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ABSTRACT NO. 23

Effect of Neuromarketing in Optimizing University Student Enrollment in Kiriri Women University of Science and Technology (KWUST)

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ABSTRACT

Kiriri Women's University of Science and Technology (KWUST) continues to face persistent enrollment challenges, despite its unique mandate to promote women's participation in STEM (Science, Technology, Engineering, and Mathematics) disciplines. With a student population of fewer than 1,000 well below its institutional capacity the university exhibits a critical misalignment between its strategic objectives and its appeal to prospective female students. This study aims to investigate the effectiveness of neuromarketing strategies in enhancing student enrollment at KWUST, with a focus on emotional branding, neurodesign, and implicit association techniques, and their influence on enrollment decisions. The research will adopt a mixed-methods approach, integrating both quantitative and qualitative methodologies. Quantitative data will be collected using advanced neuromarketing tools, including eye-tracking technology and EEG scans, to assess visual attention and brain activity in response to KWUST's marketing materials. Qualitative data will be gathered through focus group discussions and semi-structured interviews to explore emotional reactions and underlying decision-making processes. The study targets a population of 1,300 high school seniors and recent graduates in Nairobi County, from which a representative sample of 93 participants will be selected using Slovin's Formula and random sampling to ensure diversity across socioeconomic backgrounds. Quantitative data will be analyzed using SPSS Version 28 through descriptive statistics, correlation, and regression analysis to identify significant predictors of enrollment behavior. Qualitative data will undergo thematic analysis using NVivo software to uncover patterns of emotional engagement and perception. Findings from the qualitative component will be presented thematically, while quantitative results will be displayed using tables and figures.

Key Words:

Neuromarketing and University Student Enrollment

