

**EFFECT OF DIGITAL MARKETING STRATEGIES ON CUSTOMER  
ATTRACTION IN KENYAN UNIVERSITIES**

**BY**

**RYAN KARIUKI  
REG NUMBER: 12/01671**

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## DECLARATION

I declare that this Dissertation is my original work and has not been previously published or submitted elsewhere for award of a degree. I also declare that this contains no material written or published by other people except where due reference is made and author duly acknowledged.

**Student Name** \_\_\_\_\_ **Reg.No** \_\_\_\_\_

**Sign** \_\_\_\_\_ **Date** \_\_\_\_\_

I do hereby confirm that I have examined the masters Dissertation of

Ryan Kariuki

And have certified that all the revisions that the dissertation panel and examiners  
recommended have been addressed

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

Dr. Edward Owino  
Dissertation Supervisor

## ABSTRACT

The main objective of the study was to assess the effect of digital marketing strategies on customer attraction in Kenyan universities with a focus on social media marketing, website marketing and mobile marketing as the specific objectives. The study was conducted among the chartered universities in Nairobi County (University of Nairobi, Kenyatta University, Multimedia University, Cooperative University and Technical University of Kenya (public). Whereas private universities were (Catholic University, Strathmore University, KCA University and United States International University). The target respondents were marketing staff in the nine universities, however only 50% were sampled. The study adopted descriptive design that was considered suitable for this study because it helped the researcher to collect quantitative data from the respondents using the questionnaire. Primary data was collected through drop and pick technique and the exercise took a period of three weeks. After the collection exercise, data was cleaned edited and coded and was then analyzed using descriptive statistics for the general information and multiple regressions for the study objectives with the help of STATA Version 13 Software. The results were presented in form of tables, figures and text. The study established that all the three platforms positively and significantly affected customer attraction in Kenyan universities with website marketing providing the highest contribution(44.25%) followed by social media marketing(38.82%) and mobile marketing(17.37%) respectively. The study further established that the combined effect ( $R^2$ ) of the three digital platforms explains 53.31 % of the variance in customer attraction while 46.69% is attributed to other factors. These results were similar to those obtained by other scholars (Reddy, 2016; Islam and Khan, 2017; Wanjiku, 2014). Therefore, the study recommended that universities enhance the use of digital tools in their marketing plans for improved performance.

**Key Words:** Digital marketing, Customer attraction, Social media, Search engine, Universities.

## **DEDICATION**

This work is dedicated to my family for standing together with me throughout the journey that was full of ups and downs.

## **ACKNOWLEDGEMENT**

I am grateful to the Almighty God for providing me with strength and grace to see me this far. I am also indebted to my supervisor, Dr. Edward Owino for his guidance throughout the entire exercise. And not to forget all those who helped me in one way or another from data collection point up to the presentation of the report.

**TABLE OF CONTENTS**

**ABSTRACT..... iii**

**DEDICATION..... iv**

**ACKNOWLEDGEMENT ..... v**

**LIST OF TABLES ..... viii**

**LIST OF FIGURES ..... ix**

**ABBREVIATION AND ACRONYMS ..... x**

**DEFINITION OF KEY TERMS..... xi**

**CHAPTER ONE ..... 1**

**INTRODUCTION..... 1**

    1.1 Background to the Study..... 1

    1.2 Statement of the Problem..... 7

    1.3 Research Objectives ..... 8

    1.4 Research Questions ..... 9

    1.5 Significance of the Study ..... 9

    1.6 Scope of the Study ..... 10

    1.7 Chapter Summary ..... 10

**CHAPTER TWO ..... 11**

**LITERATURE REVIEW..... 11**

    2.1 Introduction..... 11

    2.2 Theoretical Review ..... 11

    2.3 Empirical Review..... 17

    2.4 Knowledge Gaps ..... 23

    2.5 Conceptual Framework..... 23

    2.6 Operationalization of Study Variables ..... 24

**CHAPTER THREE ..... 26**

**RESEARCH METHODOLOGY ..... 26**

    3.1 Introduction..... 26

    3.2 Research Design..... 26

    3.3 Target Population ..... 26

    3.4 Sample Size and Sampling Procedures..... 27

3.5 Instrumentation and Data Collection Procedure .....	28
3.6 Validity and Reliability .....	28
3.7 Data Analysis and Presentation.....	29
3.8 Diagnostic Tests .....	30
3.9 Ethical Consideration .....	30
<b>CHAPTER FOUR.....</b>	<b>31</b>
<b>DATA ANALYSIS AND DISCUSSION OF RESULTS .....</b>	<b>31</b>
4.1 Introduction .....	31
4.2 Response Rate .....	31
4.3 Demographic Analysis of Respondents .....	32
4.4 Study Variables .....	33
4.5 Reliability and Validity Analysis .....	43
4.6 Diagnostic Tests .....	44
4.7 Inferential Analysis .....	47
4.8 Interpretation of the Model .....	49
<b>CHAPTER FIVE.....</b>	<b>51</b>
<b>SUMMARY, CONCLUSION AND RECOMMENDATIONS.....</b>	<b>51</b>
5.1 Introduction .....	51
5.2 Summary of Findings .....	51
5.2 Conclusion .....	53
5.4 Recommendations .....	54
5.5 Limitations of the Study.....	55
5.6 Suggestions for Further Research .....	55
<b>REFERENCES.....</b>	<b>56</b>
Appendix A: Letter of Introduction .....	67
Appendix B: Research Questionnaire .....	68
Appendix C: List of Chartered Universities in Kenya.....	72

## LIST OF TABLES

TABLE 1: Operationalization of Study Variables .....	25
TABLE 2: Population and Sample Size.....	27
TABLE 3: Response Rate .....	31
TABLE 4: Demographic Information.....	32
TABLE 5: Extent of Social Media Usage.....	34
TABLE 6:Effect of Social Media on Customer Attraction.....	36
TABLE 7: Effect of Website Marketing on Customer Attraction .....	38
TABLE 8: Extent of Mobile Phone Usage in the Universities .....	39
TABLE 9: Effect of Mobile Marketing on Customer Attraction.....	41
TABLE 10: Level of Customer Attraction .....	42
TABLE 11: Reliability Test .....	43
TABLE 12: Shapiro Wilk Test .....	44
TABLE 13: VIF Test for Multicollinearity.....	45
TABLE 14:Test for Heteroscedasticity.....	46
TABLE 15: STATA Regression Out put.....	48

## LIST OF FIGURES

FIGURE 1:Nicosia Model .....	12
FIGURE 2: Howard and Seth Model.....	13
FIGURE 3: Technology Acceptance Model.....	15
FIGURE 4: Conceptual Framework .....	24
FIGURE 5: Histogram Test for Normal Data.....	47

## **ABBREVIATION AND ACRONYMS**

<b>DM</b>	Digital Marketing
<b>CBD</b>	Central Business District
<b>CCK</b>	Communication Commission of Kenya
<b>CUE</b>	Commission for University Education
<b>OECD</b>	Organization for Economic Commission and Development
<b>SM</b>	Social Media
<b>SEM</b>	Search Engine Marketing
<b>SEO</b>	Search Engine Optimization
<b>SME</b>	Small and Medium Enterprises
<b>TAM</b>	Technology Acceptance Model
<b>UK</b>	United Kingdom
<b>US</b>	United States

## **DEFINITION OF KEY TERMS**

### **Customer Attraction**

Customer attraction is a marketing term that describes the measures used to determine whether goods or services provided by a firm meet or exceeds a customer's expectations (Houghton (2010)

### **Digitalization**

Digitalization is the usage of technology to create a new business model that provides additional revenue and also create opportunities. It involves applying digital tools and technologies into all business operations (Gartner, 2016).

### **Digital Marketing**

Digital marketing is the application of the internet related technologies to accomplish an organization's marketing objectives (Chaffey, 2012)

### **Social Media Marketing**

Social Media marketing is a marketing tool that allows a company to know its customers and prospects in ways involving the use of very popular sites such as Facebook, Instagram, Twitter, LinkedIn and YouTube (Edelman (2010)

### **Search Engine Optimization**

Search engine marketing (SEM) involves using a paid advertising in search engines where firms buy keywords and when a user makes a search query using that keyword, the firm's advert appears next to the search result listings (Chong, Shafaghi, Woollaston, Ch. and Lui, 2010)



## CHAPTER ONE

### INTRODUCTION

#### 1.1 Background to the Study

Higher education institutions acknowledge that higher education is a service industry that demands meeting the expectations of their customers" who are students (Rindfleish, 2003). The rapid expansion of colleges and universities world over and the advent of globalization placed universities in a perpetual competition for students (OECD, 2009). Therefore for universities to survive in this competitive industry, they must embrace innovation by coming up with unique programs that appeal to the learners who are highly exposed. Technology based marketing has permeated the advertising industry in every sector worldwide and higher education institutions in Kenya have very limited options but to engage in digital marketing (DM) that cuts across physical boundaries and has capacity to enhance the institution's brand.

Digital marketing is the application of the internet related technologies in order to accomplish an organization's set objectives (Chaffey, 2012). According to Smyth (2007), DM concept is said to have originated from the internet and search engines of the website and the first search engine activity happened in the year 1991 but more profound from 2000. Generally, Digital marketing includes mobile phones, display advertising, social media, email advertising, search engine optimization (SEO) (Kotler, 2003; Mogos, 2015). The 21<sup>st</sup> century is shaped by the technological revolution and globalization where the internet impacts all aspects of business and digitization cannot be avoided in selling an organization effectively (Onyango, 2016). According to Beckinsale and Levy (2004), DM has many advantages unlike the businesses in the 20<sup>th</sup> century having more opportunities for any business to tap into .Globally, many companies today have realized the importance of DM platform and they have quickly shifted from the exchange of

goods towards service interactivity and relationship marketing. Various studies (Harwood, 2009; Abrahamson, 2007) acknowledge an increasing trend in DM in the recent past having had a budget of \$77 billion in 2016 with an average of 3.22 billion people being connected to the internet. In the same light, the number of internet users in Kenya has been on the rise with those accessing the internet services reaching 74.2 percent while mobile users were at 88 percent in 2016, communication commission of Kenya (CCK, 2016). This upward trend in DM globally indicates the direction under which marketing dynamics are taking going into the future.

The higher education in Kenya has been under intense competition lately because of the highly liberalize sector. This situation strengthens the need for universities to change their marketing approach in order for them to increase the probability of attracting more students. From this perspective, Oplatka and Hemsley-Brown(2006) argues that, university education will now depend more on the marketing approach that has been successful in the business world by focusing more on creating value for students through an environment of effective communication (Altbach, 2014, Murphy, 2003 ). According to Hanover Research (2015), the higher education institutions must incorporate latest trends in technology that provide an excellent customer experience across student life cycle. This signifies that for universities to survive in the present technology focused world, the adoption of DM platforms is no longer an option but a necessity.

### ***1.1.1 Concept of Digital Marketing***

Digital marketing has been defined as a sub-branch of traditional marketing that makes use of digital channels to achieve the same goal as traditional marketing, which is to attract new customers and keep old ones (Kotler, 2003). Digital marketing is also defined by other authors as internet marketing, online marketing, or web marketing (Dholakia, 2005). The main objective of digital marketing is to find the right marketing mix strategies that appeal to a business target

market that can also translate into sales. The growth of internet users is credited to the rapid growth of online marketing and DM today has become one of the key focus areas for businesses all over the world where unlike tradition marketing, it is characterized by three concepts: Interactivity, consumers' proficiency and finding information or product (Batinic, 2015). Woodck and Stone (2013) notes that, DM is used throughout the customer cycle, from brand awareness, the purchase assistance and after sale consumer services which adds value in form of relationship and profit. Digital marketing comes in different forms and online techniques that form vital communication platform for an organization to promote its products, services and website. It is made up of search engine marketing, email marketing, social media marketing and many types of mobile advertising as well as display advertising (Elly and Tilley, 2009).

