

# B2014-29 Effectiveness of Marketing Mix Elements in Enhancing Students' Enrolment in Institutions of Higher Learning: Case Study of Two Private Universities in Kenya

Daisy J. Bowen<sup>1\*</sup>, I. C. Asienga<sup>1</sup> and J. Gogo<sup>2</sup>

<sup>1</sup>Kabarak University

<sup>2</sup>Daystar University

\*Email: [dbowen@kabarak.ac.ke](mailto:dbowen@kabarak.ac.ke)

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Sub theme:*

# Outline

- Background and purpose of the study
- Methodology
- Findings
- *Conclusion*

## Background

- Higher education all over the world is undergoing considerable changes, such as the forming of partnerships, focusing on the global market and an increase in competition (Whyte 2001).
- In Africa, South Africa is facing many new challenges in the higher education presented by the restructuring of higher education through their National Plan for Higher Education and the implementation of the National Qualification Framework creating new opportunities, but also threats for higher education institutions (Wiese, 2008).
- This has provided opportunities whereby learners get easier access and mobility to education and training at the same time creating challenges of decrease in government funding for higher education institutions, increase in marketing costs and non-payment of student fees.

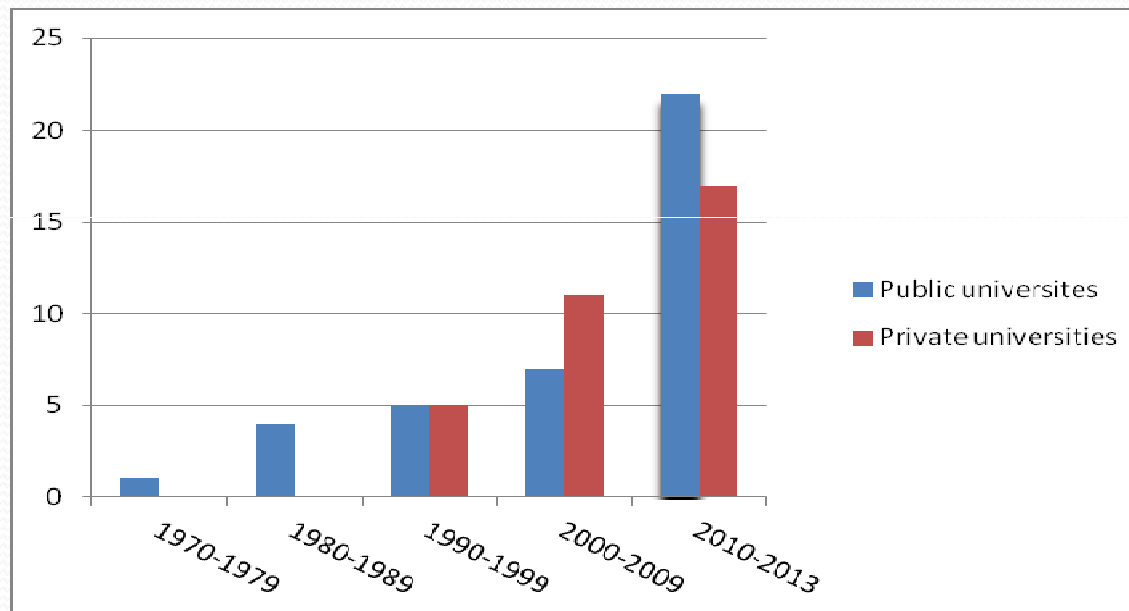
## Background cont'd.

- In Kenya also, Higher Education has expanded dramatically in recent years. Since the year 2000 there has been an increase of both public and private universities in response to higher demand for university education.
- This is evident by the number of universities that has been established where former constituent colleges and campuses as well as the former polytechnics (Mombasa & Nairobi) have been given university status (CHE Annual Exhibition Handbook, 2010).
- At the time of the study there were 25 Private Universities, 7 Public Universities, and 24 public university constituents' colleges\*

\*Commission for Higher Education, 2011.

## cont'd. Background

- The increase of both public and private universities has resulted to competition amongst higher education in due to an oversupply of student places.



- the growth of Kenyan universities from 1970 to 2013.

# Background cont'd.

- The emergence of several private universities and public university's constituent colleges means that private universities must become more aggressive in marketing their institutions in order to increase their market share in terms of student number and the quality of those enrolling.
- MacGregor (2000) & Merten (2000) acknowledges that universities have realized the role of marketing as a powerful source of competitive advantage in increasing students' enrolment.

