Influence of Social Media Marketing on Student Enrolment among Private Universities in Kenya

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Abstract

University education has become a universal service and all countries devote efforts to ensure their citizens are adequately provided for because of the importance of education in the development of a country both socially and economically. Increase in population has continued to create more demand for University education. There is therefore a need to create more education opportunities through the establishment of more tertiary institutions. The increase in the number of institutions of higher learning means that competition for student enrollment continues to grow because of the profit focus which is an inherent characteristic exhibited by most of the private universities. Consequently, private universities have adopted effective strategies in providing information about their educational programmes to potential students so as to increase enrollment intake. This is to avoid challenges brought about by the dwindling number of students in campuses. This study therefore examined the role of social media marketing and its influence on student enrollment in private universities in Kenya. The study used a descriptive design to ensure that the necessary data was gathered within the study period. The target population was 210 respondents with a sample size of 139 respondents. Self-administered questionnaires were used to collect primary data while a desk review was done to collect secondary data. To ensure the highest level of ethical standards was met, the universities were informed in advance that the study is for academic purpose and any responses given were not to be used for any other purposes. Further, respondents were assured of utmost confidentiality and non-disclosure of their identities. The researcher also sought necessary approvals from the Ethical review Committee and also the National Commission for Science, Technology and Innovation. Qualitative data was analyzed through content analysis while quantitative data was analysed with the aid of the Statistical Package for Social Sciences (SPSS) tool. The descriptive statistics included the mean while inferential statistics used a regession model. The results of the study were presented using frequencies and percentages to make it easy for interpretation and deductions to be made. This study will benefit stake holders and shareholders, university management, Government, other Universities and researchers interested in analyzing the role of social media marketing on student enrollment in private

Universities. The study found out that private universities used social media marketing platforms to influence student enrolment. The respondents indicated that social media marketing enabled improved service delivery and thus enhanced effectiveness with some indicating that social media marketing was their preferred mode of communication. There was a general agreement that social media marketing led to reduced costs. The study concluded that private universities used Facebook and Quora both of which had a positive influence on student enrolment. The universities also used Snapchat and Youtube both of which influenced student enrolment. Further, the universities used Pinterest and Reddit to enhance student enrollment. The study noted a positive effect on the use of these platforms therefore recommends that universities invest more resources due to its growing popularity of among the younger population. Further, the literature reviewed during the study showed a growing awareness and perceived importance of social media marketing. However, despite the growing use of social media for student recruitment purposes, private universities could still employ other traditional methods of marketing such as fairs and direct mailings. The study recommends further research on policies regarding the use of private information for marketing purposes, the use of other systematic marketing strategies with larger target populations, and investment of more resources into social media marketing to leverage the full potential of these tools offer.

Keywords: *Social Media, Marketing, Students, Enrollment, Private Universities, Kenya, Social Networks*

1.1 Background to the Study

University education has become a universal service and every country devotes serious effort and resources to ensure its citizens are provided for adequately. This is because education acts as an instrument of social as well as economic development of a country, May&Aikman, (2013). The expansion in population continues to create the demand for establishing extra institutions of higher learning that can effectively provide adequate learning opportunities for additional learners (Maringe &Foskett, 2012). This increased demand resulted in the liberalization of the education sector by governments in order to allow participation of private entities in the provision higher education. The involvement of private sector in the provision of university education has created more Institutions to serve the ever-increasing number of students in need of tertiary education. This has given increased opportunities for students who could not have had chance to join higher learning institutions through direct admission to public institutions.

The quality of training has therefore improved through innovation and use of modern-day educational practice's (Michael, 2013). The entry of the private sector in the provision of tertiary learning leading has led to the evolution of more innovative ways of fulfilling students as well as parents' needs and choices. Accordingly, Mok, (2014), avers that tertiary training institutions are experiencing a revolution due to globalization. The competition for enrolment of students is a very crucial element for private universities because most of them are 'profit-focused' and therefore their establishment is for the purpose of serving students coming from middle and upper-income backgrounds. Further, a majority of private universities are established with the objective of generating profits like other private enterprises and as well equipping learners with necessary skills.

