

**INFLUENCE OF ADVERTISING ON CONSUMER PURCHASE DECISION OF
SPORT BETTING: A CASE STUDY OF STUDENTS IN NAKURU TOWN
UNIVERSITIES, KENYA**

EMMANUEL NG'ETICH

**A Research Project Submitted to the Department of Business Administration in partial
Fulfillment of the Requirements for the Award of the Degree of Master of Business
Administration Egerton University**

EGERTON UNIVERSITY

NOVEMBER, 2019

DECLARATION AND RECOMMENDATION

Declaration

This research project is my original work and it has not been submitted for a degree or diploma award in any other University

Signature.....

Date

Emmanuel Ng'etich

CM11/14499/15

Recommendation

This research project has been submitted for examination with my recommendation as University Supervisor

Signature..... Date.....

Prof. Daniel Auka, Ph.D

Department of Business Administration

Egerton University

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DEDICATION

To my loving parents, sisters, in-laws and brothers, God bless you all

ACKNOWLEDGEMENT

First I would like to thank God for the blessing, strength and love He gave me until this far of my studies. I would like to thank Egerton University for giving me a chance to pursue this degree. I extend my sincere gratitude's to all Egerton University Nakuru town Campus Lecturers and Non-teaching staff for their contribution towards the completion of this study. My special thanks are extended to my supervisor, Professor Daniel Auka, for his close guidance from the searching of the topic, through numerous drafts up to the final thesis which I could never have done without him. I earnestly and beyond measures appreciate his support. Despite his fixed and managerial calendar he tirelessly worked with me. May Almighty God bless him. I thank all Universities administration Campuses within Nakuru Town for their cooperation

I appreciate the support of my fellow students MBA class 2018 to their contribution towards completion of this student. The years we have been together will remain memorable and have been fantastic in any life experience.

I humbly thank my brother Jonathan Ngetich and his family for his financial and moral support. My special thanks are extended to my family: father, mother, my brothers and my sisters for their love and support they gave me throughout my studies.

ABSTRACT

Advertising, as part of communication strategies for marketing, is the key for building, creating and sustaining brands, as it also plays a major role in persuading, informing and reminding both potential and existing customers towards making a purchase decision. Consumer purchase decisions vary greatly and are influenced by several factors. The purpose of this study was to determine the influence of advertising on university campuses students decision to purchase sport bet, in Nakuru Town and it was guided by the following specific objectives: to determine the influence of television advertising on consumer purchase decision of sport betting,; to determine the influence of internet advertising on consumer purchase decision,; to determine the influence of print (newspaper) advertising on consumer purchase decision; to determine the influence of outdoor (billboard) advertising on consumer purchase decision and lastly to determine the influence of radio advertising on consumer purchase decision. The independent variables of the study were advertising operationalized: TV advertising which was measured using informative messages and serves as a reminder, Internet advertising proxied by mass media and internet messages Print advertising measured by detailed information and appealing messages Billboard advertising proxied frequency of exposure and creative execution and Radio advertising proxied by promotion awareness and entertainment messages and the dependent variable was consumer purchase decision measured using Awareness, Comprehension, Conviction and Action while Government regulations as moderating variable. The study was guided by Cognitive theory and Cognitive dissonance theory. The study used descriptive research design and data was collected using questionnaires. The unit of analysis was university campuses in Nakuru Town. The study employed Krejcie and Morgan sample size determination table to determine the sample size of the 367. Probability Proportional to Size (PPS) sampling design was used to select the sample of students from each of the university campus in Nakuru Town. Simple Regression analysis was used to test the hypotheses one to four and multiple regressions was used for combined effect. The research findings showed that there is positive but weak correlation between all independent variables and the dependent variable. The study revealed that there is a significant and positive relationship between internet, TV, print, billboard and radio advertising and consumer purchase decision of sport betting. The study concluded that advertising is a significant factor in influencing consumer purchase decision of sport betting among university campuses student in Nakuru town. Marketers in the betting services industry need to effectively utilize advertising, more specially internet, TV, print, billboard and radio advertising with the aim of creating awareness and influencing consumers to purchase their brands. The study recommends that Advertiser should invest well enough in internet advertising by placing more of the adverts in the internet platforms for more consumers to access the information. Advertisers should use TV adverts well by making sure that they have an advertisement on a daily basis and more so frequently. Advertisers should consider creativity when designing print advertising. The study recommends that the message format in billboard advertising should be clear and understandable and have more of the billboards across the country. Radio stations should come up with ways in which they can entice customers by ensuring that they have ways to reward those customers which they continuously engage in betting. The independent variables that were studied, explain only 16.6 % on the consumer purchase decision of sport betting as represented by the coefficient determination.