## The objective

- to establish the effectiveness of marketing mix elements (product, price, place, promotion, processes, people and physical evidence) referred to as 7ps towards attracting and increasing students' enrolment.

## Methodology

- This study employed the descriptive research design.
- It was aimed at collecting information by interviewing a sample of individuals to determine their attitudes, opinions and habits.
- The target population was derived from all 4<sup>th</sup> year continuing undergraduate students. A total of 998 students fall under the targeted 4<sup>th</sup> year continuing undergraduate students and the sample size was 100

University`	Target population of Students	Sample size of Students
Kabarak university	281	28
Daystar university	717	72
Total	998	100

- Primary data was collected from the respondents through the questionnaires using simple random sampling technique.

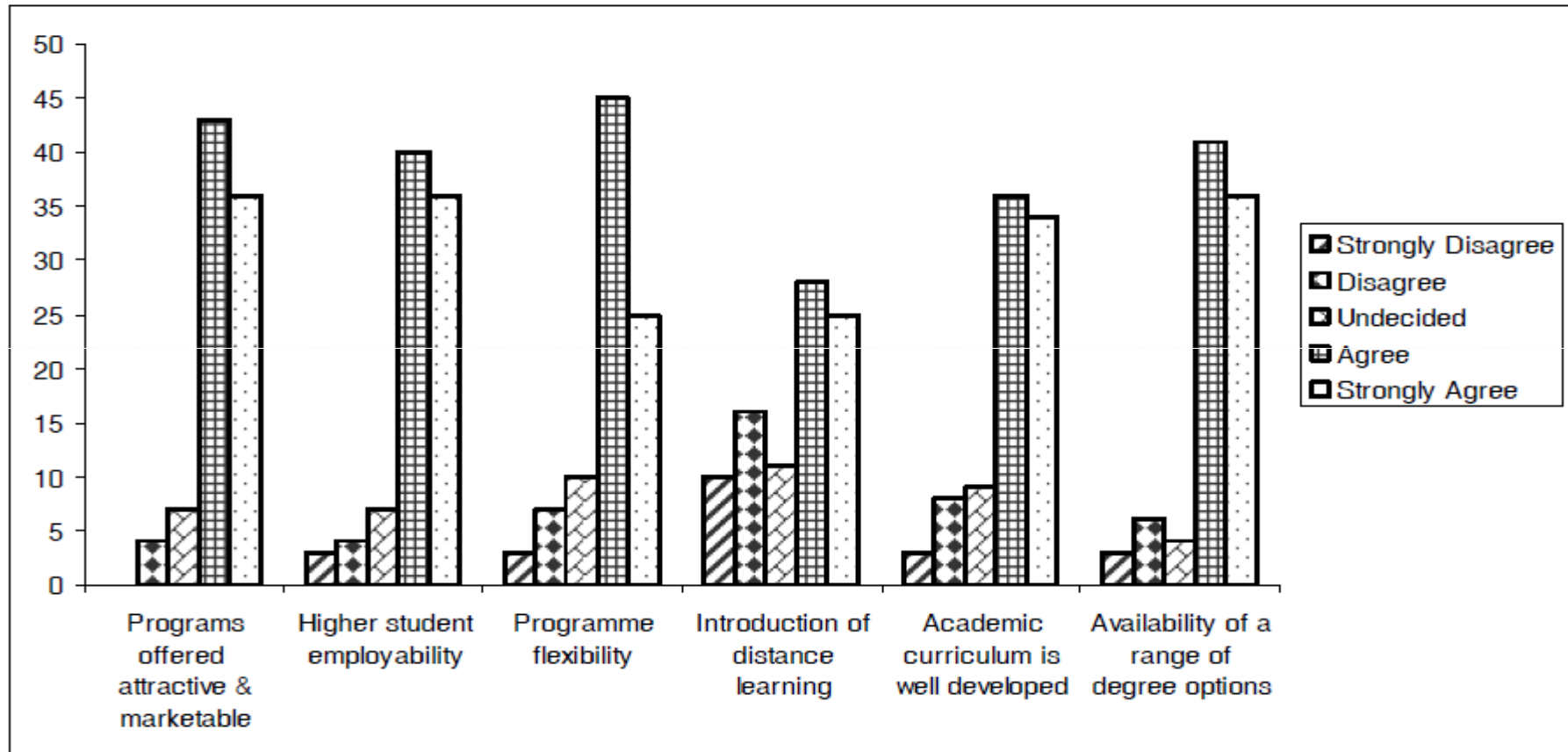


# Response rate

Respondents	Questionnaires Issued	Questionnaires Received	Percent
Students	100	90	90