Like any other advertising media, DM frequently integrates advertisements into its online content and an advertiser to provide advertisements on the publisher's content. In practice, DM involves the use of a company website in connection with online promotional techniques to acquire new customers and provide services to existing ones through better customer relationship. Email marketing enables users to know about the latest offers by an organization especially issues to do with new product development and so much more. Emails are also a very good way of keeping the relationship going with the customers after the transaction has been completed and they act as incentive to the customers to make them purchase while Search engine marketing is an integral part of digital marketing and ranks the business on various search engines that determines the online popularity and therefore helps to increase website visits which is an indicator of customer attraction. Social media is a new marketing tool that allows a company to know its customers and prospects more. Social media platforms commonly involve the use of very popular

sites such as Facebook, Twitter, LinkedIn, Instagram, and YouTube. According to Edelman (2010), today's businesses can only be successful if they adopt quality website via search engine.

Digital marketing platform can deliver a lot of benefits to an organization as compared to the traditional media since DM has wider range of marketing elements due to the extra channels and marketing mechanisms available on the internet (Rowley, 2004). According to Rowley (2001), DM provides an ideal opportunity to reduce advertising costs as well as extend the company's profile beyond its geographical boundary by bringing buyers and sellers together. In other words, through DM platform, even smaller companies have the capacity to access markets and maintain a presence and that helps them to compete with well-established businesses in a global environment. Moreover, DM also allows companies to save money since the online marketing campaigns don't require a large amount of investment and a company can easily measure if the marketing campaign being undertaken is working or not. Digital marketing can also help an organization improve on customer service which is an important determinant of a company's competitive advantage.

It is also important to understand that consumers have changed the way they think and act as a result of influence of hypermedia and unlike in the past, they are no longer waiting for information but are seeking it out (Rivas and Okazaki 2002). Customers no longer need to be pushed towards the company instead it is the company that needs to be where the customer is. According to Rowley, (2004), in the past, most of the communication media ( television, radio, newspapers, magazines, newsletters)encouraged the "push" approach, however, this has been changed by the internet where it is now the "pull" approach that is ideal and all companies need to be spread across the internet in order to make it easier for customers to find them.

### ***1.1.2 Customer Attraction***

Gronroos (2007) describes the customer attraction as the capacity by the supplier or the service provider to provide something which is interesting to the customer. Houghton (2010) on the other hand defines customer attraction as the capacity to measure how goods and services provided by a firm meet or exceeds a customer's expectations. Customer attraction is a key concept in Relationship marketing and it is based on many factors that range from financial, technological or social factors. Whereas the bottom-line of any marketing activity is to increase sales of a business in financial terms, the non-financial measure is equally important in the determination of organization performance. According to (Goldsmith and Lafferty, 2002), non-financial measures in the context of DM include: Web-performance, variations in page views, advertising impressions and unique users. Teo (2005) concurs that; DM success can also be measured through customer relationship, company's website visitation or any other outcome that is considered ideal in achieving organization goals. In other words, the critical aspect of DM is for organization to determine how customers can interact with the company's brand using digital media.

Hamid (2008) points out that, the success of DM platform can be seen in the visibility of the brand, the improvement in the customer value , improvement in customer satisfaction, customer loyalty and retention as well as customer perception which may translate into better profitability and market share. Cook (2002) notes that, firms need to clearly differentiate themselves from the competition in order to attract customers. According to Mbaabu (2007), specific strategies should be adopted by sectors based on the prevailing challenges in their respective environment which include competition, technological advancement and communication revolution. Based on this understanding, this study measured customer attraction based on the new customers to the website in form of students' enrollment.

### ***1.1.3 Digital Marketing in Kenyan Universities***

The higher education in Kenya is traced back to 1922 when the then Makerere College in Uganda was established as a technical college for the three East African countries (Kenya, Uganda and Tanganyika). This lasted up to mid- 1950s when the Royal Technical College was established in Nairobi. Then In 1963, the Royal Technical College became the University College, Nairobi following the establishment of the University of East Africa having three constituent colleges in Dar es Salaam, Nairobi and Kampala and the University of Nairobi was thus established as the first university in Kenya. Thereafter, the growth in demand for higher education t culminated into the expansion of universities by the government and the private sector (Jowi and Oanda, 2012; Sifuna 2010, Odhiambo 2011). Currently, Kenya has 31 public universities and 18 chartered private universities, Commission for University Education (CUE, 2017)

Therefore, the competitive environment in the higher education industry implied that, universities must come up with innovative strategies that will attract more students to ensure growth and sustainability. The adoption of DM is therefore an innovative way by universities to communicate to the potential customers what they offer that is different from the rest in the most effective way. According to Maringe (2006), students consider many factors about an institution before making a choice and therefore it is incumbent upon the institution to ensure that the right content is communicated. According to (Turner, 202; Holsworth and Nind, 2005), students need to know the quality of programs offered by an institution vis-à-vis those from other institutions. They are interested in the flexibility of the programs, the cost involved, and the number of professors available and the marketability of the graduates among other factors. Therefore, the application of DM in higher learning is considered the most appropriate platform today.

## **1.2 Statement of the Problem**

Businesses are designed to perform while responding to environmental threats and opportunities using available resources. Failure to perform may lead to a firm being uncompetitive than other players in the industry. The problems surrounding business performance cuts across sectors and nations world over which is evident from the numerous studies available on the subject including developed countries for example: El-Gohary and Eid (2013) studied the impact of e-marketing use on small business enterprises' success in U.K while Brodie, Covelto, Johnson and Winklhofer (2007) examined the penetration of digital marketing on performance of service companies in the United States of America. Both studies reveal the underlying common need for businesses to shift from tradition marketing to electronically mediated marketing that responds to the environment needs. However, the two studies focused on other sectors in countries that have different social, economic and environmental setting inapplicable in the current research.

In developing countries, empirical evidence in the context of the study include Reddy (2016) who studied digital marketing impact on consumer decision making process in Nike's customer retail operations in South Africa. The author found out that majority of the consumers have embraced digital marketing which has influenced their behavior with more focus on problem recognition, purchase decisions and post purchase behavior. Ranjith and Mahalaxmi (2016) conducted a study in Trichy India on the impact of digital marketing in customer purchase decisions where they established that majority of the customers were aware about digital marketing and they preferred doing their shopping electronically. Islam and Khan (2017) examined the impact of digital marketing on increasing customer loyalty in Dhaka, Bangladesh. The study established that, digital platform enhances customer value attributes which is the foundation of customer loyalty. The three studies however, focused more on identifying the level

of digital awareness among customers as well as the identifying the core factors that drive customers to be loyal in digital market place. This study focused on establishing the effect of three digital tools on customer attraction in the Kenyan Universities.

In the local context, studies done on the subject include one by Wanjuki (2014) who examined the growth of digital marketing and its impact on customer service at the Barclays bank where she concluded that digital marketing enhances brand visibility whereas Kithinji (2014) studied Internet Marketing and Performance of SMEs in Nairobi with the results showing that internet marketing has an influence on Profitability and brand visibility of the SMEs. Kagendo (2015) studied the influence of electronic marketing on customer retention at Safaricom limited where she focused on the commonly used electronic tools at the company. While the authors brought out different issues regarding digital platform in different sectors in Kenya, the higher education sector was not addressed and in view of the ongoing discussion, this study sought to determine the effect of digital marketing on customer attraction in Kenyan universities.

### **1.3 Research Objectives**

The general objective of this study was to determine the effect of digital marketing strategies used in Kenyan universities and their effectiveness on customer attraction. The study was guided by the following specific research objectives:

- i. To assess the effect of social media marketing strategy on customer attraction in Kenyan universities
- ii. To determine the effect of website marketing strategy on customer attraction in Kenyan universities

- iii. To establish the effect of mobile marketing strategy on customer attraction in Kenyan universities

#### **1.4 Research Questions**

- i. What is the effect of social media marketing strategy on customer attraction in Kenyan universities?
- ii. What is the effect of website marketing strategy on customer attraction in Kenyan Universities?
- iii. What is the effect of mobile marketing strategy on customer attraction in Kenyan universities?

#### **1.5 Significance of the Study**

The study is significant to the university management where it is observed that universities need to put in place good marketing strategies that guarantee more student enrolment. The management of any university seeks to have better enrolment for them to achieve targets. As a result, they need to develop relationships with their customers amidst competition in higher education industry in Kenya. Additionally, the university marketing team in sales and marketing department will benefit in their approach towards marketing the institutions given the changing customers' demands and tastes that need them to apply better approaches such as digital tools in their day to day tasks of selling the universities and looking for customers. In the same context, the students and researchers may find the study useful in the sense that digital marketing in higher education is work in progress hence the results may provide reference materials for further research in the sector of higher education marketing in Kenya in light of providing more knowledge on electronic marketing and customer attraction.

## **1.6 Scope of the Study**

The study examined the effect of digital marketing on customer attraction in Kenyan Universities where customer attraction was measured based on new customers visiting the website, level of student enrolment and retention. The study was carried out among the chartered Universities in Nairobi County viz., University of Nairobi, Kenyatta University, Multimedia University, Cooperative University and Technical University of Kenya (public). Private universities were (Catholic University, Strathmore University, KCA University and United States International University). The study focused on three decision variables: social media marketing, website marketing and mobile marketing on customer attraction as the dependent variable. The subjects of study were university employees in marketing and sales department in the nine universities since they were highly involved in the implementation of electronic marketing practices in their respective institutions.

## **1.7 Chapter Summary**

This chapter presented a background to the study and introduced the concepts of digital marketing and customer attraction. Additionally, an overview of the study in the context higher education industry in Kenya was also provided. The chapter concluded by stating the research problem, study objectives as well as the scope and the value of the study to the universities.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

In this chapter, the theoretical framework of the study is presented. It covers four theories related to marketing and consumer behavior, the empirical studies on the subject and the conceptual framework that summarizes the relationship between the independent and dependent variables.

#### **2.2 Theoretical Review**

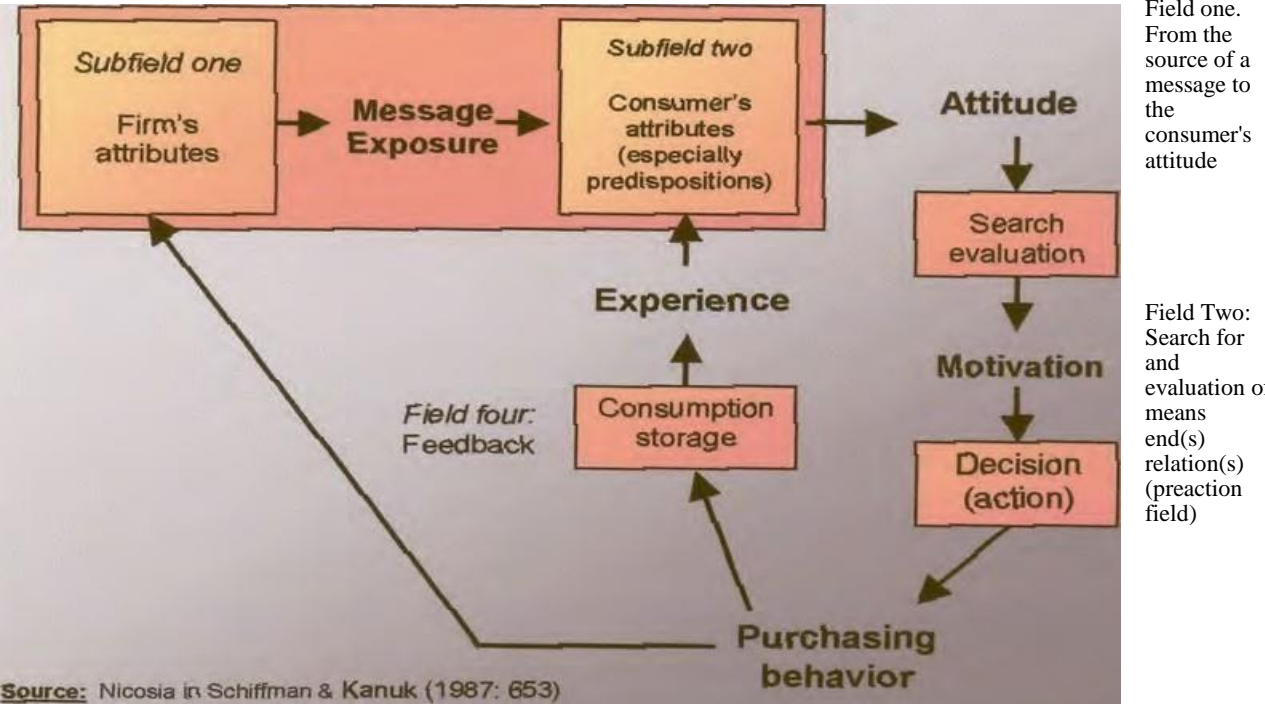
The study was guided by the following models: The Nicosia Model, The Howard and Seth Consumer Behavior Model, Technology Acceptance Model (TAM) and Social Network Model.

