertising was one of the most efficient methods that impact on students' enrollment in private institutions. Data was collected through the use of interviews (Khan and Qureshi, 2010). Interviews were conducted in 16 institutions and involved both the students and the staff. In the study, there were both dependent and independent variables. The dependent variables were the different promotional strategies while the independent variable was the students' enrolment. In the findings, advertising was determined as one of the most efficient methods in affecting students' registration (Khan and Qureshi, 2010). 44% of the respondents preferred the use of advertising as a marketing tool. Other strategies that were found are public relations and publicity. It was concluded that in as much as there was a need to fully utilize the four strategies that were chosen as the best, private institutions should also use other forms of promotion so as to give the students a broad range of choices from which they can make an informed decision.

Bamfo and Atara (2013) did a study on the role of marketing communications in student enrollment in private universities. The focus of this study was on private universities in Ghana. Since advertising is a form of marketing communication, the findings of this research are relevant to my study. The authors accept the fact that marketing communication strategies determine the success or failure of business. Data for this study was collected from the students and the staff from the different private universities in Ghana (Bamfo and Atara, 2013). Data was gathered using questionnaires and interviews, and it involved 126 participants. In this study, student enrolment was the independent variable while marketing communication strategies were the dependent variables. The main finding of the study was that advertising was the most efficient method of marketing in Ghana representing 35% (Bamfo and Atara, 2013). It is the tool that when used by these private universities, would have the largest impact on their enrollment decisions. The conclusion from this study was that private universities should effectively utilize this form of marketing (Bamfo and Atara, 2013). However, the study also recommended the need for universities to use other types of marketing so as to give students a variety of choices and get the maximum benefit.
Bishau and Samkange (2015) analyzed the causes of low student enrollment. The study was conducted in Harare, Zimbabwe for five years. The fact that this study was done over an extended period of time means that its findings are valid to this research. This study is also important as it focuses on Open and Distance Learning (ODL) (Bishau and Samkange, 2015). According to research that was done by the authors, the introduction of ODL has been accompanied by an increase in enrolment in universities in Zimbabwe. However, in the Chitungwiza region, there has been a decrease in enrollment and as such necessitating this study. Students and alumni of the different universities in this area were used for the study (Bishau and Samkange, 2015). Data was collected through the use of questionnaires and interviews depending on the validity. The independent variable in this study was low student enrolment while the dependent variables were the conditions that influenced the students' registration process. The finding of this study was that adverse media report about the area tarnished the image of the university and in turn led to a reduction in students' enrolment (Bishau and Samkange, 2015). Therefore, there was a need for institutions in this area to rebuild their images so as to increase the students' enrolment. One way of doing this was through effective advertising.

Al-Fattal (2010) conducted a study on students' choice of universities and marketing strategies. The study was focused on the private universities in Syria. The author agrees to the fact that students have had a difficult time choosing the best learning institutions because universities apply different types of marketing strategies. Universities have also been forced to implement the various marketing strategies so as to ensure that they get the maximum benefit. The researcher conducted a pilot study to ensure the effectiveness of the research. In the study, 335 participants were chosen from three private universities (Al-Fattal, 2010). Staff, students, and parents took part in this study. Data from the study were collected by the use of interviews and case studies to get a deeper perspective on the issue. The independent variables in the research were the student choices while the dependent variables were the different marketing strategies. One finding of the study was that students underwent various steps in making their university
2.3 Effect of Social Media Marketing on Student Enrollment

Arave (2017) studied the social media marketing plan for Snow College. This study was conducted at Snow College. The objective of this study was to determine the application of social media marketing at Snow College. In the recent past, Snow College has implemented different marketing strategies, but there has been no evidence to prove the complete use of social media marketing. The only use to which social media marketing has been put is for communicating to students but has not had a significant function in other functions. 119 students and 83 parents were involved in this study (Arave, 2017). The participants were chosen randomly from the school and parents were selected during a parents meeting at the school.

The data was collected using face to face interviews in which the students and the parents were asked different questions relating to social media marketing. In this study, the independent variable was Snow College while the dependent variable was the various forms of social media marketing. The finding of the study was that social media marketing structures had not been fully implemented in the college (Arave, 2017). Thus, the study concluded that there was a need for Snow College to implement the different forms of social media marketing.

2.3.1 International Students' Enrolment

Yee et al. (2015) studied the issue of international students' enrolment in the higher education sector. The study was conducted in Malaysia. The study of higher learning in Malaysia was necessitated by the fact that there has been a rise in the number of students enrolled at the institution. Therefore, the study was meant to determine the factors that have contributed to the increase in international students in the higher education sector in Malaysia (Yee et al., 2015). One private university in Malaysia took part in the study. A total of 200 participants were involved in the study through the filling of questionnaires (Yee et al., 2015). The independent variables in the study were student belief, brand equity, and social influence. The fact that social influence was the independent variable makes this research valid for the study. The Social Package for Statistical Sciences (SPSS) was used in analyzing the collected data. The finding of the study was that the independent variables affected the rate of
international students' enrollment in different institutions in Malaysia (Yee et al., 2015). The social influence which entails the use of social media is among one of the factors that had the greatest impact. The researchers concluded that there was a need to effectively implement these strategies so as to ensure that Malaysia meets its target of recruiting more international students.

Dooney (2014) conducted a study to determine the role of social media in college admissions and higher education marketing. The author focused on Facebook as a form of social media marketing. The author argues that social media marketing has had a significant influence on colleges and the institutions of higher learning regarding admissions and marketing. Dooney recognizes that this study is necessary based on the fact that there has been no effective utilization of social media marketing in universities in the United States (2014). It is the reason for which this research and my research are justified. The author used a private university for this study (Dooney, 2014). Students were randomly chosen from this university to participate in the study. Data were gathered through questionnaires. The main finding of this study was that the use of Facebook in this university was only for interaction among the students (Dooney, 2014). The university did not take an active part in ensuring that the social media site was being used effectively and that there were control measures put in place to guide the activities of the students. However, the advantage of this was that the students used the site to recruit other students to join the university. The conclusion was that the university should take an active part in social media marketing so as to get the maximum benefit.

Morphitou and Demetriou (2017) studied the impact of social media as a marketing communication tool. The study was conducted at the University of Nicosia. The study was necessitated by the idea that most institutions were still using the traditional forms of marketing. Therefore, there was a need to prove that the recent forms of marketing such as social media have been implemented. The researchers focused more on the efforts that students had put forward in the utilization of social media marketing (Morphitou and Demetriou, 2017). It also analyzed how the use of social media marketing has an influence on the decision-making process of the students. Data was collected through the use of focus groups composed of 8 students each (Morphitou and Demetriou, 2017). Interviews were carried out where the students were asked different questions that are related to social media
marketing. The independent variable in this study was the impact of social media marketing as a tool for communication while the dependent variable was the forms of social media marketing. The finding of the survey was that social media was the most effective tool for both the students and the school administration (Morphitou and Demetriou, 2017). Social media marketing had an impact on the selection process by the university, and it also had an impact on students' lives at the university. The conclusion was that social media marketing should be effectively utilized so as to get the maximum benefit.

### 2.3.2 Impact of Social Media on College Choice Among Students

Diana (2014) studied the impact of social media on college choice among students. The author agrees to the fact that social media marketing has been crucial in learning institutions today and as such, there is need to study its influence on the choices that students make. This research was necessary as it seeks to analyze how the different forms of social media are put into use by the colleges. The study was carried out at the University of Minnesota (Diana, 2014). The data was gathered through the use of online surveys (Diana, 2014). Through the use of online surveys, the students were asked different questions that were related to the study. In the study, 92% of the students were found to be using Facebook (Diana, 2014). They used Facebook to search for colleges and make choices on the best colleges that they would wish to join. Other types of social media that were used at the institution were Twitter, YouTube, and Instagram. Another finding was that most of the social networks created by colleges for attracting students registered a significant number of users. The researchers concluded that there was a need to utilize the current technology in the form of social media so as to ensure that students make the right choice regarding colleges.

Constantinides and Stagno (2017) studied the impact of social media on study selection and university choice. The research was necessary because there was no evidence to prove the effective utilization of social media marketing in universities. The authors recognize that despite social media having a significant influence on study selection and university choice, its core benefits have not been exploited. Therefore, the researchers compare traditional forms of marketing and the modern forms of marketing to determine which one has the greatest influence. The study was carried out in Netherlands (Constantinides and Stagno,
The survey was conducted in all the universities and data was collected through a survey. Over 120,000 individuals were involved in this study (Constantinides and Stagno, 2017). The participants were selected randomly using the method of stratified sampling. The questions to be asked by the researchers were organized into different categories. The independent variables were study selection and university choice while the dependent variable was the impact of social media marketing. The finding of the study was that social media marketing was the best tool that determined study selection and university of choice (Constantinides and Stagno, 2017). Most of the individuals in the study who were planning to join a university in the future agreed to the fact that they would prefer to use social media marketing in the future to inform their choices. Therefore, this proves that social media is a powerful marketing tool.