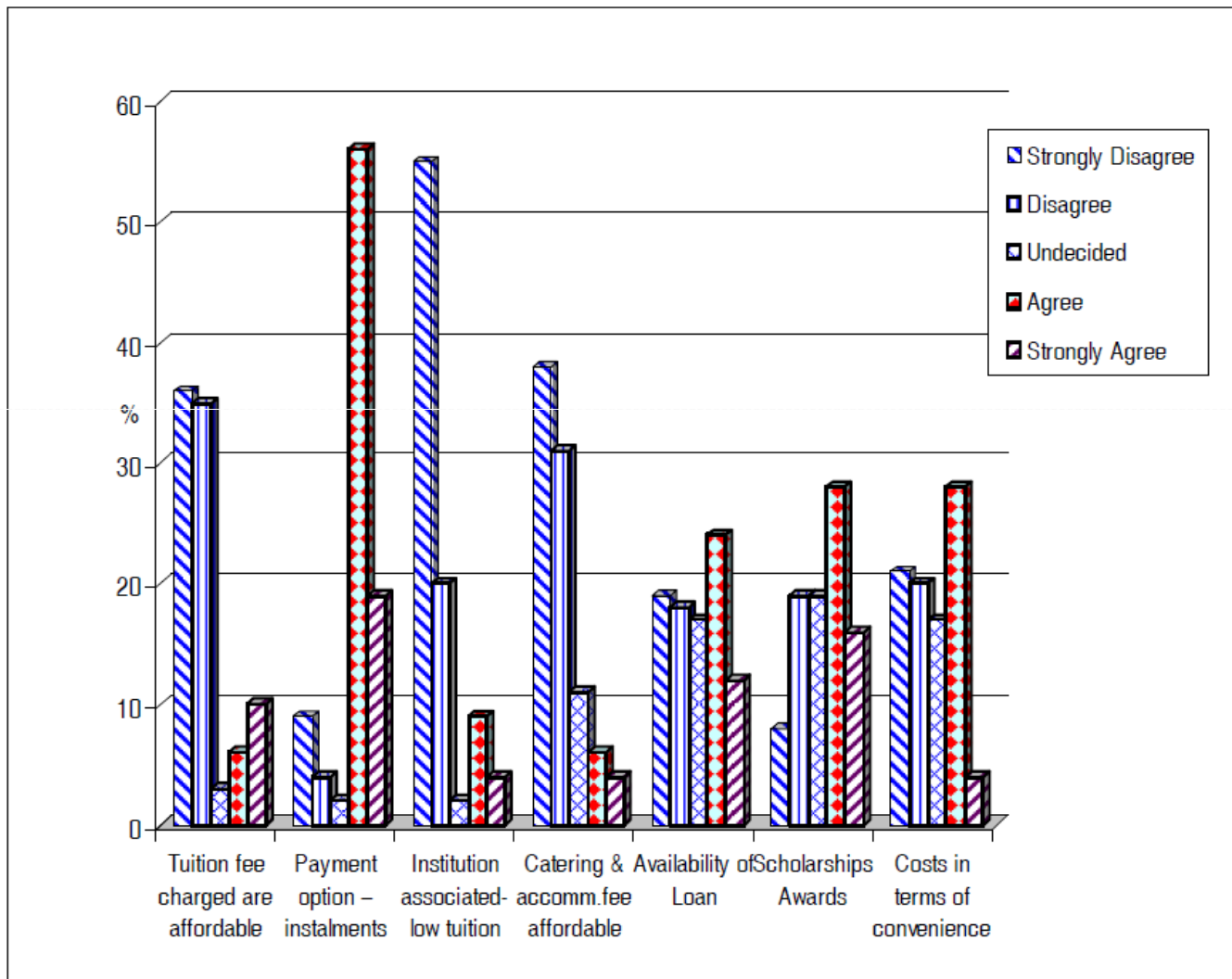
Data analysis: SPSS

## Findings: Product element (Extent of agreement)



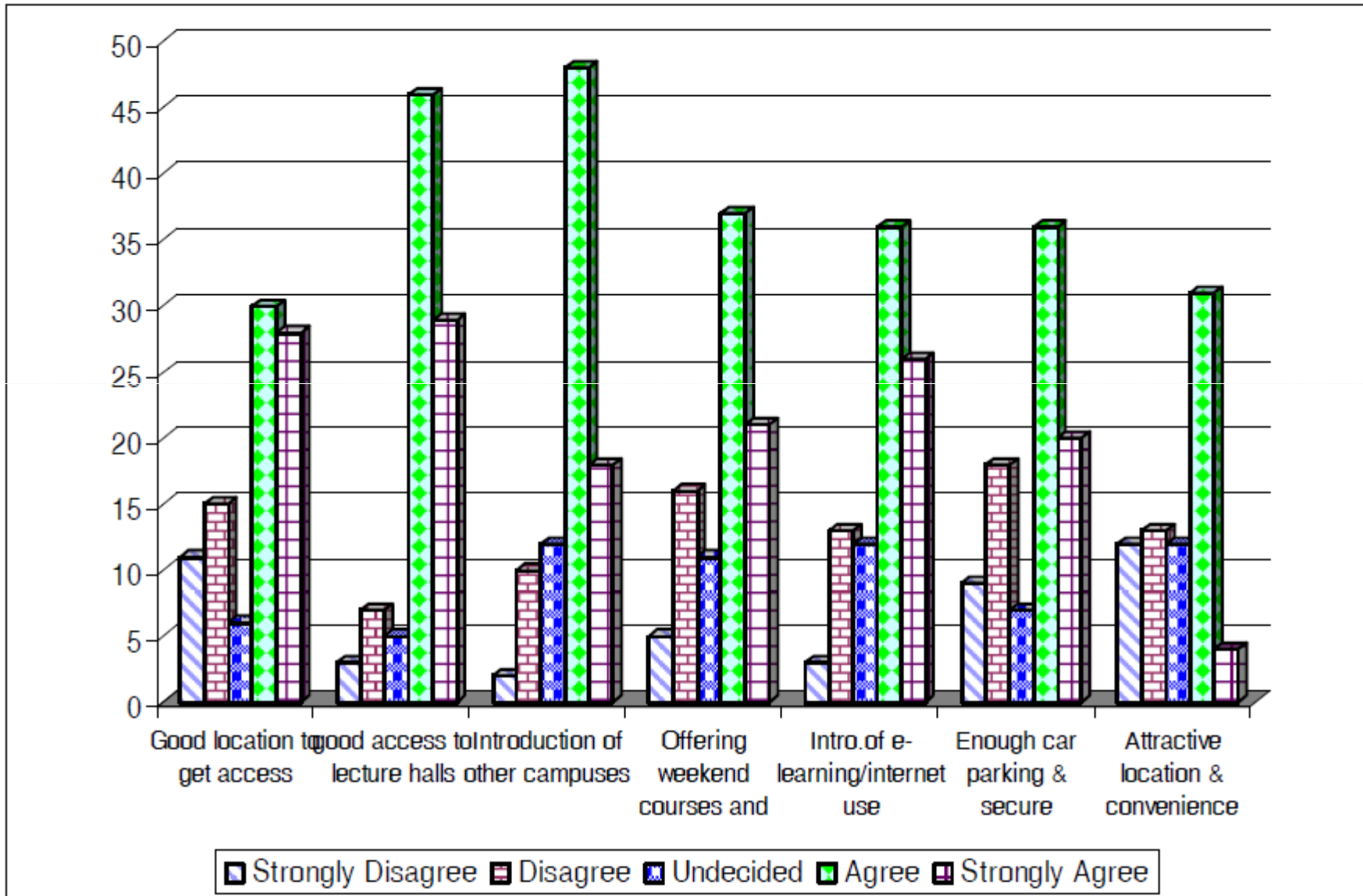
## Findings: *Extent of agreement of price element*

The study sought to establish whether the respondents agreed or disagreed about the price charged at their institution in regards to attracting students' enrolment.