##### ***2.2.1 The Nicosia Model of Consumer Behavior***

The Nicosia Model is the buyer behavior model also called system model as the human involvement is analyzed as a system where human behavior is involved. The model was developed by Francesco Nicosia in 1966. In relating the organization and its prospective consumer, Nicosia observed that, the messages from the company initially influence the predisposition of the consumer towards the product and services and based on the situation, the consumer will evaluate the product attributes and reach an appropriate decision to either buy the product or not (Nicosia, 1966). Therefore, the model is synonymous to a system because the customers behavior is taken as an input to the system based on the company's offerings. The motivation to sample and make a decision to whether to buy or not is therefore the output. The model involves a number of steps that eventually culminate into a desired action. This relationship is what is explained by the model that the need for information propels companies to create awareness and the decision by the customer to respond depending on the awareness level and the final decision on whether to buy or not. This is similar to enrolment in the universities which

depends on many factors including the level of awareness created by individual universities to reach their prospective market using different platforms better than their competitors. The steps in the Nicosia Model are summarized in a flow chart shown in figure 1 below

**FIGURE 1**  
**Nicosia Model**



Field one. From the source of a message to the consumer's attitude

Field Two: Search for and evaluation of means end(s) relation(s) (preaction field)

Source: Nicosia (1966: pg. 156)

Field three: Act of purchase

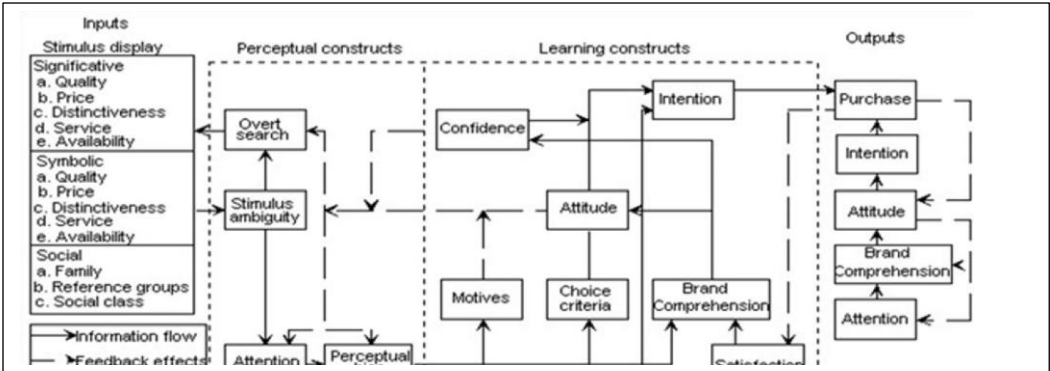
In relation to customer attraction in higher education, the first stage in the marketing process is awareness creation which is informed by the University identity based on the nature and quality of programs offered vis-a-vis the competition. The awareness process is based on the marketing strategy adopted by an institution like the application of digital tools. Hollensen (2003) opines that, higher education programs should be developed with the customer in mind in order to meet their specific needs and those of the stakeholders. Where there is little differentiation, an

institution may not stand against the competitors as the potential customers will search, evaluate and make comparisons with other institutions based on factors such as price, delivery system, management as well as physical facilities that have an influence on the students' final decision.

**2.2.2 The Howard and Seth Model**

Howard and Seth developed the consumers' purchasing decision-making model in 1969. The model puts forth the stages which the customer goes through in order to make a purchase decision. First is the extensive problem solving stage where the consumers have only little information and therefore they are unable to choose among products and services available to them hence undertake information search to find out more about the brands. Second stage is the limited problem solving stage where they have obtained the necessary information but they are still undecided on which option is the best for selection. The routinized response behavior stage follows where the consumer has made up the mind regarding the brand and is now ready to make purchase (Howard and Seth, 1969). The Howard and Seth model assumes that the consumer makes rational and well informed decisions that are informed by the environment during the purchase process (Ray, 2006). According to MacInnis and Hoyer (2010), this model shows that both attitude and intention affect purchasing decisions as shown in figure 2

**FIGURE 2**  
**Howard and Seth Model**



Source: Adapted from Howard and Seth (1969: pg. 346.)

The use of digital tools as marketing tools by universities triggers the customer to realize that they have a need which they need to fulfill. MacInnis and Hoyer (2010) observed that, the need recognition is reinforced by exposure to information that comes about from friends and the organization brand visibility through the available digital media. According to Jaffe (2010), experience sharing by consumers may strongly influence evaluation of alternatives and based on the availability of information, the evaluation stages form an important buying decision that will form the basis of subsequent relationship between an organization and the customer. This model is therefore relevant in this study because it helps put in perspective the consumer behavior that forms the basis of selecting the organization that helps the consumer to fulfill his needs and organization to maintain the market amidst the prevailing competition (Belch and Elch, 2003).

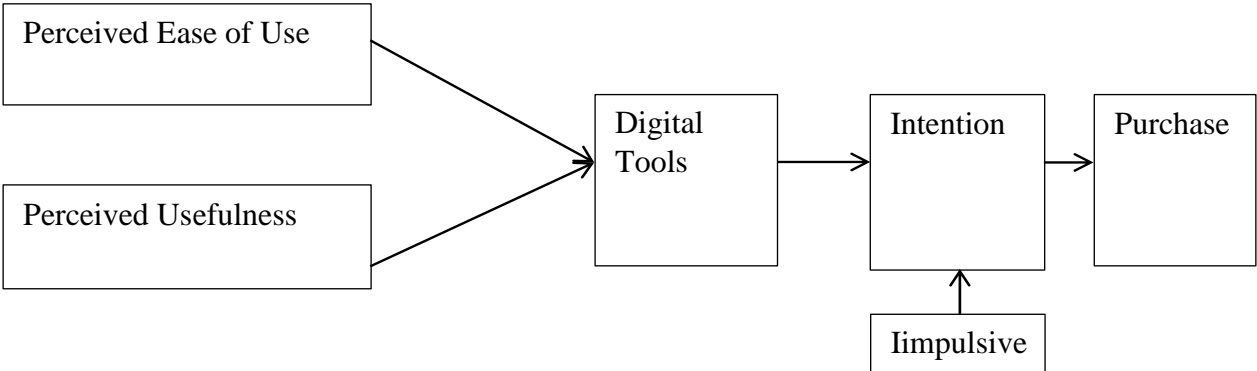
### ***2.2.3 Technology Acceptance Model (TAM)***

Technology Acceptance Model (TAM) was developed by Davis in (1986). The model helps to analyze from the perspective of consumer's acceptance of new technology. In the model, technology as perceived by the user is compared with the behavioral and social factors which are recognized as the determinants of consumer buying behavior. The model puts into perspective two major variables which are: The perceived usefulness and the ease of use as the basis for the consumer's behavioral intention (Koh, Zhan and Prybutok, 2006). According to the authors, perceived usefulness is the degree to which a person believes that using a particular system would enhance his or her job performance and perceived ease of use refers to the degree to which a person believes that using a particular system would be free of effort. The model further explained that external variables that co-determine the perceived usefulness and perceived ease of use during the purchase intentions. It shows that many consumers find online platforms to be useful,

the more they decide to purchase using digital media websites. It has been observed that, majority of young consumers generally buy through online media because the delivery and ordering process offered by digital media is easy and simple to understand (Mat and Phatthana, 2011). Therefore, TAM can be used effectively in predicting purchase intention of consumers. The robustness of Technology Acceptance Model has the advantage of wide adaptability and extensibility which are the basis for successful digital campaign.

The adoption of digital marketing in many sectors including higher education marketing depends significantly on the level of technology acceptance and ease of use by both the consumer and the marketer and digital tools have the advantage of both attributes. Therefore, the TAM model provides this study with the characteristics that makes digital tools better marketing platforms as compared to traditional media which are limited to very specific segments. The model is relevant because the market should choose the right media in order to reach the desired market and therefore the media selection is a primary factor in the success of organization marketing which is critical in the higher education sector in Kenya today. The summary of the Technology Acceptance Model is presented in figure 3

**FIGURE 3**  
**Technology Acceptance Model**



Source: Davis (1986: pg.319-339)

#### ***2.2.4 Social Network Theory***

Social Network Theory (SNT) has its origin in sociology. It is concerned with understanding the social exchange behavior between individuals (Scott, 2000). The theory states that human beings form close relationship through communication, relationships and interest groups. In other words, all social behavior depends on every individual's assessment of the costs and benefits resulting from the social exchange. According to Li (2010), users of social media can be segmented into four main groups: Those interested in sharing were found to be (61%), those who just watch were (79%), commenters were (36%) while producers (24%). However, businesses should attempt to provide the same platform to all the groups by creating unique products for each one of them in order to enhance their market share. In other words, institutions can apply the digital tools to help them increase their visibility to potential market segments.

According to Nayam, Monsour, Osman and Shafie (2011), SNT is about relationships synonymous with networks where both nodes and ties make up the system and to work effectively, all the relevant the components of the system must relate and work in harmony. In the same vein, the network can also be used to determine the social interests of individual who make up the network. These concepts are often displayed in a social network diagram where nodes are the points and ties are the lines. The analogy of nodes and ties provide an explanation regarding the relationship between human beings whether in business or work where there must be a healthy social exchange for the organization to enhance its objectives. Poor social exchanges are the cause of low production and organization performance. Therefore the Social networking has many benefits which can be enhanced by the digital tools which have the characteristics of interactivity and acceptance across the various groups of people. Advantages associated with digital tools such as knowledge sharing, improved feedback about a service and the improved marketing and sales

makes them superior to any other marketing platforms. Therefore SNT is considered relevant for this study given the high competition in the high education industry in Kenya today. Kenyan universities need platforms such as digital tools to enhance engagement and frequent interactions with their customers through constant information updates to enhance loyalty.

## **2.3 Empirical Review**

In this section, the study presents a review of the various studies done by other scholars on the subject and their findings on the effect of digital marketing strategies on customer attraction in the context of higher education in Kenya which has become one of the most competitive industries in the country today. The review focuses on the study objectives (social media marketing, website marketing and mobile marketing on customer attraction).

### ***2.3.1 Social Media Marketing Strategy and Customer Attraction***

In an age of the internet, social media has an important role to play when it comes to marketing an enterprise's brand online (Chaffey, 2007). It means building a business through social sites, like to enhance the enterprise visibility (Costa, 2010). Primarily, SM is focused on the maximizing the percentage of web site visitors (Boyd, 2008; Li and Fung, 2011). The underlying theme of SM application strategy is the marketing communication (Oplatka and Hemsley-Brown, 2006). Engaging with social media as a marketing tool is an attractive proposition because of the positive business experience of the effects of social media marketing and the high adoption rate of the social media by people of all generations (Boyd, 2008).

Social media is ideally an extension for relational marketing activities due to their collaborative and interactive nature and having your business on social networking sites is an easy and simplest way to communicate and share your products with your target audience (Evans, 2008). According to Boyd (2008), Social media tools should be chosen based on the social media

habits of participants and the trends in the given market. Social networks are a part of users' day to day lives and therefore the integration of these tools as marketing tools can help an organization to increase its campaign effectiveness. Social media tools can be accessed from mobile devices through mobile application and mobile optimized websites. According to Schwab (2011), about nine out of ten real estate agents use social media to sell homes. In the higher education sector, University recruitment has shown the potential of marketing success when SM is used as a student recruitment tool (Gibbs, 2002; Helgesen, 2008). Improved communication, customer engagement and increasing brand loyalty have been identified as outcomes of this form of marketing. Engaging potential students in the social media domain is in principle an inexpensive way for universities to attract and persuade potential students. The online communities created by institutions as part of their online presence can bring together potential students with students already enrolled or with peers looking for similar information and help.

