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## Influence of Market Focus Strategy on Performance of Private Universities in Kenya

### Abstract:

There is rapid growth of university education in Kenya from five public universities to 24 in number and private universities also rose to 24 in number. Such high rate of expansion means, targeting the same customers, the students leading to emergency of competitive strategies in order for the universities to remain afloat. Market focus strategy is one of those critical strategies that universities can use as a competitive advantage tool. The main objective of this study was to analyze the influence of market focus strategy on performance of private universities in Kenya. The study was based on Bowman's Strategy Clock Model and Balanced Scorecard Model. The study adopted descriptive research design targeting 248 employees working in the Directorate of Quality Assurance, the deans of faculties. The sample size was determined using Yamane (1967) formula which resulted into 153 sample size. The study used structured questionnaire for data collection and data was analyzed using regression analysis technique. The study established a significant relationship between the use of market focus strategy and performance of private universities in Kenya ( $\beta = .779$ ,  $p = 0.000$ ) indicating that market strategy used by private universities did not influence performance of private universities in Kenya. The study recommends that the study recommends that private universities in Kenya need to strengthen the quality assurance policy by re-organizing independence of internal quality systems to achieve checks and balances of university operations.

Keywords: Market Focus Strategy, University Performance, Competitive Strategy, University Programmes

### Key Words

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