Hall (2014) conducted research on how higher education institutions utilize social media. The researcher recognizes that the fact that institutions of higher learning have only used social media to interact with the students. There has been no effective utilization of social media as a marketing tool for increasing enrolment in higher education institutions. The study was conducted at the University of Georgia (Hall, 2014). Besides determining how social media is used in this school, the other objective was to compare the use of social media to other universities apart from Georgia. Data was collected through the use of interviews (Hall, 2014). Different questions were asked during the interview. The authors also studied the available information from the universities on the use of social media. There were 20 participants in this study derived from the different institutions. The independent variable in this study was higher education institution while the dependent variable was the different ways in which social media has been utilized. The finding of the study was that there was no efficient utilization of the social media (Hall, 2014). Even though social media has been in existence for a long time and the universities recognize its importance, they have not fully implemented and utilized it and as such the conclusion was that there is need to reap the maximum benefits by the full use of social media marketing.
2.3.3 Influence of Social Media On International Students’ Choice

Reddy (2014) studied the influence of social media on international students’ choice of university and course. There has been a rise in the number of international students over the years. One reason that the author uses to explain this is the availability of promotional methods (Reddy, 2014). One such method is the use of social media. The researcher recognizes that for one to choose an institution all over the world, he or she has to do research that can only be available if these universities utilize the different marketing strategies. This reasoning justified this study and showed why it was necessary for my research. The data that was used for this study was collected through the use of questionnaires (Reddy, 2014). In the questionnaires, there were different questions regarding the utilization of the various forms of social media. International students were involved in the study. The researcher chose 167 students randomly to participate in this study. The finding of the study was that international students used social media frequently (Reddy, 2014). It is through this that they were able to choose the best institutions. Another finding from the study was that social media had an influence on the courses that the students wanted (Reddy, 2014). A university that effectively utilizes social media will have the most students in the different courses available in the university. The conclusion was that there is a need for universities to implement social media use entirely.

Hayes (2014) conducted research on increasing enrolment. The study was carried out at Midwest Christian University. The core objective of the study was to determine the factors that ascertain the choice of colleges. The researcher recognizes that different factors determine the selection of college among students and such analyzing the most important factor would be important in determining whether social media had a chance. This study is thus necessary for my research. 628 students from Midwest University were involved in this study (Hayes, 2014). Data from the study was collected through the use of surveys. In the surveys, different questions were asked of the students about the study. The finding of the study was that the most important factor that determines college choice was institutional factors (Hayes, 2014). Such factors include college visits. The second finding indicates that marketing factors also had an influence on the students’ choice (Hayes, 2014). Even though the study does not specify the particular marketing elements, social media can be among the
factors because it has been in use in most institutions and has influenced the college choice of students. The conclusion of the researchers was that it is necessary to implement both institutional and marketing factors to ensure that the students make the right choices.

Keller (2012) studied the marketing techniques and recruitment effectiveness in different learning institutions. The core objective of the study was to determine the various recruitment strategies available to higher education students and once this is done, an analysis of the most effective strategies was done. An analysis of these strategies was important in validating my argument about the importance of marketing strategies in higher education institutions. The unique factor about this study was that it focused on a small college which had no ability to fully integrate the different marketing strategies. The independent variable in the study was the available marketing and recruitment strategies while the dependent variables were the forms of marketing and recruitment strategies that the students preferred. There were 291 students that were involved in this study (Keller, 2012). The researcher focused on the newly admitted students and they were also chosen randomly. The first finding of the study was that the different forms of marketing should be used interchangeably (Keller, 2012). Even though it’s hard to use all of them, two or more should be integrated to realize the maximum benefit. The researcher also suggested that the traditional forms of marketing be utilized alongside the modern forms of marketing. It will ensure a smooth transition from traditional forms of marketing to the full use of the modern forms of marketing.

2.4 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.

2.4.1 Direct Marketing

Previous studies have been conducted on direct marketing as having an effect on student enrollment in universities. According to research conducted by Hanover (2016), there are different ways to which institutions have utilized direct marketing. One advantage that institutions have derived from the use of direct marketing is that they can be able to segment students according to their wants and needs (Hanover, 2016). When this is done, personalization is enabled and as such having a positive impact on students' enrolment in institutions. In this research that was conducted by Hanover, there were different outcomes. The first result was that it helps in avoiding repetition (Hanover, 2016). The direct marketing model ensures that information only reaches the relevant students. The second result was that it helps in reaching the target market (Hanover, 2016). Each type of information is tailored according to the audience that it is supposed to reach. The third outcome was that it boosted students experience (Hanover, 2016). Students that had a chance in participating in this research had more meaningful experience since they received the right information which enabled them to make better choices. Email marketing which is a form of direct marketing was seen to the most effective in reaching out to the students.
Bamfo and Atara (2013) conducted research on the role of marketing communications in student enrollment in private universities. It is a study that was done at private universities in Ghana. The primary objective of this study was to determine the efficient utilization of marketing communication tools in the selected private universities (Bamfo and Atara, 2016). Participants were selected randomly from the chosen private universities in Ghana. There were a total of 126 participants selected for the study (Banfo and Atara, 2016). The participants consisted of both the students and the staff within the private universities. Data were collected using questionnaires and the administering of interviews. The analysis of data was done through the SPSS software. In the study, the independent variable was student enrollment in private universities while the dependent variables were the different marketing communication tools that are applied to private universities in Ghana. In the outcome of the study, it was realized that advertising was the most effective marketing communication tool (Bamfo and Atara, 2016). Most of the students and the staff were of the opinion that they received most benefits from marketing communication as a result of the use of advertising as a marketing communication tool. However, the researchers recommended that there was a need to integrate other tools of marketing communications which include direct marketing. It would ensure that the universities get the maximum benefits from the use of these tools.

Stark and Zadeh (2013) did a study on marketing within higher education institutions. This study was conducted in Thailand. It is a study that only involved two private universities in Thailand (Stark & Zadeh, 2013). Therefore, the primary aim of the study was to analyze the different approaches of marketing as utilized by the two private universities in Ghana. The focus of the study was for international students who seek for enrollment in Ghana. The two universities that were used in this study were Bangkok University and Webster University (Stark and Zadeh, 2013). In this research, the independent variable was the education institutions while the dependent variables were the different forms of marketing that are utilized by these universities. Data were collected through observations and conducting surveys and interviews. The use of past materials such as journals was seen to the most efficient way of getting information on this issue. Different conclusions were made from this
study. The main finding was that different marketing tools are used by these institutions (Stark and Zadeh, 2013). Online marketing, which also involves direct marketing, was mentioned as one of the most important tools utilized by these universities. The authors recommended that there was a need to effectively implement the use of these tools as they had not been effectively used.

2.4.2 The Role of Telemarketing as A Promotional Tool

Mamat et al. (2015) conducted research on the role of telemarketing as a promotional tool for students' enrolment. The study was based on the idea that the introduction of marketing tools in universities has led to competition among learning institutions. The authors recognize that different types of direct marketing are used in educational institutions. They include; email marketing, telemarketing, short message service and direct mail marketing (Mamat et al., 2015). However, the focus of the study was only on one form of direct marketing which is telemarketing. The study was conducted at a private college in Malaysia. Data that was used for the study was collected through interviews and observations. Secondary data was also utilized in the study. Different conclusions were made from this study. The first conclusion was that telemarketing was the most efficient method of direct marketing (Mamat et al., 2015). When compared to other types of direct marketing, it was realized that telemarketing led to the largest number of students enrolling in the college. It was seen as a quick way of getting feedback from the students and the school administration. Another finding from the study was that telemarketing was the most efficient way of collecting information and communicating to the students (Mamat et al., 2015). Students can quickly provide their information through telemarketing and also easily talk to the school administration.

Demiray, Nagy, and Yilmaz (2017) conducted a study on the strategies for the marketing of higher education. The study was comparing strategies for marketing in Australia and Turkey. The study was based on the idea that education has become international with students choosing to study in different countries. As a result of this, the comparison was necessary. Therefore, the primary purpose of this study was to compare the different marketing strategies that are applied by learning institutions in these countries. In the analysis of Turkey, it was realized that there are 25 private universities (Demiray, Nagy and Yilmaz, 2017).
Enrolment in these private universities was seen to be low as compared to the enrolment in public universities. In Australia, there are only two private universities (Demiray, Nagy and Yilmaz, 2017). A quarter of the students in these universities are international students and as such also indicating a low enrolment rate in Australia. However, in Australia, the government has been in the forefront in ensuring that marketing strategies are implemented in these universities. From this information, the authors made the conclusion that Australia had implemented different marketing strategies as compared to Turkey (Demiray, Nagy and Yilmaz, 2017). Direct marketing is a form of marketing strategy that has been implemented in this country. The authors recommended that there was a need for universities in Turkey to utilize the different marketing strategies so as to increase enrolment.