In a study by bazaarvoice (2012), it was established that 51% of the market was influenced in their decisions by recommendations of strangers through user-generated content on social media and the U.S. universities are currently marketing their programs using social media platform (Barnes and Mattson, 2009). In a related study by Ruschman, Hayes and Walker (2009), the authors established that the use of a social networking system as a marketing tool by a university had a significant relationship between those who logged onto the social network and the likelihood of applying them to the university. In the Netherland, there are efforts by higher education institutions to introduce social media as part of their student recruitment programs. The Saxion University of Applied Sciences launched a new platform for potential students enabling them to receive product information from enrolling students in the most interactive way (Saxion Hogeschool, 2011). Whereas the social media marketing strategy has shown positive results in

many sectors covered in the literature review, the same is yet to be determined empirically in the higher education industry in Kenya; hence the study hypothesized as follows:

H<sub>01</sub>: Social media marketing strategy has no significant effect on customer attraction in Kenyan Universities

### ***2.3.2 Website Marketing Strategy and Customer Attraction***

According to Chaffey and Smith (2010), website marketing involves sending a commercial message to a group of people using the web. That is to say that for every email sent to a potential or current customer, an organization could be making some kind of promotion. It involves using email to send ads and make business requests also meant to build loyalty and brand awareness. According to Gandaour and Regolin (2011), the website makes buying easier and satisfies all levels of competence among consumers and their different requirements.

According to Kotler (2012), different organizations have different website content. The most basic type being the corporate website. The websites are designed to build customer goodwill and supplement other sales channels by offering a variety of information and other features that will answer customer questions and help build relationships with them. For other organizations, they use them to engage with consumers directly so that they move them closer to making purchases or achieve other marketing outcomes. According to Cronin (2014), at the core of the company's internet activity is their website. Websites are intended to be visited by those browsing the internet and once visited, they have the opportunity to interact and form dialogues. The commercial attractiveness of a website is therefore based around the opportunity to display products and company information in the form of catalogues and corporate identity cues.

According to Goode and Harris (2007), a well-designed and operated website allows for effective communications with customers which can be rewarding in a sense that the customer is likely to get attracted to the company and its offering. The internet and email provides the opportunity for new methods of promotion and advertising in form of viral marketing and other informative forums related to advertising marketing. They offer their audience precise, controlled measurement and analysis for cost effectiveness. Chen, Chen and Shish (2013) noted that, speed to access internet appears to be a major concern to many internet users and therefore firms must create websites which are fast to load with much graphics for interactivity purpose. Information such as discounted product and compiling special offers from several different companies selling the same product and displaying them to the public could increase customer satisfaction. Potential customers have an opportunity to make a detailed comparison of the offering before making an informed choice. Therefore, the appearance and general design of the website must be properly handled by the organizations for them to achieve marketing objectives.

According to Wandaka (2009) and Costa (2010), the websites offer an opportunity for enterprises to advertise their products and give information and entertainment to potential customers. They further observed that, profiles of web sites are useful descriptive dimensions of a firm's online presence while web promotion positively affects advertising effectiveness and market penetration by these enterprises. The authors argues that the website makes buying easier and can satisfy all levels of competence among consumers and their different requirements and Potential customers have an opportunity to make a detailed comparison of the offering before making an informed choice. To the organizations, Websites allow control for the firms to compile statistics regarding how many people viewed each advertisement on an hourly, daily, and monthly basis, and for how long each viewer actually looked at an advertisement (exposure time).

This helps companies track down the effectiveness of their advertisements in terms of the number of direct purchases a much more effective mechanism than the existing ones for magazine advertisements or television commercials (Porter, 2001). According to Constantinides (2006) and Booth (2009), websites enable companies to set and announce prices with greater precision and different prices can be tested easily while customers' responses can be collected instantly which are characteristics that are less pronounced in the conventional marketing and it is against these principles that in relation to this study, it was hypothesized that:

H<sub>02</sub>: Website marketing strategy has no significant effect on customer attraction in Kenyan Universities

### ***2.3.3 Mobile Marketing and Customer Attraction***

Shankar and Edwards (2010) explains that mobile marketing is concerned with marketing as well as promotion of offers by organizations and individuals using their mobile phone devices. Ideally, mobile technology comprises of mobile phones, laptop computers and tablet computers (Huggins, 2011). It is a kind of technology that relates to any device that people can use and take with them anywhere at any time (Jenkins 2006). Kerekhove (2002) notes that, the universal characteristics of mobile phone devices make them as ideal marketing vehicles and mobile marketing acceptance has been described as "the power to one's intention to carry out a specified behavior. According to Huggins (2011), the size as well as portability of the mobile phone has influenced its global acceptance because it is perfect for sending the right kind of information to the consumer at the right time. An investigation towards consumer's acceptance of mobile marketing found out that traditional channels of marketing, including newspaper, magazines as well as television, fail to meet the standards of Wireless technology and since mobile communication is readily available

from any place and at any time, it creates some value through its convenience and the ability to market products and services at any time and location (Jenkins, 2006).

According to A World Bank report (2012), by the end of 2011, 93 percent of Kenyans had mobile phones which make the unbanked Kenyans to benefit from money transaction platforms like MPESA services as a result of mobile marketing platform. With the growing popularity of smart phones especially among the youth, mobile advertising could be a game changer in the marketing field especially in the higher education industry. Unlike any other marketing channel, mobile marketing has a direct link to end users, which allows marketers to reach each customer directly (Gefen, 2002). According to Huijbregts (2002), Smartphone owners are becoming increasingly reliant on their mobile devices, and therefore, organizations should adopt their advertising strategies to include mobile and integrate cross media campaigns. In the same vein, Mobile Marketer (2010) noted that brands and marketers can use the mobile platform to increase their brand affinity, recognition and customer loyalty. The attraction to mobile is the channel's ability to acquire new customers, increase customer loyalty and generate brand awareness thus provide convenience to consumers

Development in mobile technology has greatly transformed the business perspective significantly (Stewart and Pavlou, 2014). According to Huggins (2011), recent developments in information technology assist businesses in keeping track of consumers. The developments also offer latest communication venues for targeting smaller consumer sections more economically and with messages that are highly personalized. Kotler and Armstrong (2011) call this new marketing phenomenon, “target marketing as well as permission marketing” in the mobile marketing communications landscape. The technological advancements are stimulating the move towards permission based mobile marketing and marketers are also shifting to more targeted

marketing at the same time (Huggins, 2010). Accordingly, present marketers are increasingly depending on various approaches of interactive technology for marketing and the promotion of their services and products (Stewart and Pavlou, 2014). Many businesses are now shifting their marketing spending towards interactive marketing, which can be focused more efficiently on specific individual consumer as well as trade sectors. The mobile technology's portability, interactivity and boundary less services make it more ideal in reaching the target market promptly and cheaply without any constraint in resources involved. This study hypothesized as follows:

H<sub>03</sub>: Mobile marketing strategy has no significant effect on customer attraction in Kenyan Universities

## **2.4 Knowledge Gaps**

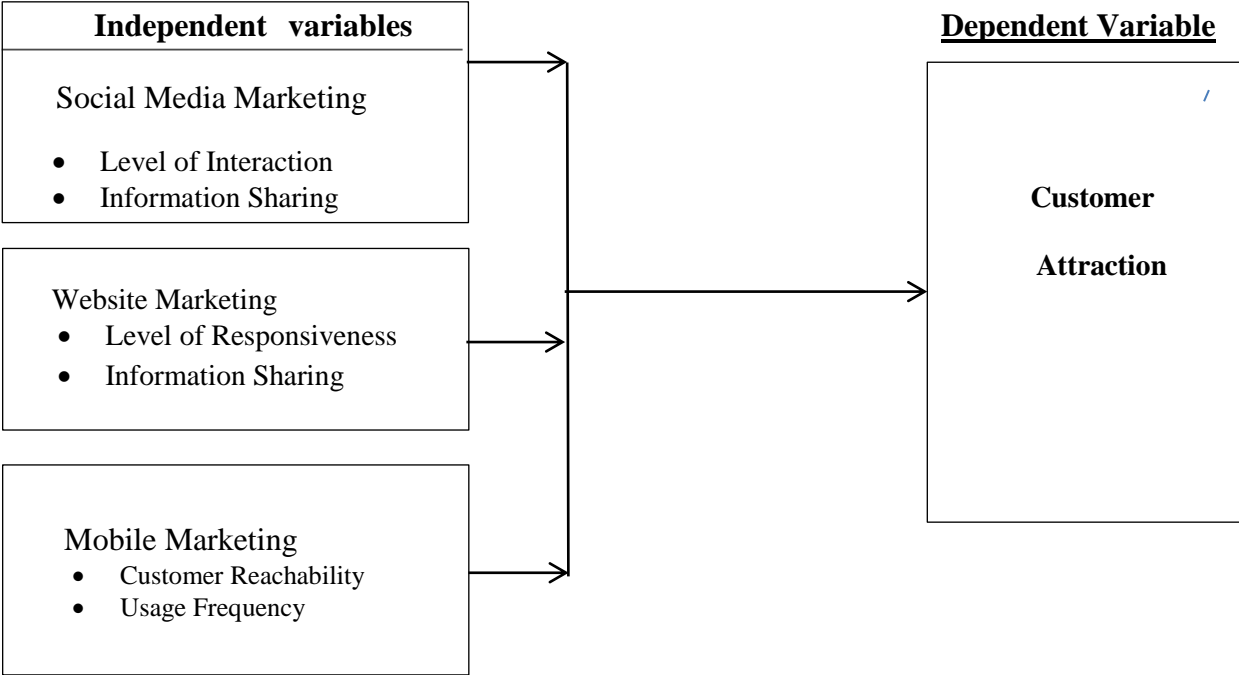
The digital marketing strategies have attracted a lot of interest in the recent past from scholars and practitioners because of the increasing competition in higher education industry. This has been demonstrated from the overwhelming studies which have been covered in different countries and sectors. However, despite this overwhelming interest, there is very little evidence from the researcher's knowledge that similar studies exist in the Kenyan universities which makes it an ideal study area. The government of Kenya considers higher education as important component of the realization of the Vision 2030 and has also invested substantially towards its success right from the primary level up to university. Therefore, this study sought to determine the effect of digital marketing application on customer attraction in Kenyan universities which the other scholars on the subject have not adequately addressed case of Kenya's higher education sector.

## **2.5 Conceptual Framework**

According to Smyth (2009), a conceptual framework is a structure that describes the possible relationship between variables under study. In other words it is a framework or set of broad ideas

used in a relevant field of enquiry. In this study, the independent variables are identified as digital marketing strategies (social media marketing, website marketing and mobile marketing) whereas the dependent variable is customer attraction. In other words, the digital tools under consideration are deemed to influence directly the level of customer attraction in the Kenyan universities. This relationship is summarized and presented in the conceptual framework shown in figure 4 below.

**FIGURE 4**  
**Conceptual Framework**



**Source: Author (2018)**

**2.6 Operationalization of Study Variables**

The operationalization of variables explains how the variables involved in a study are defined and measured. According to Bryman and Bell (2011), operationalization is converting theoretical concepts into measurable units to enhance empirical determination. In this study, the variables were measured based on the description shown in the table 1 below.

**TABLE 1**  
**Operationalization of Study Variables**

<b>OBJECTIVE</b>	<b>VARIABLE</b>	<b>INDICATORS</b>	<b>SCALE</b>	<b>QUE. SEC</b>
To assess the effect of social media marketing strategy on customer attraction in Kenyan universities	Social Media (Independent)	<ul style="list-style-type: none"> <li>• Level of interaction</li> <li>• Level of Information Sharing</li> </ul>	<ul style="list-style-type: none"> <li>• Ordinal</li> <li>• Interval</li> </ul>	Section B
To determine the effect of website marketing strategy on customer attraction in Kenyan universities	Website Marketing (independent)	<ul style="list-style-type: none"> <li>• Level of website Responsiveness</li> <li>• Level of Information sharing</li> </ul>	<ul style="list-style-type: none"> <li>• Nominal</li> <li>• Nominal</li> </ul>	Section C
To examine the effect of mobile marketing strategy on customer attraction in Kenyan universities	Mobile Marketing (independent)	<ul style="list-style-type: none"> <li>• Level of customer reachability</li> <li>• Frequency in the use of mobile phones</li> </ul>	<ul style="list-style-type: none"> <li>• Nominal</li> <li>• Interval</li> </ul>	Section D
	Customer Attraction (Dependent)	□ Number of new customers	□ Interval	Section E

Source: Author (2018)

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

In this chapter the plan that was used to carry out the study is presented. It includes: research design, target population, sampling method, research instruments, data collection procedures, data analysis and presentation. This plan helped the researcher to determine the relationship between the variables under study (digital marketing and customer attraction)

#### **3.2 Research Design**

The study adopted a descriptive design. According to Cooper and Schindler (2003), a descriptive design is concerned with the what, where and how questions of the problem. This design was preferred for this study because it was able to facilitate the collection of quantitative data which was analyzed using descriptive and inferential statistics (Saunders, Thornhill and Lewis, 2007).