In order to meet their objectives, private university administrators have been forced to look keenly at social media marketing as an area that can make their institutions sustainable and relevant (Kotler& Fox, 2013). The concept of social media marketing in private universities is different from marketing in other sectors because education services are not tangible (Kimmel,

2015). Private universities therefore market aggressively so as to increase student intake in terms of numbers and quality, (Delloite& Touche, 2014).

Globally, well-known universities like Yale, Rochester, and John Hopkins are the Universities known to have used social media as a mode of communicating their programmes to international students (Social Media Week, 2012). The utilization of social media tools as part of university marketing has contributed to the high number of student enrolment as well as an avenue that can used by prospective students to make the right decisions on course enrollment. This is because they get adequate, factual and timely information of various programmes that are being offered by different universities and the underlying benefits. In the United States of America for example, 92% of the top 100 colleges and universities utilize social media to promote their programmes to potential students, which boosts decision making process by both the parents and prospective students (Social Media Week, 2012).

In Nigeria, Onyemaechi (2013) cites a number of marketing communication choices available to marketers because of the globalization and the growth of new-fangled technologies. The options included all the academic, administrative and support services that the institutions offer to prospective students once enrolled. As such, marketers have been pressurized to come up with new innovations since the current media setting has developed an additional realm for them to deal with (Cubillo et al., 2016). In Kenya, Safaricom ltd, Airtel ltd and the Kenya Power company ltd are some of companies that engage in social media platforms to attract clients, Socialbakers (2015).

From the onset of this millennium, Kenya has experienced tremendous growth in the expansion of private universities as a reaction to innovation and the need to meet the global standards in university education (Omboi&Mutali, 2011). Further, during the last two decades, Kenya's higher education sector has grown tremendously at an average of 6.2 percent yearly (Delloite& Touche, 2014). According to Sifuna, (2012), there has been a big increase in student enrollment in institutions of higher learning which is explained by the role out of privately sponsored programmes in Government Universities and the growth of private institutions. According to the 2019 data from Kenya universities and colleges central placement service, there are currently 33 registered private universities in Kenya. Unlike public Universities that are allocated equal share of students sponsored by the government, most of the private universities have to apply extra measures in order to get the students they require because of stiff competition among them (Omboi&Mutali, 2011). This is because institutions of higher learning report low student admissions (Mutula, 2014). The present pattern in private colleges is compounded by cut throat competition particularly with the formation of satellite campuses across the country and the utilization of various marketing correspondence (MC) apparatuses to attract new applicants. This research will therefore examine the influence of social media marketing on student enrollment in private universities in Kenya.

The setting up and management of institutions of higher learning in Kenya is governed by Universities Acts of 1985 and 1989. This Act also provides for the establishment and operations of private Universities. Further, universities are also regulated through their individual chatters or letters of interim authority. These institutions provide programmes at various levels as approved by the Commission for higher education to ensure that the universities comply with set standards. According to the Kenya universities and colleges central placement services annual report for year 2018, there were 10 private universities in Kenya by December 2018. Kenya leads with highest number of private universities in East African region. Due to increased demand for tertiary education, private universities in Kenya have grown largely

because of inadequate capacity in established public universities, (Mutula, 2014). In addition, public universities are limited by dwindling public funding and numerous closures due to student and industrial unrest that prolongs the time of students in college. Although more than eighty thousand students qualify for higher education; KUCCPS is only able to absorb fifty to sixty thousand students to public Universities.

According to Banya (2011), Sub-Saharan Africa experienced a rapid growth in higher education compared to the global average since 1996. For example, Kenya has recorded an average increase of 6.2% per year since 1998. According to Oketch, (2015), Private universities are challenged by their inability to sustain the number of applicants who are not able to meet the cost of tuition. They also face competition from public universities who offer similar programs on privately sponsored mode. Further, they face competition from foreign universities with extensive marketing campaigns aimed at recruiting local students. Private universities also have limited access to funding for their research programs.