TABLE OF CONTENTS

DECLARATION AND RECOMMENDATION	ii
COPY RIGHT	iii
DEDICATION.....	iv
ACKNOWLEDGEMENT.....	v
ABSTRACT.....	vi
TABLE OF CONTENTS	vii
LIST OF TABLES	xi
LIST OF FIGURES	xii
LIST OF ABBREVIATIONS AND ACRONYMS	xiii
CHAPTER ONE	1
INTRODUCTION.....	1
1.1 Background of the study	1
1.2 Statement of the Problem.....	5
1.3 Objective of the Study	6
1.4 Research Hypothesis.....	6
1.5 Significance of the Study	7
1.6 The Scope of the Study	7
1.7 Limitations of the Study.....	8
1.8 Assumptions of the Study	9
1.9 Operational Definitions of the Terms	10
CHAPTER TWO	12
LITERATURE REVIEW	12
2.1 Introduction.....	12
2.2 Empirical studies.....	12
2.2.1 TV advertising and consumer purchasing decision.....	13
2.2.2 Internet Advertising and Consumer Purchase Decision	15
2.2.3 Print Advertising and Consumer Purchase Decision.....	16
2.2.4 Outdoor (Billboard) Advertising and Consumer Purchase Decision	18
2.2.5 Radio Advertising and Consumer Purchase Decision.....	19
2.3 Consumer Purchase Decision	20
2.4 Advertising.....	22
2.5 Theoretical Review	23

2.5.1 Cognitive Theory	23
2.5.2 Cognitive Dissonance Theory	25
2.6 Model of the Study.....	27
2.6.1 'DAGMAR'	27
2.7 Regulation and Consumer Purchase Decision	28
2.8 Research Gap	29
2.9 Conceptual Framework.....	30
CHAPTER THREE	32
RESEARCH METHODOLOGY	32
3.1 Introduction.....	32
3.2 Research Design.....	32
3.3 Study Area	32
3.4 Target Population.....	32
3.5 Sampling Design.....	33
3.6 Sampling Size	33
3.7 Data Collection Instruments	34
3.8 Data Collection Procedures.....	34
3.9 Reliability and Validity.....	35
3.9.1 Reliability of the Instrument.....	35
3.9.2 Validity of the Instrument.....	36
3.10 Ethical Considerations	36
3.11 Operationalization of the variable.....	37
3.12 Data Analysis and presentation.....	38
CHAPTER FOUR.....	40
DATA ANALYSIS AND DISCUSSION OF RESULTS	40
4.1 Introduction.....	40
4.2 Respond Rate	40
4.3 Demographic Information.....	40
4.3.1 Respondents by gender	40
4.3.2 Age of the Respondents	40
4.3.4 Form of betting	41
4.4 Descriptive Statistics.....	42
4.4.1 Television advertising and Consumer purchase decision.....	43
4.4.2 Internet advertising and Consumer Purchase Decision	46

4.4.3 Print advertising on Consumers Purchase Decisions.....	47
4.4.4 Billboard advertising and consumer purchase decision.....	48
4.4.5 Radio advertising and consumer purchase decision	49
4.4.6 Consumer Purchase Decision	50
4.5 Inferential Analysis of Data Collected.....	51
4.5.1 Normality Tests	51
4.5.2 Test of Linearity	53
4.5.3 Autocorrelation.....	55
4.5.4 Multi-Collinearity Test.....	55
4.5.5 Correlation analysis	56
4.6 Hypotheses testing	58
4.6.1 <i>H0₁: Television advertising has no significant influence on University Campuses Students decision to purchase sport bet in Nakuru Town.</i>	58
4.6.2 <i>H0₂: Internet advertising has no significant influence on University Campuses Students decision to purchase sport bet in Nakuru Town.</i>	59
4.6.3 <i>H0₃: Print (newspaper) advertising has no significant influence on University Campuses Students decision to purchase sport bet in Nakuru Town.</i>	61
4.6.4 <i>H0₄: Outdoor (billboard) advertising has no significant influence on University Campuses Students decision to purchase sport bet in Nakuru Town</i>	63
4.6.5 <i>H0₅: Radio advertising has no significant influence on University Campuses Students decision to purchase sport bet in Nakuru Town</i>	64
4.7 Multiple regression	65
CHAPTER FIVE	66
SUMMARY, CONCLUSION AND RECOMMENDATIONS	66
5.1 Introduction.....	66
5.2 Discussion of the Findings.....	66
5.3 Conclusion	68
5.4 Recommendations.....	69
5.4.1 Policy Recommendations	69
5.4.2 Recommendations for further studies.....	70
REFERENCES.....	72
APPENDICES	79
Appendix I Introductory Letter.....	79
Appendix II: Questionnaire.....	80

