

Effect of Marketing Strategies on Customer Satisfaction among University Students: A Case of Daystar University, Kenya.

by

Daniel Lihanda Igunza

A thesis submitted to the School of Business and Economics

of

Daystar University

Nairobi, Kenya

In partial fulfillment of the requirements for the degree of

MASTER OF BUSINESS ADMINISTRATION

in Strategic Management

May 2016

APPROVAL

EFFECT OF MARKETING STRATEGIES ON CUSTOMER SATISFACTION  
AMONG UNIVERSITY STUDENTS: A CASE OF DAYSTAR UNIVERSITY,  
KENYA. by

Daniel Lihanda Igunza

In accordance with Daystar University policies, this thesis is accepted in partial fulfillment of requirements for the Master of Business Administration degree.

Date:

---

Richard Maswili, MBA,  
1<sup>st</sup> Supervisor

---

Joseph Munyao, MSc,  
2<sup>nd</sup> Supervisor

---

Thomas Koyier, MSc,  
HOD, Commerce Department

---

Evans Amata, MFC,  
Dean, School of Business and Economics

**DAYSTAR UNIVERSITY**

Copyright © Daniel Lihanda Igunza

DECLARATION

EFFECT OF MARKETING STRATEGIES ON CUSTOMER SATISFACTION AMONG  
UNIVERSITY STUDENTS: A CASE OF DAYSTAR UNIVERSITY, KENYA.

I declare that this thesis is my original work and has not been submitted to any other college or  
university for academic credit.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Daniel Lihanda Igunza

(11-0945)

#### ACKNOWLEDGEMENTS

I am heartily thankful to the Almighty God, for giving me the strength and health to do this thesis. I also express much gratitude to each and every person who contributed towards successful accomplishment of this research study. I am also thankful to my fellow MBA students at Daystar University for their encouragement, advice and support they gave me as I pursued my studies. Lastly, I sincerely thank my 1<sup>st</sup> Supervisor Mr. Richard Maswili, and 2<sup>nd</sup> Supervisor, Mr. Joseph Munyao, for their guidance and support provided from the beginning to the final stages of this thesis writing. Indeed I have gained a lot as a result of your guidance which has greatly enabled me to develop greater business insight.

## TABLE OF CONTENTS

|  |      |
|--|------|
| APPROVAL.....                                    | ii   |
| DECLARATION.....                                 | iv   |
| ACKNOWLEDGEMENTS .....                           | v    |
| TABLE OF CONTENTS .....                          | vi   |
| LIST OF TABLES .....                             | viii |
| LIST OF FIGURES .....                            | ix   |
| LIST OF ABBREVIATIONS AND ACRONYMS .....         | x    |
| ABSTRACT .....                                   | ixi  |
| DEDICATION .....                                 | xiii |
| CHAPTER ONE.....                                 | 1    |
| INTRODUCTION AND BACKGROUND TO THE STUDY .....   | 1    |
| Introduction .....                               | 1    |
| Background of the Study.....                     | 1    |
| Problem Statement .....                          | 8    |
| Purpose of the Study.....                        | 9    |
| Objectives of the Study.....                     | 9    |
| Research Questions .....                         | 9    |
| Justification of the Study .....                 | 10   |
| Significance of the Study .....                  | 10   |
| Scope of Study .....                             | 11   |
| Assumptions of the Study.....                    | 11   |
| Limitations and Delimitations of the Study ..... | 12   |
| Definition of Terms .....                        | 12   |
| Summary .....                                    | 14   |
| CHAPTER TWO .....                                | 15   |
| LITERATURE REVIEW .....                          | 15   |
| Introduction .....                               | 15   |
| Theoretical Framework .....                      | 15   |

