

**FACTORS CONTRIBUTING TO RAPID GROWTH OF PRIVATE UNIVERSITIES  
IN NAIROBI COUNTY, KENYA**

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## ABSTRACT

The study sought to determine the factors contributing to rapid expansion of private universities in Nairobi County, Kenya. The objectives of the study were: To find out whether the demand for education has led to rapid growth of private universities in Nairobi County, Kenya, To find out whether the customer care/service has led to rapid growth of private universities in Nairobi County, Kenya and To find out whether the quality of education offered has led to rapid growth of private universities in Nairobi County, Kenya. Descriptive design was adopted where five private universities were considered for the sample. Simple random sampling and purposive sampling were used and a total of 100 questionnaires were administered to the students' respondents. In addition, twenty interview schedules were filled from the key informants who were the university managers. The data was analysed with the help of the SPSS computer program and reported in frequencies, means and percentages. The results were summarized and presented in tables and charts. The findings revealed that factors such as quality education, customer care and demand for education contributed to the rapid expansion of private universities in Kenya. From the findings of this study, recommendations were given and the need to do further research outlined.