1.2 Statement of the Problem

During the last 20 years, higher learning was mainly offered by public universities to students who met the set admission conditions and were operating in a supply-side market (Mutula, 2014). However, with establishment of private universities, the education sector has experienced an increase in students admitted, an improvement in the quality, variety, and the number of courses offered. This is due to innovation and adoption of modern education practices thus making student enrolment more competitive. Competition for students continues to grow because of a profit focus, a characteristic exhibited by most private universities (Oketch, 2015). Most notably in the recent years, dismal performance in the national examination at secondary school level has affected student enrollment in Universities. This has led to private universities competing with public universities for the limited numbers that meet the admission requirements hence change in marketing strategies. Social media marketing has gained more attention and momentum in recent years due to its effectiveness and less expensive way of reaching customers. The young generation, which comprises of the youth in the ages of 18-35, and who are mainly students, constitute the most adept users of social media. Despite the importance marketing platforms on enrolment of students in private universities in Kenya, limited research has been carried out in this area. This resulted into a research gap that needs to be filled through an examination of the influence of social media marketing on student enrollment among private universities in Kenya.

1.3 Research Objectives

i. To assess the influence of social networks on student enrolment in private universities in Kenya.
ii. To evaluate how media sharing networks influences student enrolment in private universities in Kenya.
iii. To find out the influence of blogging and publishing networks on student enrolment in private universities in Kenya.

1.4 Research Questions

i. To what extent do social networks influence student enrolment in private universities in Kenya?
ii. What is the effect of media sharing networks on student enrolment in private universities in Kenya?

iii.   What is the influence of blogging and publishing networks student enrolment in private universities in Kenya?

2.1 Theoretical Review

Many theories have been propounded to explain the influence of social media marketing on student enrollment in institutions of higher learning. The different theories are expounded in the theories and models as illustrated below:

2.1.1 Communication Theory

Communication theory posits that generated feedback and desired responses involves deliberate, well organized and planned two-way communication that involves a sender and a receiver (Miller, 2014). According to Malan et al (2013), private universities need to evaluate the market that they are targeting as well as the audience in order to establish each group needs in relation to communication and the appropriate social media publicising tools to apply. Further, Mok (2014) added that a mix of tools is superior when used in terms of efficacy in increasing student enrolment. Engel et al. (2014) argued that social media marketing aids in describing organizations connection with her clients. The communication theory therefore acts a predictive guide in establishing the information that consumers need regarding the elements of service together with its pricing and how it can be accessed and used to make informed decisions when enrolling with the university. Clients are therefore able to able to access important information about the programs offered by the universities within the desirable time, they are likely to feel that they are acquiring quality service. This is an indication that relevant and effective social media marketing contributes significantly to universities student intakes since the students develop confidence about universities and study programmes that they have choose over rivals.

The services offered in universities are intangible and therefore the challenges facing them in attracting more students drives them to adopt marketing strategies that are holistic in nature in order to effectively engage with clients (Nguyen & LeBlanc, 2012). Invariably, Schultz and Kitchen (2014) underlines the need to alter targets and systems to changing, promoting and correspondence substances. Their study concludes that with the dynamic world and changing business environment, social media marketing can assist organizations to grow. Communication theory stipulates that social media marketing segments ought to be inculcated in the minds of target students from the time they are thinking of joining university (Rindfleish, 2013). On their part; universities ought to share appropriate information which prospective students can use to identify and select suitable programmes to study. According to Soutar et al, (2012), social media marketing tools and platforms must recognise the importance of using social media sources as it provides the advantages of getting current data. In Kenya, a majority of the private universities use face to face communication and newspaper advertisements to increase traffic to their websites.

2.1.2 Hierarchy of Effects Theory

This classical theory depicts how marketing through publicizing affects consumer choices. According to Pumain (2016), the chain of command speaks to the movement of learning and the basic leadership a buyer encounters as a result of advertising. This theory is used create organized arrangements of publicizing message that target service, with the objective of structuring upon each progressive goal until a deal is at last made. The destinations of a crusade are (arranged by conveyance) i.e. mindfulness, information, loving, inclination, conviction and buy. Under the hierarchy of effects theory, a customer's choice to buy is preceded by various

steps which entails, feeling about the benefits of a service, disposition, appreciating the brand and recognising the benefits after awareness when the service has been picked up, Belch et al, (2013).

Prospective university students utilize various media when seeking to pick colleges of their choice. In this manner, they utilize the online social networks for their individual desires. Essential ramifications of these models are that the capacity of powerful web-based social networking promoting apparatuses ought to be taken care of deftly at each phase of the purchasers' selection procedure (Buzell, 2014). Universities and colleges in the country share in the internet marketing endeavors to contact a bigger group of people and to garner an effective student enrollment crusade. This is on the grounds that the internet-based life platforms are more available and open than the conventional locales. Furthermore, web-based platforms empower, supports, commitment, joint effort and correspondences. The appealing and boundless capability of online social life to contact forthcoming students makes internet-based life profoundly gainful to advanced education foundations looking to build up associations.