|   |     |    |
|---|-----|----|
| General Literature Review .....                           | 19  |    |
| Empirical Literature Review .....                         | 40  |    |
| Conceptual Framework .....                                | 43  |    |
| Summary.....  | 45  |    |
| CHAPTER THREE .....                                       | 46  |    |
| RESEARCH METHODOLOGY .....                                | 46  |    |
| Introduction.....   | 46  |    |
| Research Design .....                                     | 46  |    |
| Population .....  | 47  |    |
| Target Population .....                                   | 48  |    |
| Sample Size .....   | 48  |    |
| Types of Data .....                                       | 50  |    |
| Data Collection Methods .....                             | 50  |    |
| Data Collection Procedure.....                            | 51  |    |
| Pretesting .....  | 52  |    |
| Data Analysis Plan .....                                  | 52  |    |
| Ethical Considerations .....                              | 52  | 52 |
| Summary .....   | 53  |    |
| CHAPTER FOUR .....  | 54  |    |
| DATA PRESENTATION, ANALYSIS AND INTERPRETATION .....      | 54  |    |
| Introduction .....  | 54  |    |
| Presentation, Analysis, and Interpretation .....          | 54  |    |
| Summary of Key Findings .....                             | 72  |    |
| Summary .....   | 73  |    |
| CHAPTER FIVE .....  | 74  |    |
| DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS .....        | 74  |    |
| Introduction .....  | 74  |    |
| Discussions .....   | 74  |    |
| Conclusions .....   | 79  |    |
| Recommendations .....                                     | 80  |    |
| Recommendations for Further Studies .....                 | 81  |    |
| REFERENCES .....  | 82  |    |
| APPENDICES .....  | 92  |    |
| Appendix A: Questionnaire.....                            | 92  |    |
| Appendix B: Research Permit.....                          | 98  |    |
| Appendix C: Daystar University Recommendation Letter..... | 100 |    |

## LIST OF TABLES

|  |    |
|--|----|
| <i>Table 3.1: Population Distribution</i> .....                                  | 48 |
| <i>Table 3.2: Target Population Distribution</i> .....                           | 48 |
| <i>Table 3.3: Sample Size Distribution in Nairobi Campus</i> .....               | 50 |
| <i>Table 4.1: Age Distribution</i> .....   | 56 |
| <i>Table 4.2: Level of Education Pursuing</i> .....                              | 56 |
| <i>Table 4.3: Year of Study</i> .....  | 57 |
| <i>Table 4. 4: Marketing Strategies</i> .....                                    | 58 |
| <i>Table 4. 5: Extent of Application of the Marketing Strategies</i> .....       | 62 |
| <i>Table 4. 6: Effects of Marketing Strategies on Student Satisfaction</i> ..... | 67 |

DAYSTAR UNIVERSITY

LIST OF FIGURES

*Figure 2.1: Marketing Strategy Process*..... 19  
*Figure 2.3: Conceptual Framework* ..... 45  
*Figure 4. 1: Response Rate* ..... 54  
*Figure 4.2: Gender Distribution* ..... 55

DAYSTAR UNIVERSITY



## LIST OF ABBREVIATIONS AND ACRONYMS

|          |   |
|----------|---|
| CHE-     | Commission of Higher Education                            |
| DU-      | Daystar University  |
| FM-      | Facilities Management                                     |
| HE-      | Higher Education  |
| IT-      | Information Technology                                    |
| JAB-     | Joints Admissions Board                                   |
| KUCCPS - | Kenya Universities and Colleges Central Placement Service |

DAYSTAR UNIVERSITY

## ABSTRACT

The environment within which many businesses operate in the modern world is characterized by rapid changes within the internal and external environment with competition emerging to be one of the toughest challenges any business has to deal with. Competition comes in several forms but the basic underlying factor is that the competitors in any market are out to make profits through gaining market share and maintaining customer loyalty. Businesses must come up with dynamic and effective ways to ensure they stay afloat. This study aimed to establish the effects of marketing strategies on customer satisfaction among university students in Kenya. The study aimed to achieve the following objectives: to determine the marketing strategies adopted at Daystar University, to establish the extent of application of the strategies at Daystar University, and to investigate the effects of the strategies as employed by Daystar University on customer satisfaction. Descriptive research design was used for the study. The study took the form of a case study in which sample of 96 students out of the population of students in the Nairobi campus was selected. Stratified random sampling was used to select the respondents and the questionnaire was the tool used in data collection. The data collected was analyzed using SPSS version 22.0. Descriptive statistics was used in the presentation and analysis of results. The study also established that Daystar has adopted various marketing strategies including the adoption of an equipped library service, technology in teaching processes, charging competitive fees and diversity in its training courses. The study established to a very great extent that, the provision of transport services, university administration interest in meeting student needs, adequacy in laboratories, libraries and other learning equipment, lecture hall equipment sufficiency and appropriateness for teaching and the provision of an innovative learning environment advances student experiences at Daystar University. The study recommends that Daystar University should to employ a mix of various marketing strategies so as to improve on its position in the

competitive higher learning industry in the country. The study also recommends that the university needs to continue with the instituted innovations in the learning process as the adoption of technology in teaching has a big impact on student satisfaction as it has led to the provision of more content.

DAYSTAR UNIVERSITY

## DEDICATION

This work is dedicated to my parents, Mr. & Mrs. Igunza, my sister Faith Wikins and brothers David Igunza and Denis Igunza, my future wife and children and to all my close friends, for their support and encouragement. May God bless you abundantly.

DAYSTAR UNIVERSITY