In descriptive design, the researcher has no control over independent variables (Kothari, 2014).

#### **3.3 Target Population**

A target population is made up of all people or objects considered in a study (Tromp, 2013). In this study, all chartered public and private universities in Kenya formed the target population. According to the Commission for University Education (CUE, 2017), there are 31 public and 18 private universities in this category (Appendix 2). However, the accessible population of interest was universities within Nairobi County. According to CUE (2017) list, there are nine chartered universities in Nairobi County viz., University of Nairobi, Kenyatta University, Multimedia University, Cooperative University and Technical University of Kenya (public). The private universities include (Catholic University, Strathmore University, KCA University and United States International University). The study targeted respondents in the marketing departments

who according to their respective Human Resource records (2018) were 240 employees. These employees were targeted because they are directly involved in marketing programs in their respective institutions and therefore they were better placed to provide the needed answers to the researcher. These employees also formed the unit of analysis.

### 3.4 Sample Size and Sampling Procedures

A sample in research is a subset of a population (Mugenda, 2008). From the population of 240 marketing staff, the study considered a sample of 50% which was 120 employees to respond to the questionnaire. According to Kothari (2014), at least 10% of the target population is representative enough to get credible results. The individual universities provided the necessary strata where the marketing employees were stratified and a proportionate sampling technique was applied in each stratum to select the individuals that gave them an equal chance of selection. The target population and sample size for the study is presented in Table 2

**TABLE 2**  
**Population and Sample Size**

<b>Institution</b>	<b>Population</b>	<b>Sample Size</b>	<b>Percent</b>
Kenyatta University	36	18	50%
University of Nairobi	46	23	50%
Multimedia University	24	12	50%
Technical University	22	11	50%
Cooperative University	16	08	50%
Catholic University	30	15	50%
USIU	26	13	50%
Strathmore University	30	15	50%
KCA University	10	05	50%
<b>Total</b>	240	120	50%

Source: Universities Human Resource Records (2018)

### **3.5 Instrumentation and Data Collection Procedure**

The study used the questionnaire as the main research instrument. The study preferred using the questionnaire for the data collection because it can reach many respondents quickly (Kothari, 2014). It also upholds confidentiality which is needed to get objective answers. The questionnaire is limited to structured closed ended questions (Appendix A) for effective analysis. According to Saunders et al., (2007), structured questionnaires are techniques of data collection where each respondent is asked the same set of questions. The questionnaire is divided into five parts; Part A represents (demographic information); Part B (social media marketing), Part C (website marketing), Part D (mobile marketing) and part E (level of customer attraction). The questionnaire adopted a 5 point Likert scale as follows: 1 represents strongly disagree, 2 disagree, 3 neutral, 4 agree and 5 strongly agree. The questionnaires were self-administered by the researcher using drop and pick method and they were collected after three weeks. For secondary data, credible sources with related information on the subject were reviewed including books and academic journals with information on the subject (digital marketing platform).

### **3.6 Validity and Reliability**

A pilot test was carried out to ensure the questionnaires conformed to the reliability and validity tests. The validity test helps to determine if the instrument measures the concept of study. According to Fairchild (2005), face validity is a non - statistical assessment of whether the test is valid while data validity refers to the extent which a measure or method of data collection possesses the quality required. The study administered the questionnaire to 5 employees in one of the universities who were not part of the sample and their inputs were incorporated in the final instrument as an indication of face validity. For reliability, Cronbach's test was performed. According to Fairchild (2005), a reliability measure determines whether the research instrument

yields consistent results upon several trials. According to Field (2005), a Cronbach's  $\alpha > 0.7$  implies the instrument is reliable to be used in the study. The results of the Cronbach's test showed that independent variables had an Alpha of 0.8441 while the dependent variable was 0.7386 respectively which signified that both variables were reliable as they had surpassed the threshold of 0.7 and therefore they could be used for further analysis.

**3.7 Data Analysis and Presentation**

Data analysis refers to the processing of data immediately after the field. The processing of data was followed by interpretation and conclusion drawn from the results obtained (Kothari, 2014). The purpose of data analysis is to elicit meaning from research data (Polit and Beck, 2008). After fieldwork, the data was checked for errors, completeness and legibility. Data was then analyzed using STATA Version 13 software and findings obtained are summarized in frequencies and percentages and presented in tables and charts. For the background information, descriptive statistical analysis was used to provide a profile of respondents. The descriptive analyses include the mean and standard deviation. For the research objective, the study adopted multiple regression analysis where, digital marketing was the independent variable whereas customer attraction was the dependent variable guided by the following model:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon \dots\dots\dots (i)$$

Where:-

Y = Customer Attraction  $\beta_0$ = Constant showing customer attraction in

the absence of digital tools

$\beta_1$ - $\beta_3$ = Regression Coefficients of digital marketing strategies

$X_1$ = Social Media Strategy

$X_2$ = Website marketing Strategy

$X_3$ = Mobile Marketing Strategy  $\epsilon$

=Error Term

### **3.8 Diagnostic Tests**

Before conducting regression analysis, the study performed the necessary diagnostic tests including Multicollinearity Test, Homoscedasticity Test and Normality Test based on the OLS assumptions to determine whether the data used in the study was normally distributed and could be used to evaluate whether the model used in the study is appropriate to address the research objectives and also to fulfill the requirement of suitability, reliability and accuracy.

### **3.9 Ethical Consideration**

Ethics according to Kothari (2014) are norms governing human conduct which have significant impact in research. It involves making judgment about right and wrong behavior. In order to safeguard the privacy of the respondents and that of the organizations, the researcher observed confidentiality regarding respondents and the organizations where the study was undertaken and the respondents' names were not required to appear on the questionnaires. Secondly and most important, the respondents were informed of the purpose of the study in advance to enable them decide whether to participate in the study or not since the exercise was voluntary. The researcher also sought permission from the management of the nine universities before the exercise began by presenting the university's letter of introduction as well as a copy of the questionnaire.

## CHAPTER FOUR

### DATA ANALYSIS AND DISCUSSION OF RESULTS

#### 4.1 Introduction

This chapter presents an analysis of the results obtained from the field. The results cover the general information of the respondents and the three research objectives. After the field work data was edited and coded. Thereafter, data was analyzed using STATA Version 13 software. Descriptive statistics was done on the sample profile while Regression analysis was used to test the relationship between the independent and dependent variables under study

#### 4.2 Response Rate

One hundred and twenty (120) questionnaires were distributed to the respondents (marketing staff) in the nine chartered universities operating in Nairobi (University of Nairobi, Multimedia University, Cooperative University, Kenyatta University, Technical university of Kenya, Strathmore University, KCA University, USIU, Catholic university) and they were collected after three weeks where 75 of them were returned fully filled posting a response rate of 62.5 percent which is considered good for analysis. According to (Mugenda, 2003), a response rate of 50% is adequate, 60% is good while a response rate of 70% and above is excellent. This implies that the response rate obtained in the study was more than adequate for analysis. The response rate is presented in Table 3

**TABLE 3**  
**Response Rate**

<b>Response</b>	<b>Respondents</b>	<b>Percentage</b>
Returned	75	62.5
Not Returned	45	37.5
Total Distributed	120	100

Results in Table 3 reveal a 62.5 percent response rate. The moderate response attained is attributed to the tight work schedules of some respondents which made it impossible to provide the feedback needed on time.

### 4.3 Demographic Analysis of Respondents

In this section, the respondents' personal information is presented. It covers gender, age, educational qualification, and job position and work experience. The results obtained are presented in Table 4

**TABLE 4**  
**Demographic Information**

No.	Item	Description	Frequency	Percent
1	Gender	Male	36	48
		Female	39	52
		<b>Total</b>	<b>75</b>	<b>100</b>
2	Age of Respondents	20-30	30	40
		31-40	21	28
		41-50	15	20
		50 and above	9	12
		<b>Total</b>	<b>75</b>	<b>100</b>
3	Education	Diploma	3	4
		Undergraduate	45	60
		Post Graduate	27	36
		<b>Total</b>	<b>75</b>	<b>100</b>
4	Job Position	Employees	42	56
		Supervisors	24	32
		Middle level managers	04	12
		<b>Total</b>	<b>75</b>	<b>100</b>
5	Job Experience	0-5	30	40
		6-10	31	41
		11-15	8	11
		15 and above	6	8
		<b>Total</b>	<b>75</b>	<b>100</b>

Source: primary data

The results in Table 4 reveal that (48%) of the respondents were male while (52%) were female which implies that majority of the respondents were female officers being a marketing profession where the female gender is usually concentrated in ideal situations. In addition, majority of them were between the ages of 20-30 years bracket at (40%) followed by the 31-40 years bracket at (28%), 41-50 years and above 20% whereas above 50 years old were 12%. The study further established that, majority of the respondents have an undergraduate qualification, 36% were postgraduate while 4% were diploma holders. This can be interpreted to mean that marketing departments in the universities are held by young and energetic people with good education and qualification that is important for them to meet the demanding marketing deadlines promptly.

With regard to their job position, the study established (56%) were employees, 32% were supervisors while 12% were middle level managers. On the respondents' level of job experience, it was revealed that (40%) of respondents were in 0-5 years' experience (41%) were in the (6-10 years) bracket, whereas 11% had worked for over 10 years. This implies that majority of the respondents were still on employee level while few held middle level positions with both having good experience for the marketing department.

#### **4.4 Study Variables**

In this section the results obtained for every variable used in the study are presented (social media marketing strategy, website marketing strategy, mobile marketing strategy and customer attraction). The results are based on the five point Likert scale where 1= strongly disagree, 2= disagree, 3=neither agree nor disagree, 4= agree and 5= strongly agree and the mean and standard deviations whereby the scores of less or equal to 2.5 were taken to represent negative response while the scores from 3.4 to 5 represented positive responses.

#### ***4.4.1 Social Media Marketing Strategy***

The study sought to assess the various aspects of social media on customer attraction in the Kenyan universities considered in the study. The study sought the views of the respondents on the extent of social media application in marketing and the on the various statements about social media as a marketing tool. This section presents the results obtained on social media marketing.

#### ***Extent of Social Media Usage in the Universities***

The study wanted to find out the extent of social media usage by universities under study for marketing purposes and the results are presented in Table 5 where it was revealed that Facebook (Mean 4.0, Standard deviation 0.788) was greatly employed by the universities for marketing purpose, Twitter was second with (Mean score 3.92, Standard deviation 0.784), third was Blogs With (Mean score 3.48, Standard deviation 1.082) while the Content Communities was last with (Mean score 3.04, Standard deviation 01.019). These results could be attributed to the fact that the first two platforms are the pioneer channels and therefore they have the most following and preference across institutions.

**TABLE 5**  
**Extent of Social Media Usage**

<b>Social Media Tools</b>	<b>Mean Score</b>	<b>Standard Deviation</b>
Facebook	4.00	0.788
Twitter	3.92	0.784
Blogs	3.48	1.082
Content Communities	3.04	1.019

Source: primary data

### *Agreement with Various Statements With Regard to Social Media Marketing*

Seven statements were presented to the respondents and their views sampled based on five point Likert scale. The results are presented in Table 6 where it is shown that (52% and 12%) of the respondents agreed and strongly agreed that the stiff competition compelled the universities to adopt social media marketing strategy while 16% disagreed with an overall mean score of 3.72 and standard deviation of 0.952. The study was interested in establishing whether social media as a marketing tool is more appealing to customers, majority of the respondents (13% and 56%) strongly agreed and agreed with the statement while 10% were negative, posting a mean score of 3.86 and standard deviation of 0.890. When the respondents were asked whether social media platform has helped the universities to improve their relationship with customers (13% and 56%) strongly agreed and agreed with the statement while 12% disagreed having an overall mean score of 3.76 and standard deviation of 0.785.