An analysis of a strategic proposal by the University of Maine gives an analysis of the utilization of different marketing strategies (University of Maine, 2011). The plan was based on increasing enrollment and higher degree education attainment. It was a study that was conducted in the form of a proposal so as to raise funds for the project. The primary objective of the research was to implement new marketing strategies that would increase enrollment at the university (University of Maine, 2011). The problem at the University of Maine has been that the available strategies for increasing enrollment rates have failed to work and ensure that a specific number of students are enrolled at the university on an annual basis. The other challenge was that there were no funds that would be utilized by the school in implementing new marketing strategies. The institution has also received intense competition from other schools that have already implemented the different marketing strategies which include direct marketing. Therefore, the proposal suggested an implementation of online marketing which is a form is of direct marketing (University of Maine, 2011). There are other forms of marketing such as media advertising which was also proposed to be implemented by the institution. It would lead to fair competition and increase enrolment in these universities.

2.4.3 Strategic Enrolment Plan
Chicago State University (2011) did an analysis of a strategic enrolment plan for the university. It is a program that was meant to identify the different challenges that the institution was facing regarding student’s registration and their interaction with the school
administration. It also identified the trends in enrollment that the school had in the previous years before 2011 and the future trends that were expected once the challenges that the school is experiencing were solved. According to statistics, the school recorded an enrollment of 6107 students in 2012 (Chicago State University, 2011). The number had reduced when compared to the enrollment in previous years. As a result of the existence of these challenges, the university made recommendations and actions that had to be implemented so that the institution would reach its future targets. In ensuring that the school recruited qualified students; the plan suggested the implementation of telemarketing (Chicago State University, 2011). It also recommended the implementation of direct mail campaign. It was to be done on a yearly basis so as to ensure a continuous increase in enrollment. In solving the challenge of recruiting international students, the plan suggested the implementation of direct marketing (Chicago State University, 2011). Through direct marketing, the institution would ensure that information reaches the targeted students and as such boosting enrollment. The plan for the Chicago State University showed the importance of direct marketing in increasing enrolment.

Messah and Immaculate (2017) conducted a study on the effects of selected marketing communication tools on student enrolment. It is a study that was carried out in private universities in Kenya. The research was based on the idea that competition among universities in Kenya has increased as a result of the implementation of different marketing strategies which have an effect on enrollment. Therefore, the primary aim of this study was to determine the various marketing tools that have increased enrollment in these private universities. The independent variables in the study were advertising, direct marketing, personal selling and public relations while the dependent variable was student enrolment. 125 participants from 25 private universities in Kenya were selected for the study (Messah and Immaculate, 2017). Data from the study were analyzed using the SPSS software. Different conclusions were made from this study. The main finding was that print media was the most effective tool for marketing in private universities in Kenya (Messah and Immaculate, 2017). It was followed by advertising. The study did not find other forms of marketing such as direct marketing as effective tools in marketing. The researchers recommended that private
universities in Kenya should implement other forms of marketing such as the utilization of social media and direct marketing.

Mwebi and Simatwa (2013) did a study on expansion of private universities in Kenya and implication on quality and completion rate. It is a study that was conducted in Kenya. The study was based on the idea that in the past, student enrolment in universities was very low as a result of the educational requirements for one to join any given university. However, this was done away with when private universities were introduced. It also led to an intense competition between public and private universities. The challenge with private universities was that they had not implemented effective strategies that would ensure they provide high-quality teaching. Among these strategies is the implementation of marketing communication tools. The participants in the study were 148 lecturers, 3557 students, 24 deans of students and 24 academic registrars (Mwebi and Simatwa, 2013). Data that was used in the study was collected through questionnaires and the administering of interviews. A pilot study was conducted so as to determine the effectiveness of the real research. One conclusion from the study was that there was a need to implement marketing strategies which include direct marketing (Mwebi and Simatwa, 2013). It would ensure that the private universities attract the right students and that there would be an interaction between the students and the school administration.

Marima (2015) conducted a study on the influence of marketing communication tools on student enrolment. It is a study that was also done in private universities in Kenya. This researcher also agreed to the fact that the implementation of different marketing communication tools in universities in Kenya have led to intense competition and as such all private universities have been forced to follow forth. Thus, the primary objective of this study was to analyze how these marketing communication tools have been used in these universities. 50 participants from ten private universities in Kenya were selected for this study (Marima, 2015). Data that was utilized in the study was collected through the use of questionnaires and analyzed through the utilization of the SPSS software. The main finding of the study was that digital marketing had not been effectively utilized by these universities (Marima, 2015). According to the researcher, most of these universities have recently
introduced these marketing strategies and as such are still in the process of analysis. Online marketing, which is a form of direct marketing, is one of the strategies that have been implemented by these universities. The study suggested that there was a need for private universities in Kenya to integrate traditional and digital marketing so as to get the maximum benefit.

2.5 Chapter Summary

This chapter has discussed the literature used in this study on the examine the effect of marketing communication tools on student enrollment in private universities the study objective includes; To determine the effect of advertising on student enrollment in private universities, to determine the effect of social media marketing on student enrollment and to determine the effect of direct marketing on student enrollment. Chapter three focuses on the research methodology while chapter four focuses on the analysis of the results. Chapter five concentrates on the discussions, conclusions, and recommendations.
CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction
This chapter deals with how data collected the target population from where the data was collected, the techniques and the methods that was used to collect data and the various data analysis methods that was employed. This chapter concludes with a summary of all the issues that have been mentioned above.

3.2 Research Design
The research design that was used in this study was a case study research design. The case study focuses on the United States International University (USIU) which is a private university. A case study research design is a type of research design that focuses deeply on a given area of study (USC Libraries, 2017). It narrows down a study to only specific areas which act as a representative of all the given areas of the study.

There are advantages of using this type of research design or a study. The first advantage is that it is detailed (USC Libraries, 2017). It gives enough information about the different problems that are to be addressed in the study. The second advantage is that it can be used together with other methodologies (USC Libraries, 2017). For example, different sources can be used to complement the already available information.

There are also disadvantages that are faced by using this design in this study. The first disadvantage is that it is not a representative of the whole area of study (USC Libraries, 2017). There are many private universities in Kenya and as such using one university for the study is not enough. The researcher solved this problem by ensuring that USIU had enough participants that acted as a representative of the whole population. The second disadvantage is that there may not be enough information as required by the researcher (USC Libraries, 2017). The researcher ensured that all the available information in the university was analyzed before choosing it as the area of study.
3.3 Population and Sampling Design

3.3.1 Population

According to Cooper and Schindler (2011), a population is the entire collection of components about which inferences are made. Chandan, Singh and Khanna (2005), conquer with Cooper and Schindler (2011) that population is a group of the variables that is being studied. It will be precisely and economically not practicable to use the whole population for analysis; a sample was usually take out of the population for the purpose of analysis. The population under study was the USIU students. This population was 7500 as of 18th October 2017. It was however much easier to carry out the study through analyzing a sample rather than the whole population due the complexity and expenditure associated with the entire population of the USIU students in the study. The characteristics of the population under the study was include all the USIU students both male and female with varying age.

3.3.2 Sampling Design

3.3.2.1 Sampling Frame

According to Cooper and Schindler (2003, P.188), “sampling frame is the list of all elements from which the sample is actually drawn. Ideally, it is a complete and correct list of population members only.” In this study, the sampling frame was clearly identified as the students of the United States International University consisting. The sampling frame was obtained from the registrar’s office for the graduate undergraduate and postgraduate figure, male and female.

3.3.2.2 Sampling Technique

In this study, a simple random sampling technique was adopted. According Cooper and Schindler (2003), a simple random sample is a technique in which each population element has a known and equal chance of selection. This was used because the study aimed to achieve a fairly representative view. Each respondent was chosen by chance and each member of the 7,500 population had an equal chance of being included in the sample and every possible sample of a given size had the same chance of selection. To obtain this, a
sampling frame was obtained USIU students from which a sample of 7500 was identified using simple random sampling.

### 3.3.2.3 Sample Size

According to Chandan, Singh and Khanna (2005), the sample size is the number of sampling units selected from the population for study. A sample of 268 students selected randomly was be used for this study.

