EFFECTS OF MARKETING STRATEGIES ON GROWTH OF REGISTERED REAL ESTATE FIRMS IN NAIROBI COUNTY, KENYA

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A RESEARCH PROJECT SUBMITTED TO THE SCHOOL OF BUSINESS IN THE PARTIAL FULFILMENT OF REQUIREMENT FOR THE AWARD OF A MASTERS OF BUSINESS ADMINISTRATION DEGREE (MARKETING) OF KENYATTA UNIVERSITY

MAY, 2013
DECLARATION

I the undersigned declare that this research project is my original work and has not been presented for award of degree in any other university

Signature ___________________________ Date ___________________________

Beatrice Wambeti (D53/CTY/PT/25534/2011)

I confirm that this research project was carried out by the candidate under my supervision.

Signature ___________________________ Date ___________________________

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The general objective of this study was to investigate the effects of marketing strategies on growth of real estate firms in Nairobi County. The study was therefore guided by the following specific objectives: to establish how price as a marketing strategy affect the growth of real estate firms in Nairobi County, to assess the effect of promotion strategy on the growth of real estate firms in Nairobi County, to assess the effect of place on the growth of real estate firms in Nairobi County. The population of this study comprised of all real estate developers located in Nairobi County. Census method was used because the population was small and the firms were easily assessable. The researcher used a questionnaire as a primary data collection instrument. The closed and semi-closed questionnaire was used to collect data relating to the topic of study from the 40 managers/ controllers within Nairobi County. The questionnaires composed of carefully constructed questions to avoid ambiguity and in order to facilitate answers to all the research questions. The questionnaires were pre-tested in a pilot study through a sample of five real estate managers who were selected randomly to avoid respondent contamination. To ensure timely collection of data, the researcher involved services of a research assistant. This research assistant was identified and trained to equip him with the necessary skills prior to the actual data collection. The study established that price is a major determinant of growth of real estate firms in Kenya. Others indicated that the meaning of price depends on the point of view of the buyer and the seller. The study established that the location/place of operation determined the growth of real estate firms. The study revealed that production cost and demand condition was to a great extent. The study revealed that the location/place of operation determined the growth of real estate firms. The study also concluded that companies should adopt differentiation for different products or different customers need different promotional strategies. Further study should be carried out incorporating the entire industry at the functional level and set within the context of the overall corporate strategy. Further, it may be useful to carry out comparable studies from other institutions that have adopted different strategies.