2.1.3 The AIDA Model

The AIDA model produces describes of how the entire marketing strategy influences purchaser's buying choices. AIDA is an abbreviation that entails variables of concern, premium, wants and doings. Each of these variables is important in influencing the buyers conduct as well in carrying out promotions through publicizing. The theory explains the processes that a customer engages in before buying a product. AIDA exhibits are initiatory and least complex (Aaker & Joachimsthaler, 2014). It gives an explanation of how of individuals carry out selling, operates and provides a step by step process that leads to a prospective clients decision. The principal element that is considered in this model is the attention, which explains the level at which a brand is likely to attract the attention of the prospective client after coming across an advertisement. The attention that an advertisement is likely to have on a customer is either positive or negative. At times it can be regrettable, or none attention (Kotler, 2012). An organization must use suitable and effective medium of communication so as to reach the masses as well as create attention, interest, need and attraction of the organization's goods and services.

According to Aaker et al (2014), the application of the AIDA model by institutions of higher learning can lead to increased students' intakes and as a result lead to an increase in their incomes. For the total attributes of the model to be realized, three stages are to be followed which includes the psychological stage, the emotional stage, and the actual buying stage. The AIDA model helps colleges in winning consideration of prospective students, making enthusiasm, moving want and hastening the activity of enrolment (Keller, 2015). Before a potential student decides which university to join, they should understand the programs that are offered. In the Kenyan situation, private colleges keep on revising their web contents to advise their prospective students on their products due to the fact that a large portion of the prospective students are dynamic on Facebook, routinely watch recordings on YouTube and have Twitter accounts.

2.2 Empirical Literature

2.2.1 Social Media Marketing

Osewe (2013) examined the viability of web promotion on shopper conduct by directing a contextual analysis of University of Nairobi Students. The focus of the study was on University

of Nairobi undergraduate programs. The investigation involved one hundred participants who were selected using stratified sampling method. Critical information pertinent to the study was gathered using questionnaires. After examining the contents of the investigation in a systematic and in a replicable manner the quantitative data was analyzed. Relapse and Correlation examination was utilized to demonstrate the connections among the factors. The investigation found that utilization of social media as channel of reaching out and creating awareness was one of the most effective tools that are able to reach a wide and diverse audience as compared to television. Using internet to advertise was discovered to be having a remarkable relationship with the decisions of consumers buying behavior.

Pradiptarini (2013) undertook an investigation about use of social media marketing while at still concentrating on its adequacy in the market being targeted. Activities carried on Twitter involving exercises and deals exhibitions of five organizations picked from fortune magazine list of 500 largest organizations in USA together with their competitors were critically assessed to establish the relationship of their activities carried out on social media and their financial performance in terms of returns on investments (ROI). Moreover, a study involving a thousand undergraduate students of Wisconsin-La Crosse's University was carried out to establish if generation Y are the key people using social media as marketing tool and discover whether there is a connection that exist between their buying decisions and social media marketing influence. The findings of the study affirmed that social media marketing effectiveness was dependent on the quality of messaging or substance of what is being relayed on as well as the organizations involvement and the link that is connected with other platforms of marketing. The investigation ranked generation Y as the most noteworthy clients that utilize social media sites.

Korgaonkar and Wolin (2012) in their study assessed the difference between internet users who heavily, averagely and lightly used internet and determined that those who heavily used internet have a strong conviction that those that use internet heavily are more likely to be influenced into buying. Contrastingly those that use internet lightly believed and trusted that advertisement that were available on the internet were authentic, interactive, useful and supportive; but rarely within the reach. Internet advertising was seen as a positive thing, significantly important and reduces the cost of products and services. Those responsible for advertising ought to consider web advertising in their promotional campaigns by ensuring that all adverts have an intended target audience. Like in the case of heavy internet users, promotions should focus more on the value and the price since most of them take part in progressively visits buying and hopes that publicizing reduces the costs of items.