Yamane’s formula of 2001 will be used to determine the sample size from population within each stratum. In the sampling of all companies, a standard error of 95% was considered in this sampling calculation. On a population of 7500 sales personnel, a sample of 268 respondents was attained. It provides a 95 percent level of confidence and a maximum variability (p) = .06.

\[
\text{n} = \frac{\text{N}}{1 + \text{N} \times (\text{e})^2}
\]

Where n is the sample size, N is the population size and e is the level of precision

\[
\text{n}=\frac{7500}{1+7500(0.06\times0.06)} = 268\text{ respondents}
\]

Where:

N = population size, and

e = Margin of error

n= corrected sample size

### 3.4 Data Collection Methods

In the study, data was collected through the use of questionnaires. One reason for using this data collection method is that all of the participants are educated and as such are able to read and write when presented with the questionnaires. The second reason for using the
questionnaires is that the participants need time to fill them (Pratt & Loizos, 2003). The questions that are asked to the participants are based on the different methods of marketing communication tools and how they impact students’ enrolment. The questionnaires consisted of both closed-ended and open-ended questions so as to actively gauge the participants. The other reasons or using the questionnaires is that they are cheap, cover different areas, simple and are easily administered.

3.5 Research Procedure

The research procedure consists of the use of questionnaires. A total of 15 questions was asked in this research. Questionnaires was given to 268 respondents who are perceived to be learned. The questionnaires were administered on separate days and in different locations so as to avoid the duplication of results. The researcher was present to help the participants in case they do not understand any of the questions. The participants are advised to be honest and open in communication. The questions are collected at the end of each day and results recorded and analyzed.

3.6 Data Presentation and Analysis

The data that was collected from this study was analyzed using tables and presented using graphs and charts. The raw data collected had to undergo preparations before it is statistically analyzed. To ensure quality results, the data was well captured into excel spreadsheet and checked for accuracy. The coded data was analyzed using quantitative and qualitative techniques; quantitative techniques included mean, frequency, and percentages. The data was presented using frequency tables and figure using SPSS and Microsoft excel.

The data analysis methods were broadly based on descriptive and inferential analysis. Descriptive analysis as described by Zikmund, Babin, Carr and Griffin (2013), refers to the process where unrefined data is transformed into a manner that makes the data easily understandable and interpretable through rearrangement, ordering, and manipulation of data to produce descriptive facts. Descriptive statistics assists the researcher to make huge volumes of data simple in a practical manner whereby each descriptive statistic condenses plenty of data into an easier abridgement. There are two basic methods of presenting descriptive statistics namely numerical and graphical approaches.
3.7 Chapter Summary

In this chapter, the researcher methodology has been discussed. It includes research design, population and sampling design, data collection methods, research procedure and data presentation and analysis methods. In chapter four, the results and findings was discussed while chapter five gives the summary, conclusions and recommendations from the study.
CHAPTER FOUR

4.0 RESULTS AND FINDINGS

4.1 Introduction
This chapter presents the results and findings of the study based on the research questions. The purpose of this study was to examine the effect of marketing communication tools on student enrollment in private universities a case study of USIU-A.

4.2 Response Rate
The sample size comprised of 268 respondents which comprised of USIU-A students. Table 4.1 indicates that out of the 268 questionnaires administered, 232 responded, which gave a response rate of 86.5%. According to Mugenda and Mugenda (1999), a response rate of 50% is adequate; a response rate of 60% is good and above 70% is excellent. Therefore, a response rate of 86.5% is sufficient for data analysis.

Table 4.1: Response Rate Response rate

<table>
<thead>
<tr>
<th>Sample size</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Returned questionnaires</td>
<td>232</td>
</tr>
<tr>
<td>Un-returned questionnaires</td>
<td>36</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>268</strong></td>
</tr>
</tbody>
</table>

4.3 General and Demographic Information
This section includes the general demographic information of the respondents who participated in this study.
4.3.1 Gender

The study sought to establish the gender of the respondents. The findings are presented in Figure 4.1 which shows the percentage of the respondents under this study, the female respondents were more at 60% as compared to their male colleagues who made up 40% of the respondents. From the analysis, it is evident that there is adequate representation of both genders thus ensuring gender balance and diversity.

![Figure 4.1 Respondents’ Gender Distribution](image)

4.3.2 Age of Respondents

Most of the respondents who took part in this study were aged 25 years and below as shown in Table 4.2 which displays the age percentage distribution of the respondents. The age group 25 years and below were the majority at 41.7% of the population. This was followed by age group 26-30 which accounted for 30.2% of the total. Other age groups were 31-35 who formed 9.4% of the population, 36-39 years who formed 7.3% and finally, those aged 40 years and above were 11.5% of the population.
Table 4.2 Age of Respondents

<table>
<thead>
<tr>
<th>Age</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 yrs and below</td>
<td>93</td>
<td>41.6%</td>
</tr>
<tr>
<td>26-30 yrs</td>
<td>70</td>
<td>30.2%</td>
</tr>
<tr>
<td>31-35 yrs</td>
<td>22</td>
<td>9.4%</td>
</tr>
<tr>
<td>36-39 yrs</td>
<td>17</td>
<td>7.3%</td>
</tr>
<tr>
<td>40 yrs and above</td>
<td>30</td>
<td>11.5%</td>
</tr>
<tr>
<td>Total</td>
<td>232</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

4.3.3 Level of Education

The respondents were asked to indicate the highest level of education; the findings are highlighted in Table 4.3.

Table 4.3: Level of Education of Respondents

<table>
<thead>
<tr>
<th>Level of Education</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>186</td>
<td>80.2%</td>
</tr>
<tr>
<td>Graduate</td>
<td>42</td>
<td>17.7%</td>
</tr>
<tr>
<td>Postgraduate</td>
<td>4</td>
<td>2.1%</td>
</tr>
<tr>
<td>Total</td>
<td>232</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

As findings presented in Table 4.3 indicate, the respondents who participated in the study had varied levels of education. Majority who made up 80.2% have Undergraduate. 17.7 of the respondents have attained a Graduate and only 2.1% have had a Postgraduate. The findings reveal that all respondents have attained at least an Undergraduate level of education and are therefore knowledgeable enough to respond to the questions in the data collection instrument.
4.4 Effect of Advertising On Student Enrollment
The study sought to establish the Effect of Advertising On Student Enrollment based on the first research question. The respondents were asked to indicate their level of agreement on various factors of Advertising that are likely to influence Student Enrollment.

4.4.1 Descriptive Analysis of Advertising

As presented in Table 4.6, most respondents agreed that 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, with a mean score of 4.40. There was also a high score on the statement that informative advertising is an effective tool in marketing (4.38). Additionally, it was agreed that School visits by the university led me to deciding the university to join (4.33) as well as the Written materials like brochures, alumni magazines, employees influenced my choice of university (4.32). The respondents seemed to have been neutral to the statement on Career/ open days organized by the university influenced my choice (3.86). When the mean range was analysed on the Likert-scale it provided a mean range of 3.74 to 4.40. This mean range indicates that majority of the respondents either agreed or strongly agreed that the Advertising Affects Student Enrollment.

The findings suggest that most of the respondents agree that Advertising approaches such as Print media, television, radio, billboards influenced my decisions for the university 1.045, Written materials like brochures, alumni magazines, employees influenced my choice of university 0.935, Career/ open days organized by the university influenced my choice 1.319, School visits by the university led me to deciding the university to join 0.842, and Those universities with rigorous advertisement activities post higher enrolment numbers 1.151 among others.
### Table 4.4: Effect of Advertising On Student Enrollment

<table>
<thead>
<tr>
<th>Advertising</th>
<th>Mean</th>
<th>Std. Deviat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print media, television, radio, billboards influenced my decisions for the university</td>
<td>3.89</td>
<td>1.045</td>
</tr>
<tr>
<td>Written materials like brochures, alumni magazines, employees influenced my choice of university.</td>
<td>4.32</td>
<td>935</td>
</tr>
<tr>
<td>Career/ open days organized by the university influenced my choice.</td>
<td>3.86</td>
<td>1.319</td>
</tr>
<tr>
<td>School visits by the university led me to deciding the university to join.</td>
<td>4.33</td>
<td>842</td>
</tr>
<tr>
<td>Those universities with rigorous advertisement activities post higher enrolment numbers</td>
<td>4.02</td>
<td>1.151</td>
</tr>
<tr>
<td>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.</td>
<td>4.40</td>
<td>1.000</td>
</tr>
<tr>
<td>Higher education institutions are becoming increasingly aggressive in their marketing activities to convey an image that is favorable to their public</td>
<td>4.05</td>
<td>944</td>
</tr>
<tr>
<td>students had different media preferences which might be related to differences in cultural values</td>
<td>3.74</td>
<td>1.347</td>
</tr>
<tr>
<td>informative advertising is an effective tool in marketing</td>
<td>4.38</td>
<td>897</td>
</tr>
<tr>
<td>Due to the introduction of the Information and Communication Technology (ICT) in universities, student enrollment has increased, and advertising is among the reasons for this increase</td>
<td>4.29</td>
<td>1.142</td>
</tr>
<tr>
<td>Deceptive advertising have had a negative impact on the students</td>
<td>4.23</td>
<td>864</td>
</tr>
</tbody>
</table>
4.4.2 Model Summary on Advertising On Student Enrollment

The model summary explains the overall significance of the multiple regression equation. Table 4.7 depicts the model summary of the study. The model summary provides information about the regression line’s ability to account for the total variation in the dependent variable. From the table, the coefficient of determination (R square) equals 0.285, which means that 28.5% of variation in Student Enrollment can be explained by changes in Advertising.