The respondents were further asked to state whether social media has enabled the universities to be more effective in their marketing activities, (24% and 49%) strongly agreed and agreed with the statement while 7% disagreed, with an overall mean score of 3.84 and standard deviation of 0.944. On whether using social media helps give more priority to customers, (27% and 41%) strongly agreed and agreed while 9% disagreed with the statement, posting a mean score of 3.85 and standard deviation of 0.925. On whether social media has helped enhance the universities brand visibility, (12% and 50%) strongly agreed and agreed with the statement whereas 19% disagreed having an overall mean score of 3.56 and standard deviation of 0.933. Finally, when the study sought to find out whether on the overall social marketing has led to an increase in the students' enrolment (11% and 48%) strongly agreed and agreed with the statement whereas 4% disagreed with an overall mean score of 3.76 and standard deviation of 0.768.

Therefore, in summary, it was concluded based on this initial results that the respondents were positive with all the statements provided that social media positively affects the level of customer attraction in Kenyan universities mean score range was between(3.56 and 3.86)

**TABLE 6**  
**Effect of Social Media on Customer Attraction**

Statement			SA	A	N	D	SD	T	Mean	SDV
7	The stiff competition in the higher education sector compelled my institution to adopt social media marketing	F	14	38	11	12	0	75	3.72	0.952
		%	18	50	14	16	0	100		
8	Social media platform as a marketing tool is more appealing to our target market compared to conventional tools	F	17	39	11	8	0	75	3.86	0.890
		%	22	52	15	11	0	100		
9	Social media has enabled the university to form personalized relationships with our customers.	F	10	43	16	6	0	75	3.76	0.785
		%	14	57	21	8	0	100		
10	Using social media marketing has enabled my institution to be more effective in providing services to our customers	F	20	31	16	8	0	75	3.84	0.944
		%	27	41	21	11	0	100		
11	In social media marketing, the university gives more priority to customers.	F	20	31	17	7	0	75	3.85	0.925
		%	27	41	27	9	0	100		
12	Social media has put the university brand on equal visibility with institutions of higher learning in Kenya	F	9	38	14	14	0	75	3.56	0.933
		%	12	50	19	19	0	100		
13	Using social media as a marketing tool provides an overall increase on the level of enrolment in my institution.	F	8	48	12	7	0	75	3.76	0.768
		%	11	64	16	9	0	100		

Source: primary data

#### ***4.4.2 Effect of Website Marketing On Customer Attraction***

In order to determine the effect of website marketing on customer attraction in the Kenyan universities, seven statements were presented to the respondents and their views were collected based on five point Likert scale presented in Table 7 below.

First was to find out whether the universities use the website as one of its marketing strategy, the results showed that (32% and 36%) of the respondents agreed and strongly agreed with the statement while 12% disagreed (Mean Score, 3.86, Standard deviation, 1.031). This signified that majority of the universities have embraced technology for marketing purposes given the changing marketing environment. The study was also interested in establishing from the respondents whether using the website has increased the university awareness. Majority of the respondents (26% and 49%) strongly agreed and agreed while 12% of the respondents disagreed (Mean score was 3.88 and standard deviation 0.929). On whether it is easier for the universities to get more visibilities using the website marketing (36% and 37%) of the respondents strongly agreed and agreed with the statement whereas 13% disagreed (Mean score 3.94 and standard deviation 1.051). This shows that in the opinion of the majority, using the website for marketing increases awareness for the universities products and services.

To find out whether using the website provides customers with adequate information that they needed the results showed that (28% and 49%) strongly agreed and agreed with the statement while 4% disagreed (Mean score 4.01, standard deviation 0.796). To find out whether using the website ensures management of large volumes of data; the results showed that, (24% and 47%) strongly agreed and agreed (Mean score 3.82, standard deviation 0.935). In order to determine whether using the website for marketing is more interactive than other channels, it was revealed that (12% and 53%) strongly agreed and agreed while 19% disagreed (mean score 3.62,

standard deviation 0.897). Finally, as to whether using the website as a marketing tool greatly improves customer acquisition level at the university (10% and 52%) strongly agreed and agreed with the statement while 19% disagreed (mean score was 3.54, standard deviation 0.919). This implies that universities can on the overall increase the customer acquisition using the website and the respondents were in agreement with all the statements presented with the mean scores ranging between 3.62 and 4.01 respectively.

**TABLE 7**  
**Effect of Website Marketing on Customer Attraction**

Statement			SA	A	N	D	SD	T	Mean	SDV
14	My institution uses the web site as one of its marketing strategy	F	19	27	15	8	1	75	3.86	1.031
		%	32	36	20	11	1	100		
15	Using the website platform has helped my institution increase the product awareness level	F	19	37	10	9	0	75	3.88	0.929
		%	26	49	13	12	0	100		
16	It is easier for my institution to get more visibility using the websites as a marketing platform	F	27	28	10	9	1	75	3.94	1.051
		%	36	37	14	12	1	100		
17	Using the website for marketing provides customers with adequate information regarding the university	F	21	37	14	3	0	75	4.01	0.796
		%	28	49	19	4	0	100		
18	The website as a marketing tool can handle large volumes of data needed for marketing research.	F	18	35	13	9	0	75	3.82	0.935
		%	24	47	17	12	0	100		
19	The website strategy is more interactive with customers than the conventional tools.	F	9	40	16	9	1	75	3.62	0.897
		%	12	53	27	12	1	100		
20	Using the Website platform as a marketing tool greatly improves customer acquisition level in the university.	F	8	39	14	14	0	75	3.54	0.919
		%	10	52	19	19	0	100		

Source: primary data

#### ***4.4.3 Effect of Mobile Marketing on Customer Attraction***

The study wished to find out the various aspects of mobile marketing on customer attraction in the Kenyan universities considered in the study. The study sought the views of the respondents on the on the extent of mobile marketing application in marketing activities as well their level of agreement on the various statements about mobile marketing activities as a marketing tool presented in this section.

#### ***Extent of Mobile Phone Usage in the Universities***

In order to find out the extent of social media employment by universities for marketing purpose and the study obtained the following results are presented in Table 8 where it was revealed that SMS (Mean 4.5, Standard deviation, 0.722) was greatly employed by the universities for marketing purpose, followed by MMS (Mean score 4.01, Standard deviation 0.796) while Bluetooth scored a (Mean score of 3.72, Standard deviation 0.763) and Video Technology had a (Mean score 2.96, and Standard deviation 1.212). This implies that in the opinions of the respondents, SMS is the most used social media platform given its interactive and acceptance by the majority of people.

**TABLE 8**  
**Extent of Mobile Phone Usage in the Universities**

<b>Mobile Service</b>	<b>Mean Score</b>	<b>Standard Deviation</b>
SMS	4.53	0.722
MMS	4.01	0.796
Bluetooth	3.72	0.763
Video Technology	2.96	1.212

Source: primary data

### ***Agreement with Various Statements on Effect of Mobile Marketing***

The study sought to determine the effect of mobile marketing on customer attraction in Kenyan Universities. Six statements were presented to the respondents presented in Table 9 below

To find out if universities employ mobile phone services in marketing, the results showed that (12% and 52%) of the respondents agreed and strongly agreed with the statement while 13% disagreed, (mean score 3.58 and standard deviation 0.931). In trying to establish whether mobile marketing covers a large segment of the market (13% and 56%) strongly agreed and agreed whereas 10% disagreed with an overall mean score of (3.70 and standard deviation 0.834). On whether mobile marketing is more budgeting friendly to the institutions, (13% and 56%) strongly agreed and agreed while 12% disagreed with a mean score of 3.70 and standard deviation 0.850).

On whether mobile marketing platform can be used any time by the universities, (12% and 50%) strongly agreed and agreed with the statement while 19% disagreed (mean score 3.90 .and standard deviation 0.841). On whether using mobile marketing has an overall expansion of the university market share, (15% and 53%) strongly agreed and agreed with the statement while 11% disagreed(mean score was 3.56 and standard deviation 0.933). Based on these results, all the statements were positive with regard to mobile marketing in the opinion of the respondents and the mean score ranged between 3.58 and 3.90 respectively.

**TABLE 9****Effect of Mobile Marketing on Customer Attraction**

Statement			SA	A	N	D	SD	T	Mean	SDV
22	My institution makes use of Mobile phone technology as one of its marketing strategy	F	9	39	15	15	1	75	3.58	0.931
		%	12	52	20	15	1	100		
23	Mobile technology marketing covers a large market segment in a very short time period	F	10	41	16	8	0	75	3.70	0.834
		%	13	56	21	10	0	100		
24	Mobile marketing is more budget friendly to the university	F	10	42	14	9	0	75	3.70	0.850
		%	13	56	19	12	0	100		
25	The high level of mobile penetration in Kenya makes mobile marketing a strategic option for my university	F	18	37	15	5	0	75	3.90	0.841
		%	24	49	20	7	0	100		
26	Mobile marketing platform can be used any time by the customer to obtain information regarding the university	F	9	38	14	14	0	75	3.56	0.933
		%	12	50	11	11	0	100		
27	Using mobile marketing strategy has greatly helped my university to expand its market share.	F	11	40	16	8	0	75	3.72	0.876
		%	15	53	21	11	0			

**4.4.4 Customer Attraction**

In order to measure the level of customer attraction and respondents were given four statements based on five point Likert scale and results obtained are presented in table 10 below.

First was to find out if digital marketing has helped increase the university's brand where results showed that (10% and 64%) of the respondents agreed and strongly agreed with the statement while 4% disagreed (mean score 3.78 and standard deviation 0.663). On whether digital marketing has helped universities remain competitive, the results revealed that (25% and 49%) strongly agreed and agreed with the statement while 8% disagreed (mean score 3.92 and standard deviation 0.866). The study further sought to know whether using digital marketing reduces on marketing budget the results showed that (11% and 60%) strongly agreed and agreed with the statement while 9% disagreed with the mean score of 3.72 and standard deviation 0.780.

On whether, using digital marketing has an overall effect of increasing the number of new customers interested in the universities, (13% and 56%) strongly agreed and agreed with the statement whereas 12% disagreed with the mean score of 3.70 and standard deviation of 0.850. Therefore based on these initial responses, the study concluded that digital tools has helped the universities in a number of ways including (brand awareness, maintaining competitiveness, reducing on marketing budgets and increasing students’ enrolment which is one the major challenge facing universities in Kenya today. Therefore, based on descriptive analysis of the respondents’ opinions regarding the various issues pertaining digital marketing, the study was able to provide the direction that results in the next section will take. Table presents the results obtained on customer attraction in the study.

**TABLE 10**  
**Level of Customer Attraction**

Statement			SA	A	N	D	SD	T	Mean	SDV
28	Digital marketing has helped increase the brand awareness about my institution more than before	F	7	48	17	3	0	75	3.78	0.663
		%	10	64	22	4	0	100		
29	Digital marketing has helped my institution to remain competitive amidst the stiff competition in the higher education industry in Kenya	F	19	37	13	6	0	75	3.92	0.866
		%	25	49	17	8	0	100		
30	Digital marketing helps universities to reduce on marketing budget	F	8	45	15	7	0	75	3.72	0.780
		%	11	60	22	9	0	100		
31	The overall effect of using digital marketing platform as a marketing strategy is the substantial increase in the number of new customers interested in our products	F	10	42	14	9	0	75	3.70	0.850
		%	13	56	19	12	0	100		

Source: primary data

## 4.5 Reliability and Validity Analysis

In order to establish whether the requirement for reliability and validity of the research instruments was met, the Cronbach's test was conducted on the study variables and the following results were obtained.

### 4.5.1 Validity

Validity is defined as the degree by which research instruments accurately targets the contents that the test is designed for (Kothari 2004). For this, the questionnaire was guided by experts in academic and professionals in the field concerned and their suggestions and input were incorporated in order to improve the contents of the final questionnaire.

### 4.5.2 Reliability

Cronbach's test was conducted on the four variables (social media, website marketing, mobile phone marketing and customer attraction). Cronbach's alpha is used to estimate the internal consistency of the items in the scale. It measures the extent which the results to the questions correlate with one another where the Cronbach's alpha coefficient closer to 1.00 indicates that there is greater internal consistency of items in the scale. The Cronbach's results obtained are presented in table 11.