Utilizing a logical research philosophy of contextual investigation examine Odhiambo (2012) dissected online life as an instrument of showcasing and making brand mindfulness. The primary point was to find out if social media is extra powerful as compared to conventional media on a brand advertisement. According to the findings of study, social media is more reliable than traditional modes of advertising however its implementation could not be effected as a standalone media without blending it with other channels of advertising which are considered as traditional. Using social media only will not provide a platform through which brands get noticed or even create business. Smith (2014) surveyed purchaser view of a brand's web-based life advertising in Pakistan utilizing the instance of PetSafe. Members comprising 195 respondents finished all trials and were incorporated to the examination. Findings proved the brands must be effectively captivating purchaser's internet-based life to contend in a focused commercial center. Assurance comes with sharing in-built posts; valuable information

from different customers, just as extraneous fortifies, for example, improvement and gifts. Customers are depending on the information of the brand and data sent by different shoppers on web. The eventual fate of web-based life as a showcasing instrument was additionally considered.

2.2.2 Social Networks comprising

Bowen et al. (2012) carried out research to deduce strategies applied in marketing in order to attract more students and increase enrollment in Kenya Universities. They used the probability-simple random sampling technique in selecting 126 respondents encompassing 98 undergraduates and 28 staff of two universities. That findings showed that using institutions website to advertise, media stations including social media or through verbal persuasions, holding career fairs and holding of open day forums as well alumni support were some of the marketing strategies used to attract potential student and increase enrollments.

Adrenna (2011) investigated how incorporated advertising interchanges experts at California State University grounds are utilizing online life as promoting, correspondences, and marking instrument. The exploration structure for this investigation was a three-section blended techniques plan, a methodology progressively utilized in sociology look into. This examination initially inspected the utilization of online networking by utilizing subjective research strategies. Meetings were led with delegates from three unique foundations of advanced education and their incorporated advertising interchanges proficient. The second piece of the investigation utilized subjective strategies, including an establishing how incorporated advertising interchanges (IMC) experts at all the California State University grounds utilize online networking through managed studies. The third piece of the investigation inspected the substance examination and any rules illustrated by the coordinated advertising correspondences experts about internet based life. By joining interviews and reviews, this investigation got basic information that may drastically impact the development of uniform principles and rules for higher foundations 'utilization of online networking. The information results likewise showed the requirement for web based life promoting at advanced education advertising offices.

2.2.3 Media Sharing Networks

Omboi&Mutali (2011) evaluated the impact of advertising, promoting, individual selling, and direct showcasing on understudy enrolment in colleges in Kenya. An enlightening exploration configuration was embraced while likelihood straightforward irregular examining system was utilized to acquire to get 125 respondents from 25 private colleges. Illustrative information examined using spellbinding measurements and inferential insights with the guide of SPSS. Structure used to check relationship understudy enrolment and influencers (advertising, promoting, individual selling, and direct showcasing). The discoveries referred to print media as the best promoting specialized apparatuses to give data to forthcoming understudies in view of its wide reach and dependability. Be that as it may, most colleges have not grasped the utilization of informal organizations to use as student enrollment instruments.

Alexa et al. (2012) examined the utilization of web based showcasing and web based life methodologies connected by open and private colleges in Romania. The study was directed on 56 state funded colleges and 55 private colleges and expected to analyze the colleges sites and online life contribution. The discoveries demonstrated that open establishments put more in their internet showcasing correspondence instruments this is prove by the way that all colleges have dynamic sites. Nonetheless, 12 private advanced education foundations had no site while

3 of them had sites that were not working. The investigation likewise demonstrated that the utilization of web-based social networking instruments was increasingly well known with state funded training foundations and is utilized for additional in the enlistment time frame. The numbers uncovered by the review demonstrate a constrained utilization of the internet based life correspondence openings and a clear absence of comprehension of the significance of advertising and online correspondence for advanced education establishments. One of the contemplations that upset colleges to be progressively dynamic in the web based life is the clear absence of command over the correspondence instruments, as the two-way interchanges includes imperative focal points as well as dangers when not directed effectively.

