Abstract

The purpose of this paper was to develop a usage model for interactive technologies for university marketing strategies, using a combination of the task technology fit (TTF) model and the information systems acceptance (ISA) model. Interactive technologies enables the universities to inexpensively engage their customers in one-to-one. Over the years relationship marketing has emerged as a popular new paradigm in marketing. It has been proposed as the newest mainstream school of thought in marketing, beyond the twelve commonly accepted schools, that is, commodity, functional, regional, institutional, functionalist, managerial, buyer behavior, activist, macro-marketing, organizational dynamics, systems, and social exchange. The target population of the study was universities marketing departments within Kisii County. A quantitative research design was adopted and random sampling method was used to select respondents. Data was collected by means of questionnaires. Many universities are increasingly strengthening their marketing strategies by effectively interacting with their customers. This is normally done with the help of interactive technologies, such as interactive telephone, internet and digital technologies, in an integrated manner. However, there exists no model that tries to explain the factors behind the utilization patterns of these
Interactive Technologies Utilization Model for University Relationship Marketing Strategies

gadgets.

References

- M. Silvia (2012), “Relative Advantages Of Online Video Platforms And Television According To Content, Technology And Cost-Related Attributes”.

Index Terms

Computer Science

Information Sciences

Keywords

Linear structural relations (Lisrel)  Information Systems Acceptance (ISA)  Task
Technology Fit (TTF)

Relationship Marketing Strategies (RMS)

GFI

SRMR.