**TABLE 11**  
**Reliability Test**

<b>Variable</b>	<b>Number of items</b>	<b>Coefficient (Alpha)</b>
Social media strategy	07	0.7341
Website marketing strategy	07	0.7044
Mobile marketing strategy	06	0.8157
Customer attraction	04	0.7023

Source: primary data

The results in table 4.9 above, shows that all the four variables had an Alpha of above 0.7 which implies that the internal consistence of the instruments was acceptable. Social media had  $\alpha=0.7341$ , website marketing  $\alpha=0.7044$ , mobile marketing  $\alpha=0.8157$  and customer attraction (0.7023). Field (2005), states that,  $\alpha$  greater than 0.9 is excellent,  $\alpha$  greater than 0.8 is good and  $\alpha$  above 0.7 is acceptable and below 0.7 is questionable.

**4.6 Diagnostic Tests**

Before carrying out regression analysis using Ordinary Least Square (OLS) method, the study checked for conformity with the Classical Linear Regression assumptions. The study performed three main diagnostic tests (Normality Test, Multicollinearity Test and Heteroscedasticity Test)

**4.6.1 The Normality Test**

Shapiro-Wilk Test is anon graphical testes that can be used to determine whether data used came from a normal distribution and ideally, insignificant results (above 0.05) imply that data follows a normal distribution. However, if the p-value for the variables is less or equal to 0.05(significant) then it implies that data is not good for OLS analysis. The Shapiro Wilk Test results are presented in table 12 below.

**TABLE 12**  
**Shapiro Wilk Test**

. swilk SM WBM MOBM CA					
Shapiro-Wilk W test for normal data					
Variable	Obs	W	V	z	Prob>z
SM	75	0.97223	1.808	1.293	0.09799
WBM	75	0.97770	1.452	0.814	0.20770
MOBM	75	0.98619	0.899	-0.232	0.59162
CA	75	0.98099	1.238	0.465	0.32080

Source: STATA Out put

The results in Table 4.9 for Shapiro Wilk Test shows that all the variables had a p-value greater than (0.05) meaning that the variables used in the study followed a normal distribution and were therefore suitable for OLS analysis.

#### **4.6.2 Test for Multicollinearity**

According to Gujarat (2003), explanatory variables should not be highly correlated with each other because if there is Multicollinearity in the model, the regression coefficients of the independent variables may be undetermined with Immeasurable standard errors which make significant variables insignificant by increasing their p-values hence producing low t-statistics values. The presence of Multicollinearity problem is solved by dropping highly correlated variables. In this study, the Multicollinearity problem was tested using the Variance inflation factor (VIF) which quantifies how much variance is inflated with 10 as the threshold of possible Multicollinearity. The results in Table 13 indicates that none of the variables had a VIF above 10 hence it was concluded that there was no Multicollinearity problem in the model.

**TABLE 13**  
**VIF Test for Multicollinearity**

<b>Variable</b>	<b>VIF</b>	<b>1/VIF</b>
Social media marketing	1.11	0.9011
Website marketing	1.10	0.9067
Mobile marketing	1.10	0.9078
<b>Mean VIF</b>	1.10	

Source: STATA Output

#### **4.6.5 Test for Heteroscedasticity**

According Gujarat (2003), the pattern of errors should remain constant throughout the observations and any violation of this assumption will render the Ordinary Least Square (OLS)

results to be biased. To minimize the Heteroscedasticity problem, residuals were subjected to both graphical non-graphical Breusch-Pagan tests after regression test. In the Breusch Pagan tests the null hypothesis shows that error variances are constant. The results for Heteroscedasticity tests are presented in Table 14

**TABLE 14**  
**Test for Heteroscedasticity**

```
. hetttest  
  
Breusch-Pagan / Cook-Weisberg test for heteroscedasticity  
Ho: Constant variance           Variables: fitted values of CA  
  
chi2 (1)      =      0.02  
Prob > chi2   =      0.8780
```

Source: STATA Output

The results in Table 4.11 above posted a p-value of 0.8780 at 95% confidence implying that the study failed to reject the null hypothesis and concluded that there was no Heteroscedasticity problem in the model.

#### ***4.6.6 Histogram Test for Non- Normality of Residuals***

In order to check for non-normality of residuals a graphical histogram technique was used where normality is confirmed when the super imposed curve is bell shaped covering all the bars. The histogram provides a visual illustration of the residuals in a way that can easily show if data used came from a normally distributed source or not. The histogram results obtained when analysis was performed after running regression are presented in figure 5

**FIGURE 5**  
**Histogram Test for Normal Data**

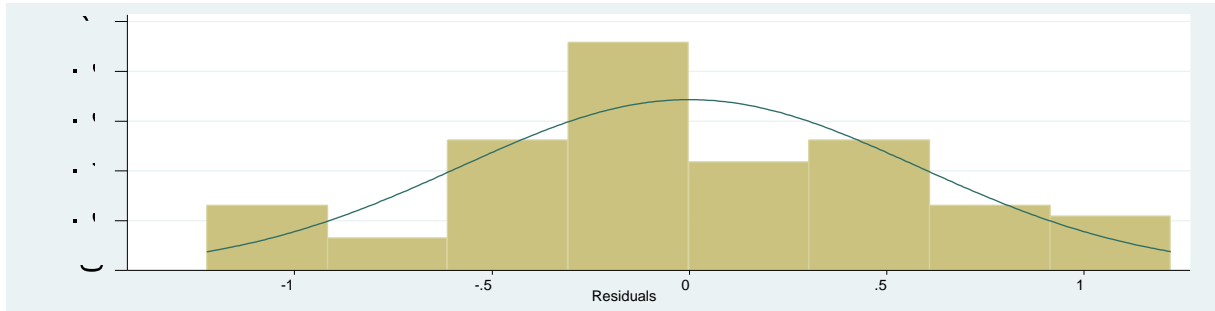


Figure 5 results above shows that the bell shaped imposed curve covered all the bars of the histogram and therefore the study confirmed the Shapiro Wilk Test done earlier data was normally distributed and therefore it was fine to apply OLS technique in the entire analysis.

#### **4.7 Inferential Analysis**

To determine the relationship between the independent and dependent variable, multiple linear regressions analysis was performed based on the model below.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon \dots \dots \dots (i)$$

Where:-

Y = Customer attraction

$\beta_0$  = Constant, showing customer attraction in the absence of digital platforms

$\beta_1$ - $\beta_3$  = Regression Coefficients

$X_1$  = Social media marketing

$X_2$  = Website marketing

$X_3$  = Mobile marketing

$\varepsilon$  = Error Term

The multiple regression results performed on the study variables obtained the results that are presented in Table 15. The results cover the coefficient of determination, regression coefficients

and the overall significance of the model. The three findings are presented next one after another after the regression Table 15 shown below.

**TABLE 15**  
**STATA Regression Out put**

. regress CA SM WBM MOBM						
Source	SS	df	MS			
Model	28.5470897	3	9.51569656	Number of obs = 75		
Residual	24.999577	71	.352106718	F( 3, 71) = 27.03		
				Prob > F = 0.0000		
				R-squared = 0.5331		
				Adj R-squared = 0.5134		
				Root MSE = .59339		
CA	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
SM	.3882583	.0945795	4.11	0.000	.1996722	.5768443
WBM	.4425708	.07872	5.62	0.000	.2856076	.5995341
MOBM	.1737684	.0855081	2.03	0.046	.0032701	.3442667
_cons	.030746	.4384597	0.07	0.944	-.8435178	.9050099

Source: STATA Output

#### **4.7.1 Coefficient of Determination(R-Squared)**

The Coefficient of determination indicates the proportion of variance in the dependent variable (customer attraction) that is explained by the explanatory variables. The  $R^2$ , also called the coefficient of multiple determinations. The adjusted  $R^2$  on the other hand is a modified version of  $R^2$  adjusted based on the number of explanatory variables in the model. From Table 16 above, 53.31% of the changes in the customer attraction are attributed to the combined effect of the explanatory variables ( $R^2$ ). However, 46.69% of the variance is explained by other factors not covered by the study. When using the Adjusted  $R^2$ , it is shown that 51.34% of the variance in the dependent variable is attributed to independent variables in the study.

#### ***4.7.2 Regression Coefficients***

The findings on the individual coefficients shown in Table 15 showed that all the three independent variables: social media marketing, website marketing and mobile marketing positively and significantly affect customer attraction in the Kenyan universities (0.3882; p-values=0.000; 0.4425, p-value =0.000 and 0.1737, p-value=0.046). The study therefore rejected the null hypothesis (H0<sub>1</sub>, H0<sub>2</sub> and H0<sub>3</sub>) at 5% level of confidence.

#### ***4.7.3 Overall Significance of the Model.***

According to Table 15, the overall model had a p-value of 0.000(significant) which implied that the model is a good fit that can significantly be used to predict the dependent variable which is customer attraction. The study further concludes the model is statistically significant and fits well since the F statistic has a p-value of 0.000

#### **4.8 Interpretation of the Model**

Therefore, based on the results obtained, the following model is derived showing the relationship between digital platforms used in the study and customer attraction fitted as shown below.

$Y=0.0307 + 0.3882X_1 + 0.4425X_2+ 0.1737X_3$  where: Y= Customer attraction, X<sub>1</sub>=social media marketing, X<sub>2</sub>=Website marketing and X<sub>3</sub>=Mobile marketing.

The regression equation shows that holding all factors constant (social media, website marketing and mobile marketing), customer attraction is very low (0.0330). However, in the presence of all other independent variables, a unit increase in the social media marketing application will lead to a 0.3882 increase in the level of customer attraction in the universities at 0.05 level of significance. Therefore, having a p-value of 0.000, the study rejected the null hypothesis and concluded that social media marketing positively affects customer attraction.

A unit increase in the website marketing will result into a 0.4425 increase in the level of customer attraction at (0.05 level of significance). Therefore given that website marketing has a p-value of 0.000(significant), the study rejected the null hypothesis that website marketing has no significant effect on customer attraction and concluded that website marketing has a significant effect on customer attraction in Kenyan universities.

Finally the findings show that a unit increase in mobile marketing will results into a 0.1737 increase in the level of customer attraction respectively at (0.05 level of confidence). Therefore given that mobile marketing had a p-value of 0.046, the study rejected the null hypothesis that mobile marketing has no significant effect on customer attraction in Kenyan universities and concluded mobile marketing has a significant effect on customer attraction in Kenyan Universities.

## CHAPTER FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATIONS

#### 5.1 Introduction

The purpose of this chapter is to present a summary of the research findings based on the main objectives. The chapter also contains conclusions, recommendations, policy implications as well as the limitations of the study. The study was set to establish the effect of digital marketing on customer attraction in Kenyan universities

#### 5.2 Summary of Findings

The study sought to assess the effect of digital marketing on customer attraction in Kenyan universities. The study established that there was a significant positive relationship between the digital tools under study. This relationship is supported by prior scholars on the subject such as Reddy (2016) who studied digital marketing impact on consumer decision making process in Nike's customer retail operations in South Africa, El-Gohary and Eid (2013) who studied the impact of e-marketing on small business enterprises' success in U.K as well as Brodie et al., (2007) who examined the penetration of digital marketing on performance of service companies in the United States of America. In all the three studies mentioned, the authors revealed the underlying need for businesses to shift from tradition marketing to electronically mediated marketing that responds to the environmental needs where the higher education sector in Kenya is currently operating amidst the stiff competition. The combined effect of digital platform tools (social media, website marketing as well as mobile marketing recorded an  $R^2$  of 53.31% explaining the variance in customer attraction whereas 46.69% was attributed to other factors. The following are the individual results as per the study objectives.