Appendix III: List Of University Campuses In Nakuru Town	85
Appendix IV: Table For Determining Sample Size From A Given Population	86
Appendix V: Research Permit	87

LIST OF TABLES

Table 3.1 Target Population.....	33
Table 3.2 Sub Sampling Size.....	34
Table 3.3 Reliability Statistics	36
Table 3.4 Operationalization of the variables	37
Table 3.5 Summary of the Data Analysis	39
Table 4.1 Distribution of Respondents by gender	40
Table 4.2 Distribution of the respondent by Age.....	41
Table 4.3 Distribution of Level of Education	41
Table 4.4 Form of betting	42
Table 4.6 Television advertising and Consumer purchase decision	44
Table 4.7 Internet advertising on university campuses students decision to purchase	46
Table 4.8 Print advertising on university campuses students decision to purchase	47
Table 4.9 Billboard advertising on University Campuses students decision to purchase	48
Table 4.10 Radio advertising on University Campuses students decision to purchase	49
Table 4.11 Consume purchase decision.....	50
Table 4.12 Consume Purchase Decision.....	51
Table 4.13 Normality Test Using Skewness and Kurtosis	53
Table 4.14 Autocorrelation Test	55
Model Summary ^b	55
Table 4.15 Collinearity statistics.....	56
Table 4.16 Correlation Matrix	57
Table 4.17 Simple regression analysis of TV advertising on consumer purchase decision	58
Model Summary.....	58
Table 4.18 Result of simple regression analysis of internet advertising on consumer purchase decision	60
Table 4.19 Result of simple regression analysis of print advertising on consumer purchase decision	61
Table 4.20 Result of simple regression analysis of billboard advertising on consumer purchase decision	63
Table 4.21 Result of simple regression analysis determining of Radio advertising on consumer purchase decision	64
Table 4.22 Results of Multiple Regression Analysis of Advertising on Consumer purchase decision	66

LIST OF FIGURES

Figure 2.2 Conceptual framework showing the relationship between advertising and consumer purchase decision	30
Figure 4.1 Histogram showing normality assumption.....	52
Figure 4.2 P-P plot showing linearity assumption	55

LIST OF ABBREVIATIONS AND ACRONYMS

ACCA	: Awareness, Comprehension, Conviction, Action
AMA	: American Marketing Association
ANOVA	: Analysis of Variances
CBD	: Central Business District
CUE	: Commission of University Education
DAGMAR	: Defining Advertising Goals for Measured Advertising Results
FM	: Frequency Modulation
PPS	: Probability Proportional to Size
SPSS	: Statistical Package for Social Science
TV	: Television
UHT	: Ultra-High Temperature
US	: United States

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services through mass media such as newspapers, magazines, television or radio by an identified sponsor (Kotler & Keller, 2009). Advertising is one of the five elements in marketing communication mix, which have different elements to engage audience, sales promotion, direct marketing, personal selling, publicity and public relation. Advertising is an investment in a 'long-term' process that moves consumers over time through a variety of stair-step stages, beginning with product 'awareness' and moving ultimately to actual purchase (Sanusi, Ajilore, & Oloyede, 2014). Advertisements communicate functional and emotional values of brands and products to the consumers which in turn creates strong, favorable and unique associations of brands in the mind of the consumers (Christodoulides & Chernatony, 2010).

Unlike advertising on TV and radio, advertising in the newspaper can be examined at your leisure. Newspaper advertising can contain details, such as prices and telephone numbers or coupons. You can reach certain types of people such as youths by placing your advert in different sections of the paper. Owusu and M. Nyarku, (2014), examined the influence of Print Advertising on the Decisions of Tertiary Students to Purchase Telecom Products in the Cape Coast Metropolis, the findings of the study showed magazine advert and not newspaper advert influenced the decisions of tertiary students to purchase telecom products. Print advertising consist of Newspaper, Magazines and brochures. This study specifically used newspaper because there are always free daily newspapers in the university library. For magazines there are some with betting adverts that are never found in the university library. Also, students access the library and read newspapers without a fee so chances of newspaper adverts being seen by university students are higher than magazine.