**Table 4.5: Model Summary on Advertising On Student Enrollment**

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.534(^a)</td>
<td>.285</td>
<td>.266</td>
<td>.283</td>
</tr>
</tbody>
</table>

\(^a\) Predictors: (Constant), Advertising

Table 4.7 indicates that Advertising is positively correlated to organizational performance at (R) 0.534. This is a moderate positive relationship which indicates that Advertising has a positive effect on Student Enrollment.

4.4.3 ANOVA of Advertising On Student Enrollment

As presented in Table 4.8, an ANOVA test was conducted to determine the difference between the means of the dependent and independent variables (Gelman & Hill, 2006). This analysis indicates whether a relationship exists between the variables.
Table 4.6: ANOVA of Advertising On Student Enrollment

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Regression</td>
<td>1.217</td>
<td>1.217</td>
<td>15.169</td>
<td>.000b</td>
</tr>
<tr>
<td>Residual</td>
<td>3.048</td>
<td>.080</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>4.265</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Student Enrollment

b. Predictors: (Constant), Advertising

The ANOVA table indicates that the overall model was a good fit since (F-value=4.265 and P-value=0.000<0.05). The P-value of 0.000 implies that the relationship between Student Enrollment and Advertising is significant at a 5% level of significance. This also depicts the significance of the regression analysis carried out at 95% confidence level. This implies that Student Enrollment has a significant relationship with Advertising.

4.4.4 Coefficients Variation of Advertising On Student Enrollment

Using the regression model: \( Y = \alpha + \beta_1 X_1 + \epsilon \), where \( Y = \) Student Enrollment; \( \alpha = \) Constant; \( \beta_1 = \) Beta coefficients; \( X_1 = \) Advertising and \( \epsilon = \) Error term. The results of the regression coefficients, t-statistics, standard errors of the estimates and the p values are shown in Table 4.9. Regression coefficients show that there is a positive and significant relationship between Advertising strategy and Student Enrollment (\( \beta = 0.510 \), p-value = 0.00). This implies that a unit change in Student Enrollment Increases Student Enrollment by 0.510 units while holding others constant.
Table 4.7: Coefficients Variation of Advertising Strategy and Student Enrollment

<table>
<thead>
<tr>
<th>Model</th>
<th>Coefficients</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Unstandardized Coefficients</td>
<td>Standardized Coefficients</td>
<td>Beta</td>
<td>t</td>
<td>Sig.</td>
</tr>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Constant) Cost Advertising</td>
<td>2.073</td>
<td>.504</td>
<td></td>
<td>4.114</td>
<td>.000</td>
</tr>
<tr>
<td>Student Enrollment</td>
<td>.510</td>
<td>.131</td>
<td>.534</td>
<td>3.895</td>
<td>.000</td>
</tr>
</tbody>
</table>

Dependent Variable: Student Enrollment

a. Model (Constant): Advertising

The established linear regression equation becomes:

**Student Enrollment = 2.073 + 0.510 Advertising**

4.5 Effect of Social Media Marketing On Student Enrollment
In this section, the study sought to establish the Effect of Social Media Marketing On Student Enrollment. The respondents were asked to indicate their level of agreement on various factors of Social Media Marketing that are likely to influence Student Enrollment. Different statements measured the respondents’ level of agreement with regard to uniqueness, quality, innovation, technology, brand image, and marketing.

4.5.1 Descriptive Analysis of Social Media Marketing
As indicated in Table 4.10, most respondents agreed that the organization “I use social media sites did you visit for university course information” with a mean of (4.46). The respondents also posted a high mean score by agreeing that “I depended on social media information sources”
With regard to “I contact university students or staff to get their opinion on a university course using social media”, a high mean score of (4.30) was computed. The lowest mean score was 3.72 for the statement “I use social media sites did you visit for university course information”.

The findings suggest that most of the respondents agree overwhelmingly that Social Media Marketing techniques such as Social Media Marketing affected the rate of international students' enrollment.

Social media marketing has a significant influence on colleges and the institutions of higher learning regarding admissions and marketing, I use social media sites did you visit for university course information, I contact university students or staff to get their opinion on a university course using social media, I depended on social media information sources, social media is the most effective tool for both the students and the school administration, social media marketing should be effectively utilized so as to get the maximum benefit, Through the current technology in the form of social media students make the right choice regarding colleges, social media marketing is the best tool that determined study selection and university of choice and USIU has not yet implemented and utilized social media for their enrollment.

The standard deviation range for the responses was between 0.886 and 1.382 as highlighted in Table 4.10. The lowest standard deviation for the statement “social media is the most effective tool for both the students and the school administration”. This means that there was a small variation of (0.886) between those who disagreed, agreed or were neutral. The highest standard deviation of 1.382 was for the statement “Social Media Marketing affected the rate of international students' enrollment.”. This indicates a wide variation in opinion and no general consensus on this statement. Overall, the findings indicate that Social Media Marketing has a high positive impact on Student Enrollment.
### Table 4.8: Effect of Social Media Marketing on Student Enrollment

<table>
<thead>
<tr>
<th>Social Media Marketing Strategy</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Marketing affected the rate of international students' enrollment.</td>
<td>3.83</td>
<td>1.382</td>
</tr>
<tr>
<td>Social media marketing has a significant influence on colleges and the institutions of higher learning regarding admissions and marketing</td>
<td>3.232</td>
<td>1.297</td>
</tr>
<tr>
<td>I use social media sites did you visit for university course information</td>
<td>3.72</td>
<td>1.229</td>
</tr>
<tr>
<td>I contact university students or staff to get their opinion on a university course using social media</td>
<td>4.10</td>
<td>1.081</td>
</tr>
<tr>
<td>I depended on social media information sources</td>
<td>4.39</td>
<td>.2326</td>
</tr>
<tr>
<td>Social media is the most effective tool for both the students and the school administration</td>
<td>4.19</td>
<td>.886</td>
</tr>
<tr>
<td>Social media marketing should be effectively utilized so as to get the maximum benefit.</td>
<td>3.99</td>
<td>1.227</td>
</tr>
<tr>
<td>Through the current technology in the form of social media students make the right choice regarding colleges.</td>
<td>4.26</td>
<td>1.018</td>
</tr>
<tr>
<td>Social media marketing is the best tool that determined study selection and university of choice</td>
<td>4.16</td>
<td>1.136</td>
</tr>
<tr>
<td>USIU has not yet implemented and utilized social media for their enrollment.</td>
<td>4.14</td>
<td>1.022</td>
</tr>
<tr>
<td>Social Media Marketing affected the rate of international students' enrollment.</td>
<td>3.74</td>
<td>1.378</td>
</tr>
<tr>
<td>Social media marketing has a significant influence on colleges and the institutions of higher learning regarding admissions and marketing</td>
<td>4.17</td>
<td>1.033</td>
</tr>
<tr>
<td>I use social media sites did you visit for university course information</td>
<td>4.46</td>
<td>.951</td>
</tr>
<tr>
<td>I contact university students or staff to get their opinion on a university course using social media</td>
<td>4.30</td>
<td>1.017</td>
</tr>
</tbody>
</table>

#### 4.5.2 Model Summary of Social Media Marketing and Student Enrollment

The model summary explains the overall significance of the multiple regression equation. Table 4.11 depicts the model summary of the study. The model summary provides...
information about the regression line’s ability to account for the total variation in the dependent variable. From the table, the coefficient of determination (R square) equals 0.773, which means that 77.3% of variation in Student Enrollment can be explained by changes in Social Media Marketing.

Table 4.9: Model Summary of Effect of Social Media Marketing on Student Enrollment

<table>
<thead>
<tr>
<th>Model Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
</tr>
<tr>
<td>-------</td>
</tr>
<tr>
<td>1</td>
</tr>
</tbody>
</table>

Predictors: (Constant), Social Media Marketing

Table 4.11 indicates that Social Media Marketing is positively correlated to Student Enrollment at (R) 0.879. This is a high positive relationship, which indicates that Social Media Marketing has a strong positive impact on Student Enrollment.

4.5.3 ANOVA of Social Media Marketing and Student Enrollment

Table 4.12 indicates the statistical significance of the regression model that is applied. For this case, P is 0.000 which is less than 0.05 and indicates that; overall, the model applied in this study is a significantly good fit in predicting the effect of the independent variable which is Social Media Marketing on Student Enrollment.