### ***5.1.1 Findings on Social Media Marketing Strategy***

The first objective was to assess the effect of social media marketing on customer attraction in Kenyan universities. The results revealed that social media marketing had a positive and significant effect on customer attraction in Kenyan universities. That signifies that social media marketing can play an important role in the attraction of customers in the universities given its wider acceptance and interactive nature. This is well supported in literature including other sectors where Barnes and Mattson (2009) explains that the U.S. Universities are increasingly using the social media as part of their marketing programs while authors (Helgesen, 2008; Gibbs, 2002) assert that in the higher education sector, University recruitment has shown the potential of marketing success when SM is used as a student recruitment tool. Digital marketing including social media increases an organization's visibility hence attracting customers to its brand. In this study, social media marketing was found to contribute 38.82% in relation to the other digital tools hence the study rejected the null hypothesis and concluded that social media marketing had a positive and significant effect on customer attraction in Kenya universities.

### ***5.1.2 Findings on the Effect of Website Marketing on Customer Attraction***

The second objective sought to establish the effect of website marketing on customer attraction in Kenyan universities. It was revealed that website marketing has a positive and significant relation with customer attraction in Kenyan universities. The study posted 44.25% that explains the variance in customer attraction hence the highest contributor in relation to other variables. Hence the null hypothesis was rejected. The results indicate that using the website in marketing is important because it helps the institution to get visibility and be on the same footing with other institutions without any need for more resources. According to Cronin (2014), at the core of the

company's internet activity is their website while Wandaka (2009) and Costa (2010) noted that websites offer an opportunity for enterprises to advertise their products and provide information.

### ***5.1.3 Findings on the Effect of Mobile Marketing on Customer Attraction***

The third objective was to determine the effect of mobile marketing strategy on customer attraction in Kenyan universities where it was established that mobile marketing had a positive and significant relationship with customer attraction in Kenyan universities. According to the findings, mobile marketing contributes 17.37% in relation to other variables in the study. Huggins (2011) notes that the size as well as portability of the mobile phone has influenced its global acceptance because it is perfect for sending the right kind of information to the consumer at the right time. In the same light, Kerekhove (2002) argues that the universal characteristics of mobile phone devices make them as ideal marketing vehicle. This reinforces the argument that using mobile marketing in universities in Kenyan will result in an increase on the level of students enrolment hence the study rejected the null hypothesis and concluded that mobile marketing has a positive effect on customer attraction in Kenyan universities.

## **5.2 Conclusion**

Based on the findings, the study concluded that there exists a positive and significant relationship between the three factors viz., social media marketing, website marketing and mobile marketing on customer attraction in Kenyan universities, coefficient of determination(R-squared) being 53.31% while individually, the website marketing contributing the highest percentage (44.25%) followed by social media marketing (38.82%) whereas mobile marketing was last with (17.37%) respectively. In addition, the study established that the overall model was statistically significant in the prediction of the dependent variable and therefore universities in Kenya should consider adopting the three platforms as part of their marketing plan in order to make marketing more

effective. Universities in Kenya are grappling with enrolment challenges and they need to make their presence felt in the market place and the use of digital tools is the way to go as it is cheap, interactive and highly acceptable by the market. Generally, it has been confirmed by various scholars empirically that digital marketing can deliver several benefits to an organization as compared to the traditional media since DM has wider range of marketing elements with extra channels which are necessary in the present era (Rowley, 2004; Islam and Khan, 2017; Wanjiku,2014)

#### **5.4 Recommendations**

Based on the study findings, the study made the following recommendations:

First, the government should support universities to expand their use of digital platforms by making the internet cheaper for corporates so that they can comfortably utilize digital tools including the website for effective marketing of their products and services which will make higher education more competitive on a level playing field.

Second, the university management can have better enrolment by incorporating digital marketing strategies in their overall marketing plans that will be more acceptable and cheaper for their institutions. The success of any undertaking such as marketing depends on the management support in terms of financing, human resource and equipment which are important facilitators in digital process. Finally, the Scholars and researchers should continue to examine more on the issues related to digital platforms in higher education industry with a view to enhancing the various aspects of institutional performance with the purpose of adding more knowledge to the emerging trends of organization marketing amidst the changing environment.

### **5.5 Limitations of the Study**

First, the study was limited in scope as only three digital tools were used. The digital platform has many more tools which should be explored either individually or with others including (Email marketing and other digital solutions) in order to provide a clear and broader perspective regarding the power of digital tools on business performance.

Second, the study was hampered by time and resource constraints which affected the researcher in the data collection exercise because of the busy schedules associated with marketing staff in many organizations hence the inability to provide a higher response expected.

Third, the study was limited to chartered universities operating in Nairobi County. Kenya has 47 Counties with different learning environment and market. Therefore, probably, the extension to other counties could provide a broader picture of the level of digital marketing penetration in Kenyan universities.

### **5.6 Suggestions for Further Research**

Given that digital marketing is still an evolving field in marketing literature, more studies can look into the challenges facing digital marketing implementation in higher education sector in Kenya. In addition, future researchers can do a study on digital marketing in other institutions in the education sector including the middle level colleges and determine the level of digitization in the education sector in Kenya.

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## APPENDICES

### Appendix A: Letter of Introduction

#### EFFECT OF DIGITAL MARKETING STRATEGIES ON CUSTOMER ATTRACTION IN KENYAN UNIVERSITIES

**Dear Respondent**

My name is Ryan Kariuki, a student of KCA University. I am carrying out a study towards my master's degree course and my topic assessing *the effect of digital marketing strategies on customer attraction in Kenyan universities.*

Your organization has been selected to facilitate the study in the data collection stage and you are requested to participate by completing the attached questionnaire which can take you at most 10 minutes. To ensure confidentiality, kindly don't write your name on the questionnaire. The information you provide will be purely used for academic purpose and only a summary of the information collected will be used.

Thank you.

Yours Sincerely

Ryan Kariuki

## Appendix B: Research Questionnaire

### SECTION A: GENERAL INFORMATION

1. What is your gender? [  ] Female [  ] Male
2. Which is your age bracket? [  ] 21 – 30 years [  ] 31 – 40 years [  ] 41 – 50 years [  ] Over 51 years
3. What is your highest educational qualification? [  ] Secondary Level [  ] College [  ] Degree [  ] Master’s Degree [  ] others (Specify)\_\_\_\_\_
4. How long have you been in the organization? [  ] under 5 years [  ] 5-10 years [  ] More than 10 years
5. What is your position in the organization? [  ] Employee [  ] Supervisor [  ] Middle level Manager

### SECTION B: SOCIAL MEDIA MARKETING STRATEGY

6. To what extent does your institution employ the following forms of social media tools as a marketing strategy?

Social Media Tool	Very great extent (5)	Great extent (4)	Moderate extent (3)	Little extent (2)	Very small extent(1)
Facebook					
Twitter					
Blogs					
Content Communities					

What is your rating of the following statements with regard to the use of social media as a marketing tool on customer attraction in your university? Use the following scale: **1 = Strongly Disagree (SD) 2 = Disagree (D) 3 = Not Sure (N) 4 = Agree (A) and 5 = Strongly Agree (SA)**

	STATEMENT	SA (5)	A (4)	N (3)	D (2)	SD (1)
7	The stiff competition in the higher education sector compelled my institution to adopt social media marketing					
8	Social media platform as a marketing tool is more appealing to our target market compared to conventional tools					

9.	Social media has enabled the university to form personalized relationships with our customers.					
10	Using social media marketing has enabled my institution to be more effective in providing services to our customers.					
11	In social media marketing, the university gives more priority to customers.					
12	Social media has put the university brand on equal visibility with institutions of higher learning in Kenya					
13.	Using social media as a marketing tool provides an overall increase on the level of enrolment in my institution.					

### **SECTION C: WEBSITE MARKETING STRATEGY**

What is your rating of the following statements with regard to use of Website marketing on the level of customer attraction in your university? Use the following scale: **1 = Strongly Disagree (SD)** **2 = Disagree (D)** **3 = Not Sure (N)** **4 = Agree (A)** and **5 = Strongly Agree (SA)**

	<b>STATEMENT</b>	<b>SA (5)</b>	<b>A (4)</b>	<b>N (3)</b>	<b>D (2)</b>	<b>SD (1)</b>
14.	My institution uses the web site as one of its marketing strategy					
15.	Using the website platform has helped my institution increase the product awareness level					
16.	It is easier for my institution to get more visibility using the websites as a marketing platform					
17.	Using the website for marketing provides customers with adequate information regarding the university					
18.	The website as a marketing tool can handle large volumes of data needed for marketing research.					
19.	The website strategy is more interactive with customers than the conventional tools.					
20.	Using the Website platform as a marketing tool greatly improves customer acquisition level in the university.					

**SECTION D: MOBILE MARKETING STRATEGY**

21. To what extent is your institution employing the following forms of mobile phone services in its marketing strategy? Use the following scale: **Very great extent (5) Great extent (4) Moderate extent (3) little extent (2) Very small extent (1)**

Mobile Phone Services	Very great extent (5)	Little extent (4)	Moderate extent (3)	Little extent (2)	Very small extent(1)
SMS					
MMS					
Bluetooth					
Video Technology					

What is your rating of the following statements with regard to using Mobile marketing strategy on customer attraction in your university? Use the following scale: **1 = Strongly Disagree (SD) 2 = Disagree (D) 3 = Not Sure (N) 4 = Agree (A) and 5 = Strongly Agree (SA)**

	STATEMENT	SA (5)	A (4)	N (3)	D (2)	SD (1)
22.	My institution makes use of Mobile phone technology as one of its marketing strategy					
23.	Mobile technology marketing covers a large market segment in a very short time period					
24.	Mobile marketing is more budget friendly to the university					
25.	The high level of mobile penetration in Kenya makes mobile marketing a strategic option for my university					
26.	Mobile marketing platform can be used any time by the customer to obtain information regarding the university					
27.	Using mobile marketing strategy has greatly helped my university to expand its market share.					

**SECTION E: LEVEL OF CUSTOMER ATTRACTION**

What is your rating of the following statements with regard to customer attraction level of your institution based on the application of digital tools as the marketing strategy? Use the following scale: **1 = Strongly Disagree (SD) 2 = Disagree (D) 3 = Not Sure (N) 4 = Agree (A) and 5 = Strongly Agree (SA)**

	<b>STATEMENT</b>	<b>SA (5)</b>	<b>A (4)</b>	<b>N (3)</b>	<b>D (2)</b>	<b>SD (1)</b>
<b>28.</b>	Digital marketing has helped increase the brand awareness about my institution more than before					
<b>29.</b>	Digital marketing has helped my institution to remain competitive amidst the stiff competition in the higher education industry in Kenya					
<b>30.</b>	Digital marketing helps universities to reduce on marketing budget					
<b>31</b>	The overall effect of using digital marketing platform as a marketing strategy is the substantial increase in the number of new customers interested in our products					

## Appendix C: List of Chartered Universities in Kenya

### Public Universities

- 1) University of Nairobi
- 2) Moi University
- 3) Kenyatta University
- 4) Egerton University
- 5) Jomo Kenyatta University of Agriculture and Technology (JKUAT)
- 6) Maseno University
- 7) Masinde Muliro University of Science and Technology (MMUST)
- 8) Dedan Kimathi University of Technology
- 9) Chuka University
- 10) Technical University of Kenya
- 11) Technical University of Mombasa
- 12) Pwani University
- 13) Kisii University
- 14) University of Eldoret
- 15) Maasai Mara University
- 16) Jaramogi Oginga Odinga University of Science and Technology
- 17) Laikipia University
- 18) South Eastern Kenya University
- 19) Meru University of Science and Technology
- 20) Multimedia University of Kenya
- 21) University of Kabianga
- 22) Karatina University
- 23) Kibabii University
- 24) Rongo University
- 25) The Cooperative University of Kenya
- 26) Taita Taveta University
- 27) Muranga University of Science and Technology
- 28) University of Embu
- 29) Machakos University
- 30) Kirinyaga University
- 31) Garissa University

### Private Universities in Kenya

- 1) University of Eastern Africa, Baraton
- 2) Catholic University of Eastern Africa (CUEA)
- 3) Daystar University

- 4) Scott Christian University
- 5) United States International University
- 6) Africa Nazarene University
- 7) Kenya Methodist University 8) St. Paul's University
- 9) Pan Africa Christian University
- 10) Strathmore University
- 11) Kabarak University
- 12) Mount Kenya University
- 13) Africa International University
- 14) Kenya Highlands Evangelical University
- 15) Great Lakes University of Kisumu
- 16) KCA University
- 17) Adventist University of Africa
- 18) KAG EAST University

**Source: Commission for University Education (2017)**