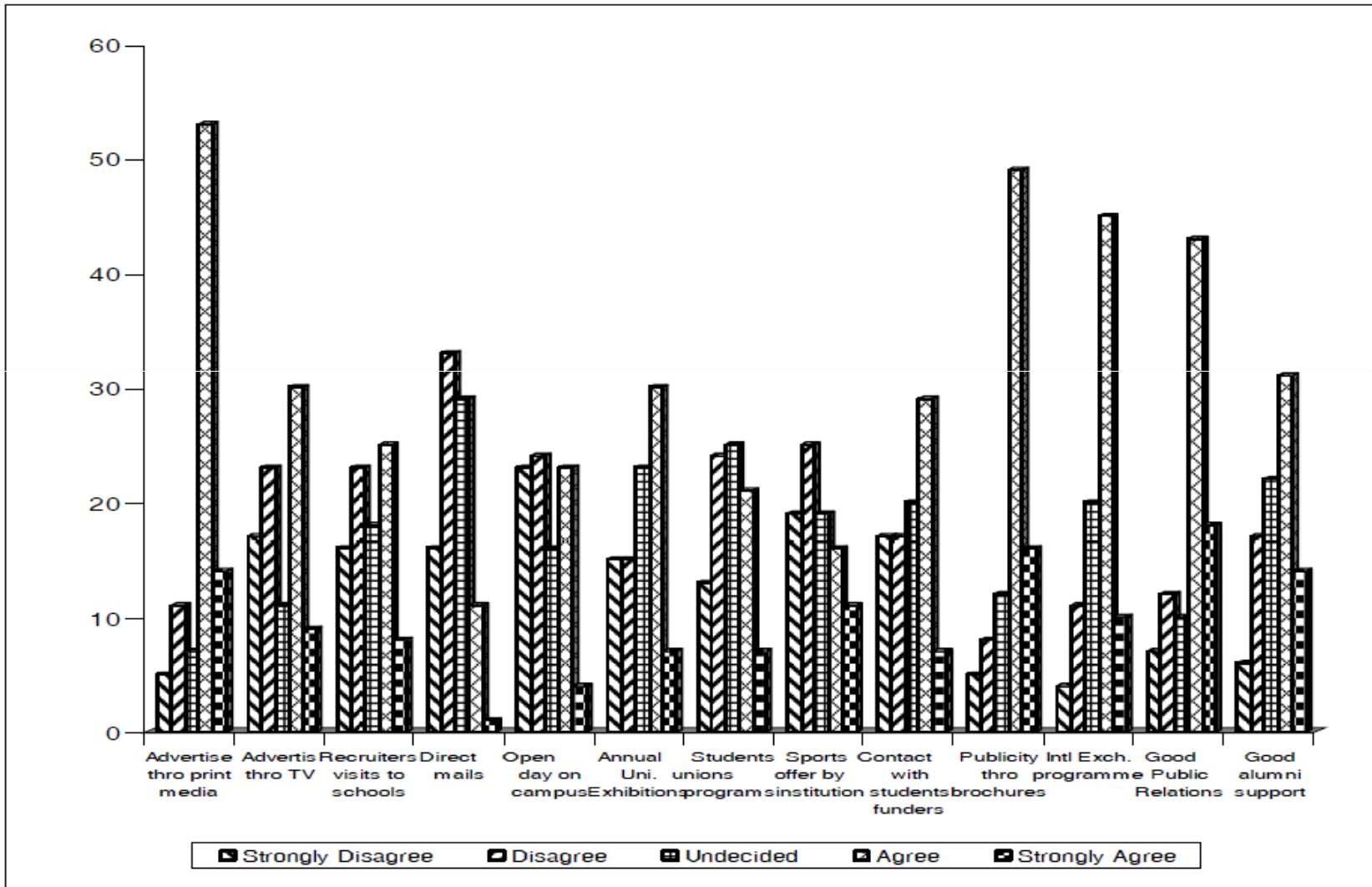


Extent of agreement of Price element

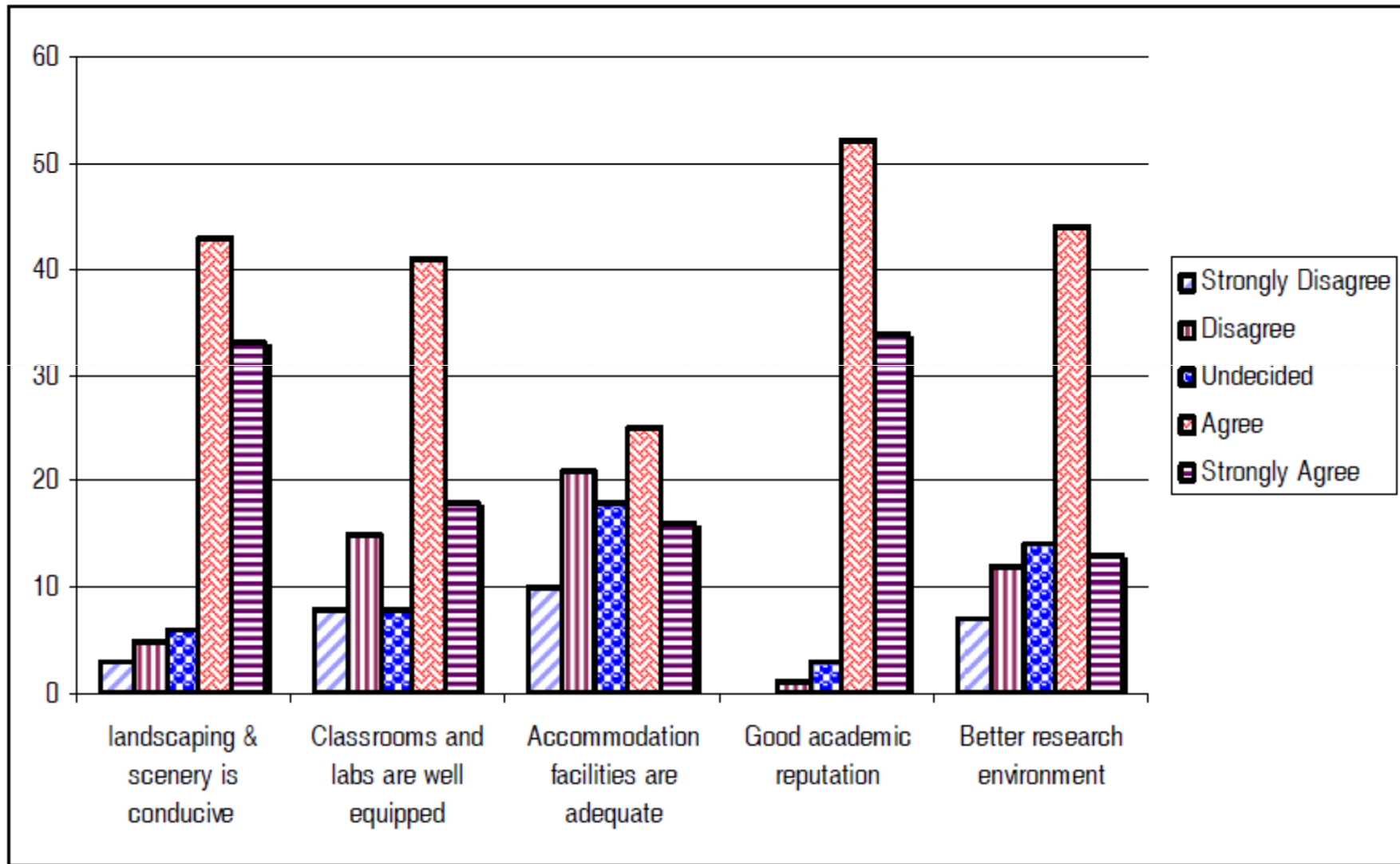
