

## **Abstract**

Marketing strategies literature show that cost leadership strategies are important drivers of performance and competitive advantage among firms. However, there is no literature about radio broadcasting firms, the association of cost leadership strategy with performance of radio roadcasting firms. The purpose of this study was to determine the association between cost leadership strategy and performance of the radio broadcasting firms based in Kisumu County, Kenya. The study employed a correlational research design and the population of study constituted a total of 35 top managers and middle level managers from the three radio firms operating in Kisumu County. The findings were that the association between cost leadership and performance were positive and significant, that is, ( $r = 0.475$ ,  $p = 0.008$ ,  $n = 30$ ) meaning that use of cost leadership strategies influences performance positively. The study concludes that use of cost leadership strategies associates with performance positively. Recommendations of the study are that management of radio broadcasting firms should intensify use of cost leadership. The results of this study will be important to the radio broadcasting firms by helping them adopt marketing strategies that would enhance their performance. To the industry policy makers, the study will help to identify the appropriate marketing strategies for survival in the competitive business world