Table 4.10: ANOVA of Social Media Marketing and Student Enrollment

<table>
<thead>
<tr>
<th>ANOVA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
</tr>
<tr>
<td>-------</td>
</tr>
<tr>
<td>1 Regression</td>
</tr>
<tr>
<td>Residual</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Student Enrollment
b. Predictors: (Constant), Social Media Marketing

The ANOVA table indicates that the overall model was a good fit since (F-value = 13.455 and P-value = 0.000<0.05). The P-value of 0.000 implies that the relationship between
Student Enrollment and Social Media Marketing is significant at a 5% level of significance. This also confirms the significance of the regression analysis carried out at 95% confidence level. This implies that the regression model is significant and can therefore be used to assess the relationship between the dependent and independent variable.

4.5.4 Coefficients Variation of Social Media Marketing and Student Enrollment

Using the regression model: \( Y = \alpha + \beta_1X_2 + \epsilon \), where \( Y = \) Student Enrollment; \( \alpha = \) Constant; \( \beta_1 = \) Beta coefficients; \( X_2 = \) Social Media Marketing and \( \epsilon = \) Error term. In Table 4.13, the results of the regression coefficients, t-statistics, standard errors of the estimates and the p values are highlighted. Regression coefficients show that there is a positive and significant relationship between Social Media Marketing strategy and Student Enrollment (\( \beta = 0.879, \) pvalue = 0.00). This implies that a unit change in Social Media Marketing strategy increases Student Enrollment by 0.879 units while holding Social Media Marketing and focus strategies constant.

Table 4.11: Coefficients Variation of Social Media Marketing and Student Enrollment

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>Beta</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>Std. Error</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>2.992</td>
<td>1.124</td>
<td>2.662</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>Social Media Marketing strategy</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organizational Performance</td>
<td>0.680</td>
<td>0.493</td>
<td>.418</td>
<td>1.380</td>
<td>.000</td>
</tr>
</tbody>
</table>
The established linear regression equation becomes:

\[ \text{Student Enrollment} = 2.992 + 0.680 \text{ Social Media Marketing} \]

4.6 Direct Marketing and Student Enrollment
The study sought to establish the Direct Marketing and Student Enrollment based on the first research question. The respondents were asked to indicate their level of agreement on various factors of Direct Marketing that are likely to influence Student Enrollment.

4.6.1 Descriptive Analysis of Direct Marketing
Table 4.14 presents the results of the descriptive statistics done on the responses given to the Direct Marketing statements on the questionnaire.

The mean range of 3.91 to 4.36 and standard deviation range of 0.762 to 1.256 suggest that the most respondents agreed with the Direct Marketing statements presented in the questionnaire. This means that most of the respondents agree that Direct Marketing techniques such as It is through the university’s website that influenced me to join, Interaction with alumni networks influenced my decision in choosing the universities, USIU staff member have been helpful during your enrollment process, Before your choice of studying at USIU, did you find their web pages, customer service and email, helpful towards providing relevant information, Online marketing, which is a form of direct marketing, is one of the strategies that have been implemented by these universities, Online marketing, which also involves direct marketing, is one of the most important tools utilized by these universities and Telemarketing is the most efficient way of collecting information and communicating to the students.

The standard deviation range for the responses is between 0.808 and 1.197 as highlighted in Table 4.14. The least standard deviation was 0.808 for offering of fair prices by providing better quality education. This implies very little variation in opinion on the responses given for this statement. The findings imply that differentiation Direct Marketing has a positive impact on Student Enrollment.
Table 4.1: Effect of Direct Marketing on Student Enrollment

<table>
<thead>
<tr>
<th>Direct Marketing</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is through the university’s website that influenced me to join.</td>
<td>4.30</td>
<td>1.017</td>
</tr>
<tr>
<td>Interaction with alumni networks influenced my decision in choosing the universities.</td>
<td>3.91</td>
<td>1.197</td>
</tr>
<tr>
<td>USIU staff member have been helpful during your enrollment process.</td>
<td>4.17</td>
<td>1.002</td>
</tr>
<tr>
<td>Before your choice of studying at USIU, did you find their web pages, customer service and email helpful towards providing relevant information</td>
<td>4.36</td>
<td>.8232</td>
</tr>
<tr>
<td>Online marketing, which is a form of direct marketing, is one of the strategies that have been implemented by these universities.</td>
<td>4.24</td>
<td>1.003</td>
</tr>
<tr>
<td>Online marketing, which also involves direct marketing, is one of the most important tools utilized by these universities.</td>
<td>4.25</td>
<td>.808</td>
</tr>
<tr>
<td>Telemarketing is the most efficient way of collecting information and communicating to the students</td>
<td>4.21</td>
<td>.882</td>
</tr>
</tbody>
</table>

4.6.2 Model Summary of Effect of Direct Marketing on Student Enrollment

The model summary explains the overall significance of the multiple regression equation. Table 4.15 depicts the model summary of the study. The model summary provides information about the regression line’s ability to account for the total variation in the dependent variable. From the table, the coefficient of determination (R square) equals 0.005, which means that only 0.5% of variation in Student Enrollment can be explained by changes in social media.

Table 4.13: Model Summary of Direct Marketing and Student Enrollment

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.071a</td>
<td>.005</td>
<td>-.020</td>
<td>.43206</td>
</tr>
</tbody>
</table>
a. Predictors: (Constant), Direct Marketing

Table 4.15 provides the R and R² value. The R value is 0.071, which represented the simple correlation and, therefore, indicated a low degree of correlation. The R-square value indicated how much of the dependent variable can be explained by the independent variable, in this case, 0.5 percent of variation in Student Enrollment could be explained by Direct Marketing which is very low.

4.6.3 ANOVA of Direct Marketing and Student Enrollment

Table 4.16 indicates the statistical significance of the regression model that is applied. For this case, P is 0.669 which is greater than 0.05 and indicates that; overall, the model applied is not significantly a good fit for predicting the outcome variable.

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Regression</td>
<td>.033</td>
<td>.032</td>
<td>.187</td>
<td>.669b</td>
</tr>
<tr>
<td>Residual</td>
<td>6.442</td>
<td>.171</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>6.454</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Student Enrollment

b. Predictors: (Constant), Direct Marketing

4.6.4 Coefficient Variations of Direct Marketing and Student Enrollment

Table 4.17 provides the information on each predictor variable. This provided the information necessary to predict how Direct Marketing enhance Student Enrollment. Standardized beta coefficient is -0.071 and is not significant at P-value = 0.669 which is less than 0.05. This means that a unit change in Direct Marketing causes a change of -0.071 in Student Enrollment. The study shows that Direct Marketing have a negative impact on Student Enrollment.
Table 4.15: Coefficient of Variation of Direct Marketing on Student Enrollment

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>3.943</td>
<td>.732</td>
<td>5.379</td>
<td>.000</td>
</tr>
<tr>
<td>Strategy</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student</td>
<td>-.083</td>
<td>.191</td>
<td>-.071</td>
<td>-.442</td>
</tr>
<tr>
<td>Enrollment</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Student Enrollment

b. Model (Constant): Direct Marketing

The established linear regression equation becomes:

\[
\text{Student Enrollment} = 3.934 - 0.83 \times \text{Direct Marketing}
\]

4.7 Chapter Summary

This chapter summarized and highlighted the results and findings of this study. The first section provided response rate, the second section presented the general and demographic analysis. The third section presented findings on the effect of advertisement on Student Enrollment, the fourth section provided an analysis of the effect of social media on Student Enrollment and the fifth section presents findings on the effect of Direct Marketing on Student Enrollment. Chapter Five discusses the findings, conclusions and recommendations.
CHAPTER FIVE

5.0 DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter presents a summary of the research findings and summarizes the findings established from the data analysis. The findings are also discussed in comparison to literature review carried out by other scholars. Finally, conclusions drawn from the study are presented as well as recommendations for improvement and further studies on the effect of marketing communication tools on student enrollment in private universities.

5.2 Summary of the study

The aim of this study was to investigate the effect of marketing communication tools on student enrollment in private universities. This was to be achieved under the guidance of the three research objectives: effect of advertising on student enrollment in private universities, effect of social media marketing on student enrollment in USIU, effect of direct marketing on student enrollment in USIU-A. The target population comprised of usiu students. A sample size of 268 respondents was selected. As displayed on Table 4.1, out of the 268 questionnaires administered, 232 responded, which gave a response rate of 86.5%. Data collected were entered into SPSS (version 24) which was also used to summarize the responses to give both the descriptive and inferential statistics. After analysis, the output was summarized using percentages and frequencies then presented using tables and figures.

5.3 Discussion

5.3.1 Effect of Advertising On Student Enrollment

The first objective of the study was to identify effect of Advertising On Student Enrollment. The study found out that Print media, television, radio, billboards influenced my decisions for the university. 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.

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. Deceptive advertising have had a negative impact on the students.