# Effectiveness of place element



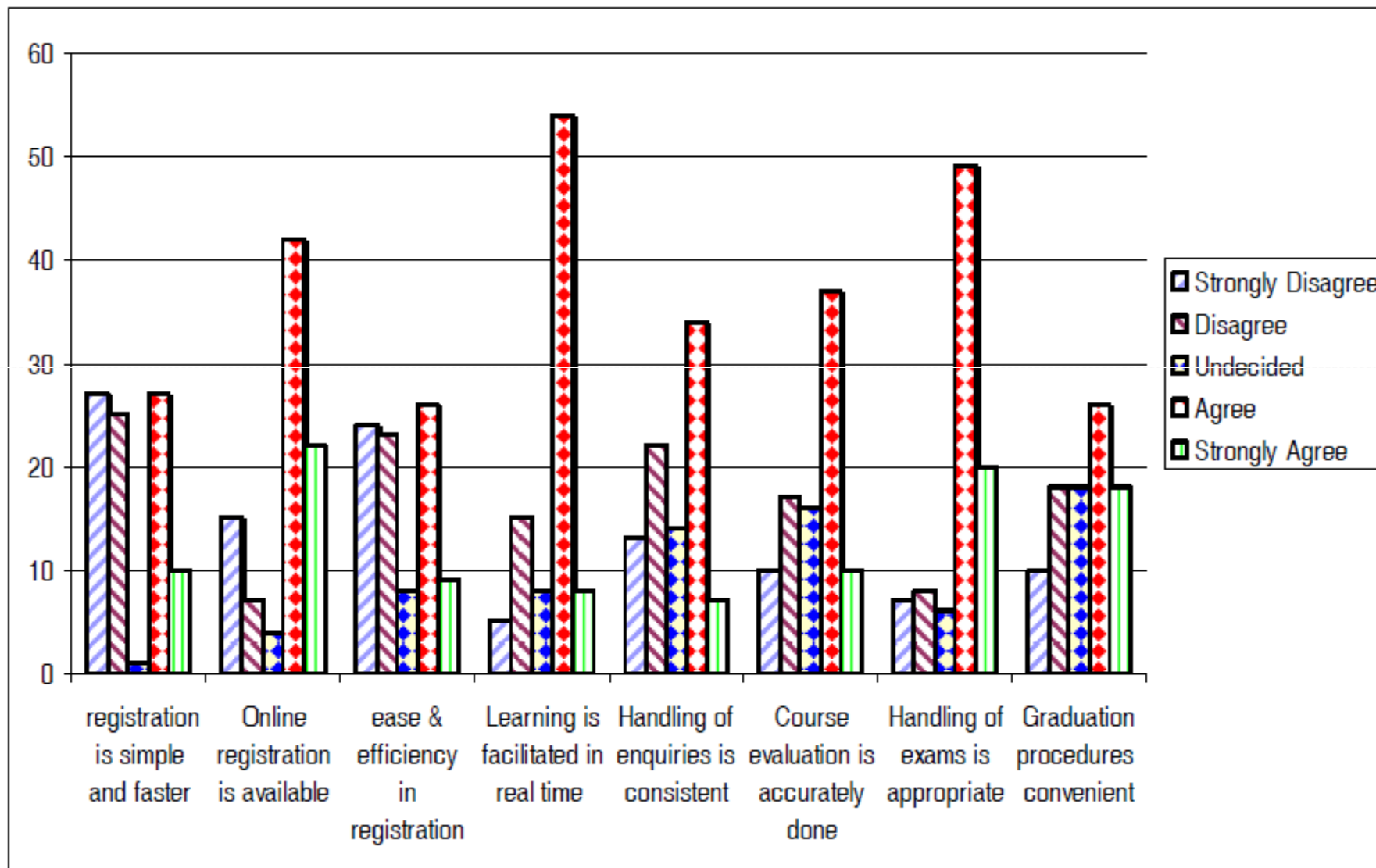
# Effectiveness of promotional strategies