Hesel (2013) examined the impact of internet based life destinations on the school look process. The discoveries recommended that huge level of imminent understudies utilize online as a source on finding a school or college to go. Further discoveries demonstrated that habitually, the understudies were looking for data about the school involvement past the average data about majors and apartments. Understudies were planning to get a look at how they will fit in, what their regular day to day existence will resemble, a feeling of network and a feeling of the exercises and public activity they can hope to discover (Hesel, 2013). The examination suggested that schools and colleges are in a position where they should create asocial media procedure to give this data to forthcoming understudies, adjusting the requirements of approaching understudies with the desires for other invested individuals, including guardians, graduated class, planned givers, potential fans, and network individuals.

Kotler and Keller (2012) referred to two essential qualities of publicizing for instructive organizations. One, it very well may be a powerful methods for clearly showing item qualities, for example, offices, structures, PC research facility, science labs, libraries, sports hardware, school uniform, and so on two, it can drastically depict client and utilization symbolism, brand identities and different intangibles. They included that promoting can be helped out through the media like paper, web and direct sends. The utilization of sites and internet based life are contemporary methods for advert and is viewed as a viable method to depict institutional picture to the world.

2.2.4 Blogging and Publishing Networks

Uchenduet al. (2015) undertook an investigation on promoting systems on school children admission in private secondary schools in Nigeria. The investigation utilized essential information which was gathered from forty-two (42) school managers in 42 private high schools utilizing a poll. The examination discoveries demonstrated that some showcasing techniques used for optional institutions support understudies' registration in their request. What's more, the degree at which private auxiliary school chairmen embrace showcasing methodologies in upgrading understudies' enrolment is altogether low in a large portion of the considered school. The Pearson Correlation examination demonstrated a noteworthy connection between showcasing methodologies reception and understudy enrolment. Rayport and Jaworski (2014) found that associations who structure websites that encapsulate or express their motivation, item and vision frequently record better execution. Frequently, the main motive of somebody who does not think around an association will be to visit its site. This is reason why instructive organizations ought to keep up a site, blog pages and effectively engaged with web based life association dependably. This is resounded by Scot (2014) who opined that a viable instructive advertising site needs to catch basic client data, for example, the items and administrations offered by a school.

2.3 Conceptual Framework

Independent Variables   **Dependent Variable**
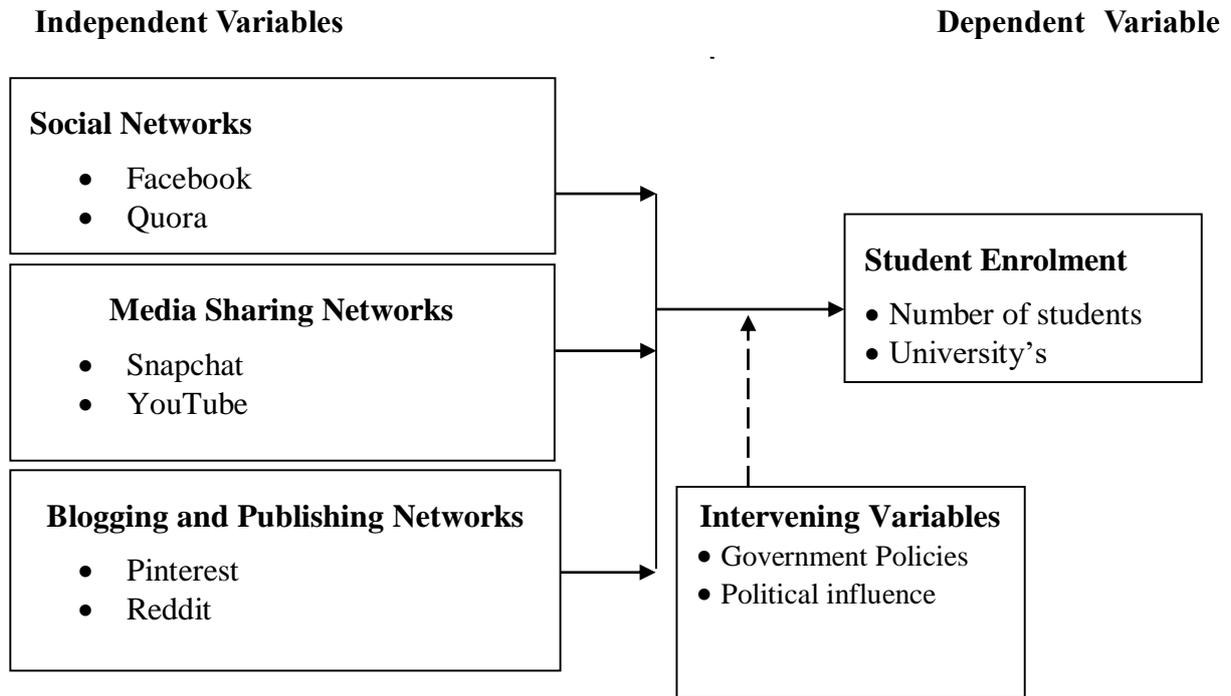
Figure 1.0: Conceptual Framework