The study found out that print media, television, radio, billboards influenced my decisions for the university. Different authors and organizations have conducted studies on the effect of advertising on student enrolment in universities. The first study was carried out by Dorkenoo et al. to analyze the impact of advertising in the Ho Polytechnic in Ghana (Dorkenoo et al., 2015). The focus of the study was on informative advertising as used in learning institutions in Ghana. In this study, the author recognizes that Ghana uses informative marketing in marketing most of its public schools and as such an analysis of its effectiveness is vital in this study.

The study found out that written materials like brochures, alumni magazines, employees influenced my choice of university. Mohamedbai (2008) carried out a study to determine the effect of mystification in higher education in Africa. Even though mystification is a general term that involves many subsets, the study also focused on student enrolment which was vital to this study (Mohamedbai, 2008). The study was conducted in universities in Africa. Due to the introduction of the Information and Communication Technology (ICT) in universities, student enrollment has increased, and advertising is among the reasons for this increase. The independent variables were the seven universities used in the study while the dependent variables were the different factors that involved the general term of mystification.
The study found out that Career/ open days organized by the university influenced my choice. Njomo (2014) carried out a study to determine the impact of deceptive advertising in private higher education on students. The study was conducted in Cameroon which is also located in Africa. Deceptive advertising is a form of advertising that uses false information to mislead people and in the case of this study, the students. The researcher used eight universities in the Republic of Cameroon (Njomo, 2014).

The study found out that those universities with rigorous advertisement activities post higher enrolment numbers. A study conducted by Atarah and Peprah (2014) was focused on assessing the impact of advertising on student enrolment in private tertiary schools in Ghana. Ghana is a country in which private institutions have effectively utilized advertising as a way of marketing their products and services. The core objective of the study was to determine whether advertising has been effective in these institutions as compared to other organizations (Atarah and Peprah, 2014).

The study found out that 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. Singh and Singh (2016) conducted a study to determine the impact of promotional tools on students’ decision making. This study was conducted in Delhi, and it focused on private institutions that specialized in engineering. The idea of this study was that enrolment into private schools has become difficult due to the availability of many institutions to choose from. As a result of this, there are different ways in which these institutions do their promotions with advertising being among one of the commonly used methods. Therefore, the study seeks to analyze whether such promotional tools have been used effectively to ensure that students choose the right institutions for their education. Data for this study was collected by the use of questionnaires.

The study found out that due to the introduction of the Information and Communication Technology (ICT) in universities, student enrollment has increased, and advertising is among the reasons for this increase. Bamfo and Atara (2013) did a study on the role of marketing communications in student enrollment in private universities. The focus of this study was on private universities in Ghana. Since advertising is a form of marketing communication, the
findings of this research are relevant to my study. The authors accept the fact that marketing communication strategies determine the success or failure of business.

The study found out that deceptive advertising has had a negative impact on the students. Gachambi et al. (2014) examined the effectiveness of competitive strategies on student enrolment, staff attraction, and retention in Kenyan universities. The focus of this study was in Tharaka Nithi and Meru counties of Kenya. According to these authors, university education has become competitive in Kenya, and as such, there is need to ensure that these universities implement measures that can help them achieve competitive advantage. One of these competitive strategies is the implementation of marketing strategies such as advertising. In the study, the independent variable was competitive strategies on student enrolment while the dependent variable was the competitive strategies available for use in these universities. All universities in these two counties were involved in the study (Gachambi et al., 2014).

**5.3.2 Effect of Social Media Marketing on Student Enrollment**

This study aims to provide an insight into the use of social media as a social networking platform, information source and communication tool by future higher education students in the Netherlands. Next to this the study examines the impact of social media on the choice of study and higher education institution. This information can become the basis of a recruitment strategy, making the social media an integral part of the marketing program. Social media marketing is a relatively new terrain increasingly attracting the attention of field marketers and researchers. Higher education institutions are already experimenting with social media marketing. However, the number of studies on social media marketing and their effectiveness are still limited, and very little is known about the suitability of the social media as tools for higher education marketing.

The study found out that Social Media Marketing affected the rate of international students' enrollment. Yee et al. (2015) studied the issue of international students' enrolment in the higher education sector. The study was conducted in Malaysia. The study of higher learning in Malaysia was necessitated by the fact that there has been a rise in the number of students enrolled at the institution. Therefore, the study was meant to determine the factors that have
contributed to the increase in international students in the higher education sector in Malaysia (Yee et al., 2015).

The study found out that social media sites did you visit for university course information. Dooney (2014) conducted a study to determine the role of social media in college admissions and higher education marketing. The author focused on Facebook as a form of social media marketing. The author argues that social media marketing has had a significant influence on colleges and the institutions of higher learning regarding admissions and marketing.

DiAna (2014) studied the impact of social media on college choice among students. The author agrees to the fact that social media marketing has been crucial in learning institutions today and as such, there is need to study its influence on the choices that students make. This research was necessary as it seeks to analyze how the different forms of social media are put into use by the colleges. The study was carried out at the University of Minnesota (DiAna, 2014). Thus social media marketing has a significant influence on colleges and the institutions of higher learning regarding admissions and marketing.

The study found out that university students or staff to get their opinion on a university course using social media. Constantinides and Stagno (2017) studied the impact of social media on study selection and university choice. The research was necessary because there was no evidence to prove the effective utilization of social media marketing in universities. The authors recognize that despite social media having a significant influence on study selection and university choice, its core benefits have not been exploited. Therefore, the researchers compare traditional forms of marketing and the modern forms of marketing to determine which one has the greatest influence. Most of the individuals in the study who were planning to join a university in the future agreed to the fact that they would prefer to use social media marketing in the future to inform their choices. Therefore, this proves that social media is a powerful marketing tool.

The study found out that students depended on social media information sources Hall (2014) conducted research on how higher education institutions utilize social media. The researcher recognizes that the fact that institutions of higher learning have only used social media to interact with the students. Even though social media has been in existence for a long time and
the universities recognize its importance, they have not fully implemented and utilized it and as such the conclusion was that there is need to reap the maximum benefits by the full use of social media marketing.

The study found out that social media is the most effective tool for both the students and the school administration. Reddy (2014) studied the influence of social media on international students’ choice of university and course. There has been a rise in the number of international students over the years. One reason that the author uses to explain this is the availability of promotional methods (Reddy, 2014). A university that effectively utilizes social media will have the most students in the different courses available in the university. The conclusion was that there is a need for universities to implement social media use entirely.

The study found out that social media marketing should be effectively utilized so as to get the maximum benefit. Hayes (2014) conducted research on increasing enrolment. Even though the study does not specify the particular marketing elements, social media can be among the factors because it has been in use in most institutions and has influenced the college choice of students. The conclusion of the researchers was that it is necessary to implement both institutional and marketing factors to ensure that the students make the right choices.

The study found out that through the current technology in the form of social media students make the right choice regarding colleges. Keller (2012) studied the marketing techniques and recruitment effectiveness in different learning institutions. Even though it’s hard to use all of them, two or more should be integrated to realize the maximum benefit. The researcher also suggested that the traditional forms of marketing be utilized alongside the modern forms of marketing. It will ensure a smooth transition from traditional forms of marketing to the full use of the modern forms of marketing.

## 5.3.3 Direct Marketing and Student Enrollment

The study found out that it is through the university’s website that influenced me to join. 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.

The study found out that interaction with alumni networks influenced my decision in choosing the universities. Previous studies have been conducted on direct marketing as having an effect on student enrollment in universities. According to research conducted by Hanover (2016), there are different ways to which institutions have utilized direct marketing. One advantage that institutions have derived from the use of direct marketing is that they can be able to segment students according to their wants and needs (Hanover, 2016). When this is done, personalization is enabled and as such having a positive impact on students' enrollment in institutions. In this research that was conducted by Hanover, there were different outcomes. The first result was that it helps in avoiding repetition (Hanover, 2016). The direct marketing model ensures that information only reaches the relevant students. The second result was that it helps in reaching the target market (Hanover, 2016).

The study found out that staff member has been helpful during your enrollment process. Bamfo and Atara (2013) conducted research on the role of marketing communications in student enrollment in private universities. It is a study that was done at private universities in Ghana. The primary objective of this study was to determine the efficient utilization of marketing communication tools in the selected private universities (Bamfo & Atara, 2016). Participants were selected randomly from the chosen private universities in Ghana. There were a total of 126 participants selected for the study (Banfo & Atara, 2016).

The study found out that customer service and email helpful towards providing relevant information Stark and Zadeh (2013) did a study on marketing within higher education institutions. This study was conducted in Thailand. It is a study that only involved two private universities in Thailand (Stark & Zadeh, 2013). Therefore, the primary aim of the study was to analyze the different approaches of marketing as utilized by the two private universities in Ghana. The focus of the study was for international students who seek for enrollment in Ghana.