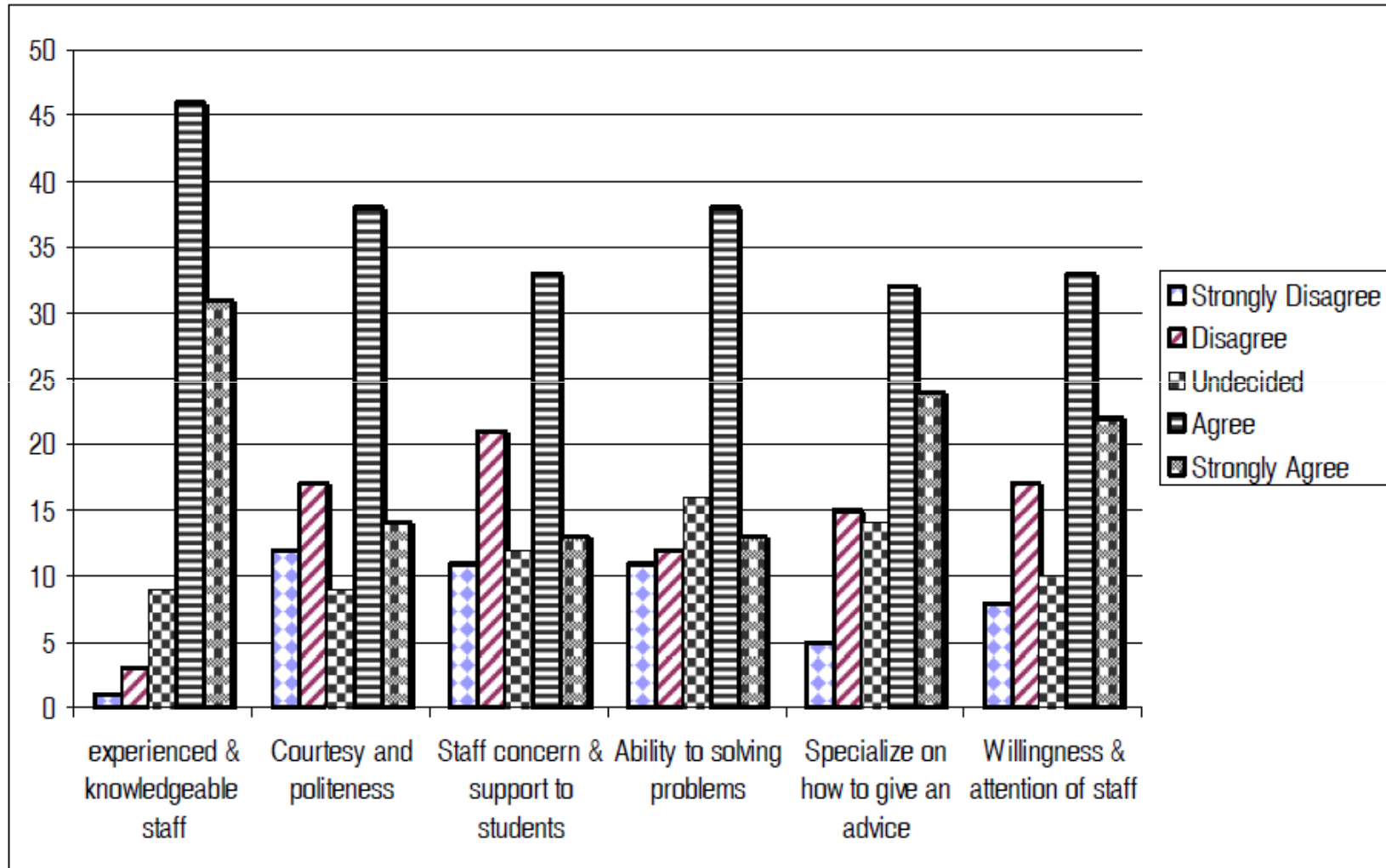
# Effectiveness of physical evidence strategies