Source: Researcher (2019)

3.0 Research Methodology

This study adopted a mixed methodology to ensures the validity of the findings is maintained by having well set research questions in line with objective of the study. This study adopted a descriptive design to examine the influence of social media marketing on student enrollment in private universities in Kenya. The study focused on private universities located in Nairobi county. The study population comprised 210 respondents drawn from Ten (10) private Universities operating in Kenya as at December 2018 as registered by the Kenya Universities and colleges central placement service. Ten Universities will be the target population of study. All the ten target Universities are all located in Nairobi County. The researcher divided the population into stratus consisting of Academic registrars, Head of departments and student leaders. The sample size was 139 respondents. Collection of data for this study included both primary and secondary information. The apparatus that were used for data collection is questionnaire with open and closed ended questions. Qualitative data was analyze using content analysis while quantitative data was cleaned for any errors, coded and analyzed using the Statistical Package for Social Sciences. This process ensured that data was organized in a manner that facilitated analysis. The relationship between the independent and dependent variables was analyzed using the linear regression model below:

$Y = β_0 + β_1X_1 + β_2X_2 + β_3X_3 + ε$

Where Y is Student enrollment and β_0 is a Constant.

β_1 -β_3 = Beta coefficients

X_1 = Social networks

X_2 = Media sharing networks

X_3 = Blogging and Publishing networks

ε = error term for the model

4.0 Research Findings And Discussions

4.1 Descriptive Statistics

Table 4.1: Social Media Marketing platforms

Social Media Marketing	Mean	Std. Deviation
Social Networks	3.80	.818
Media Sharing Networks	3.31	.861
Blogging and Publishing Networks	3.24	1.177
Other Networks	1.17	.378

Source: Field Data (2020)

The results in Table 4.1 shows that the respondents agreed that private universities use public networks to market their programs (mean score = 3.80), they also use Media Shairing Networks (mean score=3.31).

Table 4.2: Social Networks

Social Networks	Mean	Std. Deviation
Influence of Facebook on student enrolment	4.00	1.000
Effects of Quora on student enrolment	1.58	.859

Source: Field Data (2020)

The results in Table 4.2 shows that the respondents agreed that private universities use Facebook (mean score = 4.0), they also use Quora (mean score=1.58).

Table 4.3: Media sharing Networks

Media Sharing Networks	Mean	Std. Deviation
Effects of Snapchat on student enrolment	2.32	1.328
influence of YouTube on student enrolment	3.57	1.291

Source: Field Data (2020)

The results in Table 4.3 shows that the respondents agreed that private universities use Snapchat (mean score = 2.32), they also use YouTube (mean score=3.57).

Table 4.4: Blogging and Publishing Networks

Blogging and Publishing Networks	Mean	Std. Deviation
Influence of Pinterest on Student Enrolment	2.25	1.083
Effect of Reddit on Student Enrolment	1.76	.927

Source: Field Data (2020)

The results in Table 4.4 shows that the respondents agreed that private universities use Pinterest (mean score = 2.25), they also use Reddit (mean score=1.76).

Table 4.5: Social media Marketing Networks and Student enrolment

Student Enrolment in Private Universities	Mean	Std. Deviation
Social media marketing enables online technical support	3.81	1.018
Social media marketing enables quick response of inquiries	3.60	.956
Social media marketing reduces cost of Communication	4.01	1.072
Social media marketing enables availability of online service	3.99	.815
Social media marketing enables improves price information	3.93	.758
Social media marketing enables improved product information	4.30	.764
Social media marketing enables improved service delivery	3.31	1.189
Social media marketing enhances effectiveness	4.24	.722
Social media marketing is the preferred media	3.16	1.145
Social media marketing enables increases enrolment	3.92	.866
Social media marketing reduces overall cost	2.09	1.055

Source: Field Data (2020)

The results in Table 4.5 show that the respondents noted that Social media marketing enables improved Product information (mean score = 4.30), Social media marketing enhances effectiveness (mean score = 4.24), Social media marketing reduces cost of Communication (mean score = 4.01), Social media marketing enables availability of online Service (mean score = 3.99), Social media marketing enables improved price Information (mean score = 3.93), Social media marketing enables increased enrolment (mean score = 3.92), Social media

marketing enables improved service delivery (mean score = 3.31), and Social media marketing reduces overall Cost (mean score = 2.09).