The study found out that online marketing, which is a form of direct marketing, is one of the strategies that have been implemented by these universities. Mamat et al. (2015) conducted
research on the role of telemarketing as a promotional tool for students' enrolment. The study was based on the idea that the introduction of marketing tools in universities has led to competition among learning institutions. The authors recognize that different types of direct marketing are used in educational institutions. They include; email marketing, telemarketing, short message service and direct mail marketing (Mamat et al., 2015). However, the focus of the study was only on one form of direct marketing which is telemarketing. The study was conducted at a private college in Malaysia.

An analysis of a strategic proposal by the University of Maine gives an analysis of the utilization of different marketing strategies (University of Maine, 2011). The plan was based on increasing enrollment and higher degree education attainment. It was a study that was conducted in the form of a proposal so as to raise funds for the project. The primary objective of the research was to implement new marketing strategies that would increase enrollment at the university (University of Maine, 2011).

The study found out that Telemarketing is the most efficient way of collecting information and communicating to the students. Chicago State University (2011) did an analysis of a strategic enrolment plan for the university. It is a program that was meant to identify the different challenges that the institution was facing regarding student’s registration and their interaction with the school administration. It also identified the trends in enrollment that the school had in the previous years before 2011 and the future trends that were expected once the challenges that the school is experiencing were solved. According to statistics, the school recorded an enrollment of 6107 students in 2012 (Chicago State University, 2011).

The study found out that Online marketing, which also involves direct marketing, is one of the most important tools utilized by these universities. Messah and Immaculate (2017) conducted a study on the effects of selected marketing communication tools on student enrolment. It is a study that was carried out in private universities in Kenya. The research was based on the idea that competition among universities in Kenya has increased as a result of the implementation of different marketing strategies which have an effect on enrollment. Therefore, the primary aim of this study was to determine the various marketing tools that have increased enrollment in these private universities. The independent variables in the
study were advertising, direct marketing, personal selling and public relations while the dependent variable was student enrolment.

5.4 Conclusions
5.4.1 Effect of Advertising On Student Enrollment

It is crucial that private universities understand the expectations of students and translate them into activities that would attract and retain students. Competition among the available prospective students will increase and it will become even more critical for institutions to ensure students complete the programs that they start. The need to provide value for money to the students and to be responsive to their needs has necessitated universities in general and marketing units in particular to look beyond marketing paradigms and customer approach in the industry.

This study is in line with Gatfield and Graham (1999) and Athiyaman (1997), Nguyen & LeBlanc, (2001) who concluded that an institutions actual quality is often less important than its prestige, or reputation for quality, because it is the universities perceived excellence which, in fact, guides the decisions of prospective students and scholars to enrol with an institution. Declaring how their products are positioned against benchmarks and other ratings has already begun.

A university's public image and its customer satisfaction index are important aspects in enhancing student enrolment because satisfied and happy clientele speak well of the institution and influence others to enroll with the institution. The study established that apart from an institutions academic excellence, exhibitions and university image are key tools in increasing students.

5.4.2 Effect of Social Media Marketing on Student Enrollment

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 choose 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.

5.4.3 Direct Marketing and Student Enrollment

The study concludes that Print media, television, radio, billboards influence student decisions for the university. The analysis further found that those universities with rigorous advertisement activities post higher enrolment numbers. 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.

5.5 Recommendation

5.5.1 Effect of Advertising On Student Enrollment

The study revealed that there were gaps in a number of dimensions in the marketing communication tools used by the private university. The institutions do not maximize on the usage of personal- selling, ' relations and branding tools which are key in improving their long term competitiveness and image. The private university should focus more on tools which aim at building long term competitive edges such as corporate social responsibility rather than on more traditional tools of advertising. They should aim at building customer loyalty by using more sales promotion tools such as discounted fees for the continuing students. This will help them to position themselves in the sector as low-cost service providers especially to counter the increased competition from the upcoming private university. The colleges should also increase their usage of the electronic media such as
websites and the internet to publicize their courses, facilities and the competences and specialties they have. More and more people now spend much of their time sifting information from the internet and websites rather than on newspapers. This is not only cost-effective but also has a wider catchment of the target group.

Funds to carry out marketing communication seem to be the major obstacle to most of the colleges. The management should set aside adequate funds for marketing communication activities in their annual budgets which can be increased each year. This will ensure that marketing communication is given the importance it deserves as it is a key activity for the continued survival of any business.

5.5.2 Effect of Social Media Marketing on Student Enrollment

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.

5.5.3 Direct Marketing and Student Enrollment

The study recommends that Print media, television, radio, billboards should be impressed since they influence student decisions for the university. The analysis further found that those universities with rigorous advertisement activities post higher enrolment numbers. 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.
5.5.2 Recommendation for Further Research

The findings can be verified by conducting the same study on all institutions of higher teaming in other private university. The study findings are according to private university students point of view. Another study can be conducted to find out the staff’ point of view on the marketing communication tools effectiveness. Further research could also be conducted in other major private university in Kenya to verify the fading’s.
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Khan, S., N. & Qureshi, I., M. (2010). Impact of promotion on students; enrollment: A case of

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Keller, A. (2012). Marketing techniques and recruitment effectiveness at a public community
Khan, S., N. & Qureshi, I., M. (2010). Impact of promotion on students; enrollment: A case of

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Retrieved
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APPENDIX I: COVER LETTER

Caroline Njeri Maina
P.O. BOX
Nairobi, Kenya
July 16, 2018
Dear Respondent,

Dear sir/madam,

It is my pleasure to come to this place today to conduct a study in reference to the above topic. It is a study that is aimed at helping me fulfill my master’s degree at United States International University. Marketing communication tools have become an important aspect in learning institutions due to the many advantages that interested parties, including you, get from them. Therefore, my survey today involves asking you questions to help in determining the effectiveness of marketing communication tools in private universities in Kenya. Please note that your names will not be included in the questionnaires and your answers will only be used for survey purposes.

For further questions, you are free to contact me on
Thank you in advance,
Yours Sincerely,

Caroline Njeri Maina
APPENDIX II: QUESTIONNAIRE

QUESTIONS

Please tick as appropriate

SECTION A: DEMOGRAPHIC INFORMATION

1. What is your gender?
   Male ☐   Female ☐

2. In which age group are you?
   25 yrs and below
   26-30 yrs
   36-39
   36-39 yrs
   40 yrs and above

3. In which of the categories below are you?
   Undergraduate ☐
   Graduate ☐
   Postgraduate ☐

SECTION B: EFFECT OF ADVERTISING ON STUDENT ENROLLMENT

Please indicate the extent to which in your opinion Advertising on Student Enrollment 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.
<table>
<thead>
<tr>
<th>Item Description</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print media, television, radio, billboards influenced my decisions for the university</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Written materials like brochures, alumni magazines, employees influenced my choice of university.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Career/ open days organized by the university influenced my choice.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>School visits by the university led me to deciding the university to join.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Those universities with rigorous advertisement activities post higher enrolment numbers</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>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.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Higher education institutions are becoming increasingly aggressive in their marketing activities to convey an image that is favorable to their public students had different media preferences which might be related to differences in cultural values</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Informative advertising is an effective tool in marketing</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
Due to the introduction of the Information and Communication Technology (ICT) in universities, student enrollment has increased, and advertising is among the reasons for this increase.

<table>
<thead>
<tr>
<th>Deceptive advertising have had a negative impact on the students</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
</tr>
</tbody>
</table>

SECTION C: EFFECT OF SOCIAL MEDIA MARKETING ON STUDENT ENROLLMENT

Please indicate the extent to which in your opinion EFFECT OF SOCIAL MEDIA MARKETING ON STUDENT ENROLLMENT 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.

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Marketing affected the rate of international students' enrollment.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>social media marketing has a significant influence on colleges and the institutions of higher learning regarding admissions and marketing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I use social media sites did you visit for university course information</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I contact university students or staff to get their opinion on a university course using social media</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I depended on social media information sources</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Social media is the most effective tool for both the students and the school administration.

Social media marketing should be effectively utilized so as to get the maximum benefit.

Through the current technology in the form of social media, students make the right choice regarding colleges.

Social media marketing is the best tool that determined study selection and university of choice.

USIU has not yet implemented and utilized social media for their enrollment.

**SECTION D: DIRECT MARKETING AND STUDENT ENROLLMENT**

Please indicate the extent to which in your opinion **DIRECT MARKETING AND STUDENT ENROLLMENT** 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.

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is through the university’s website that influenced me to join.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interaction with alumni networks influenced my decision in choosing the universities.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>USIU staff member have been helpful during your enrollment process.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Before your choice of studying at USIU, did you find their web pages, customer service and email helpful towards providing relevant information

<table>
<thead>
<tr>
<th>Online marketing, which is a form of direct marketing, is one of the strategies that have been implemented by these universities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online marketing, which also involves direct marketing, is one of the most important tools utilized by these universities.</td>
</tr>
<tr>
<td>Telemarketing is the most efficient way of collecting information and communicating to the students</td>
</tr>
</tbody>
</table>