# Effectiveness of processes strategies

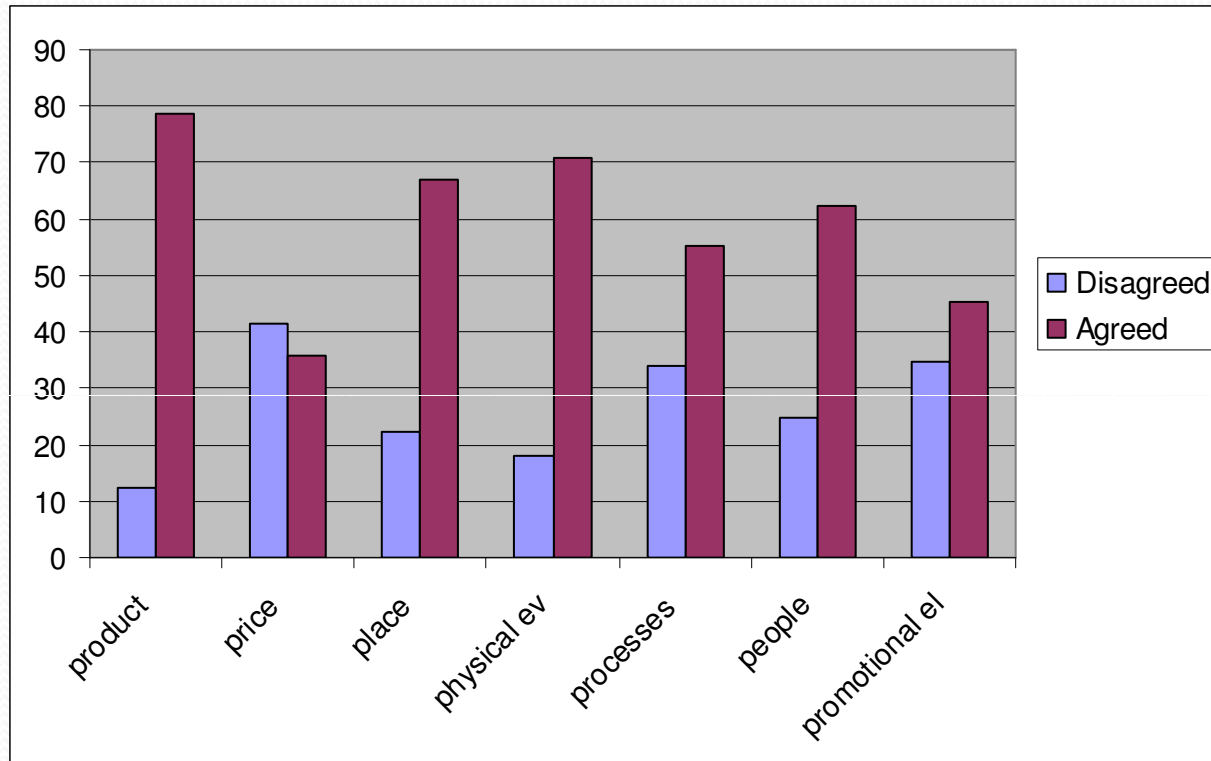


# Effectiveness of people element





# Extent of agreement for each element



# Conclusion

*The study established that:*

- Of the 7 Ps, the product element was rated highest by the respondents as a key factor in attracting students to enroll in an institution followed by physical evidence and place in that order whereas the price element was rated least.
- These findings could be used by IHL to adapt their marketing mix to enhance students' enrolment.



THANK YOU