4.2 Regression analysis results

Table 4.6 Model Summary

Model	R	R Square	Adjusted R Square
1	0.662[a]	0.439	0.423

Predictors: (Constant), Blogging and Publishing Networks, Media Sharing Networks, Social Networks

Source: Field Data (2020)

The R is the correlation co-efficient which shows the relationship of the variables. The value of R is 0.662 which shows there is a strong relationship between the variables. The value of R square is 0.439 which implies that the three independent/predictors (Blogging and Publishing Networks, Media Sharing Networks and Social Networks) explain 40% of student enrolment in private universities in Kenya. The remaining percentage can be explained by other variables not included in the study.

Table 4.7: ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.286	3	2.095	27.108	.001[b]
	Residual	8.038	104	.077		
	Total	14.324	107			

a. Dependent Variable: Social Media Marketing and student enrolment in private universities

b. Predictors: (Constant), Blogging and Publishing Networks, Media Sharing Networks, Social Networks

Source: Field Data (2020)

The ANOVA shows whether there is a statistically significant difference between the variables means. The results in Table 4.7 shows an F- calculated value (F= 27.108) which is significant (p=0.001<0.05). Therefore, there is a statistically significant difference. This therefore means that the regression model is significant and there the results can be relied upon**.**

Table 4.8: Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.878	.131		14.314	.000
	Social Networks	3.00	.064	-.007	-.047	.963
	Media Sharing Networks	2.2	.055	-.051	-.397	.692
	Blogging and Publishing Networks	1.96	.031	-.626	-6.225	.000

a. Dependent Variable: Social Media Marketing and student enrolment in private universities

Source: Field Data (2020)

Table 4.8 show that there is a positive and statistically insignificant relationship between social networks and student enrolment in private universities shown by β = 3.00 and p=.963>0.05. There is also a positive and statistically insignificant relationship between Media Sharing Networks and student enrolment in private universities shown (β =2.2, p= 0.962). The results further shows that there is a positive and significant association between Blogging and Publishing Networks and student enrolment in private universities as indicated by (β =1.96, p= 0.000).

5.0 Conclusions

The study found out private universities frequently used social media marketing platforms to influence student enrolment. The study concludes that they use social networks i.e. Facebook and Quora both of which had a positive influence on student enrolment. The universities also used media sharing networks i.e. Snapchat and You tube both of which influenced student enrolment. Further, the universities used blogging and publishing networks ie Pinterest and Reddit to influence student enrollment. The study concludes that the use of social media marketing enables online technical support enables quick response to inquiries, reduces costs of communication and that enables the availability of online service. Social media marketing also improves price information and enhances product information. It also improved service delivery and thus enhancing effectiveness. It was therefore the most preferred media of communication and enabled increased enrolment in private universities in Kenya. It also led to reduced marketing costs in private universities in Kenya.

6.0 Recommendations

The study noted a positive effect of social media marketing on student enrolment in private universities in Kenya and therefore recommends that the universities invest more resources into social media marketing due to its growing popularity of among the younger population. Further, the literature reviewed during the study showed a growing awareness and perceived importance of social media marketing. However, despite the growing use of social media for recruitment student purposes, private universities could still employ other traditional methods of marketing such as fairs and direct mailings. The study recommends further research on policies regarding the use of private information for marketing purposes, the use of other systematic marketing strategies with larger target populations, and investment of more

resources into social media marketing to leverage the full potential of these tools offer. Such research should also focus on which social media platforms are the most effective and why, thus ensuring better targeting of already limited resources. In addition, this will help illuminate not only the efficacy of advertising on social media platforms, but also has the potential to transform the ways in which institutions of higher education advertise their programs.

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