Radio, as a medium, offers a form of entertainment that attracts listeners while they are working, traveling, relaxing or doing almost anything. Radio is a relatively inexpensive way of reaching people. Radio is also a way to support your printed advertising (Ayimey, Awunyo-Vitor, & Gadawusu, 2013). On the study comparative effectiveness of Radio, Print and Web Advertising Dash and Belgaonkar, (2012), the findings of this study shed some light

on the potential of the internet, print, and radio as advertising media, particularly in targeting youths. It highlights the popularity of radio, especially among the youth. It also shows that print advertising is perceived to be effective in changing attitudes. Finally, it gives enough reason to believe that TV advertising is indeed the most effective medium of advertising. Owusu and Nyarku, (2015), television advert and not radio advert influenced the decisions of tertiary students to purchase telecom products. TV advertising combines the use of sight, color, sound and motion and it works. TV has proven its persuasive power in influencing human behavior time and time again.

Since Internet has become a communication platform, the frequent use of Internet advertising emerges naturally. Online advertising, which is based on Internet advertising, use of Internet and related digital technologies to achieve marketing objective (Chaffey, Ellis-Chadwick, Mayer, & Johnston, 2009). Interactivity is one of the most important characteristics of online advertising, as Chua, Jiang, and Tan, (2007) point out that interactive marketing and advertising technology can help consumer find the product which they need effectively, and interactivity is more in line with an information processing perspective and supportive of a uses and gratifications paradigm. A major advantage of online advertising is the quickest promotion of product information without geographical boundary limits. This give advantage to some betting companies those are not local. So the advert can reach students in the country. The Internet has grown tremendously in both its applications and number of users due to its unique characteristics of flexibility, interactivity, and personalization (Yet-mee Lim, Yap, & Lau, 2011).

The Internet has given consumers more control in accessing information on products and services. There are several factors that contribute to consumers pull for online content—consumers are the one who decide when, where, what, and how much commercial content they wish to view (Yet-mee Lim et al., 2011). On the study of how young consumers perceived the Web as an advertising medium in relation to other traditional media, Lim, Yap, and Lau, (2010) found that the Web site was a less effective medium for communicating both brand and corporate image, although it was a more reliable source of information and less irritating than traditional media like radio, television, press, and magazine. But on the study of the effectiveness of internet advertising on consumer behavior (Ngowi, 2015) the study found that internet advertising was effective on reach and creation of awareness due to diverse usage, and established that its reliability as an advertising media was low compared to

TV. People are engaged in many activities at a time, they do not have time to update themselves time by time. And it is becoming difficult for advertisers to trap them so in these circumstances advertisers select billboards as an advertising tool that effectively convey message to the target people. consumer, who works hard or goes around from one place to another is hard to catch but Billboard advertising catch them in every place with effective reach (Balkafl, Aklulut & Kartopu, 2005).

Billboards are charming and attractive advertising vehicles. The meaning universality of the messages, photos and graphics, which are used in Billboards are important and betting firms use billboards for advertising and it is effective for the perception of the consumer purchase decision. Consumer Purchase decision is the decision-making process and physical activity individuals engage in when evaluating, acquiring, using or disposing of goods and services (Duyen, 2016). Consumer purchase decision focuses on how individuals make decisions to spend available resources (time, money, effort) on consumption related items (Ayanwale, Alimi, & Ayanbimipe, 2005). According to Mark and Owusu, (2017), the consumer goes through a process before making a purchase decision. Through communication the marketer is able to get the attention of the consumer which is later turned into a set of observable buyer responses, product choice, brand choice, dealer choice, purchase timing and purchase amount. This explains the critical role that advertising plays in influencing the purchasing decisions of consumers.

Gambling is the wagering of the money or something of value (referred to as the stakes) on an event with uncertain outcome with the primary intent of winning additional money or material goods (Matilainen, 2017). Gambling requires three elements; consideration, chances and price. The outcome of wager is often immediate such as single roll of dice but longer time frame are also common, allowing wagers on the outcome of a future sports contest or even an entire sport season (Bingo, Dice, & Roulette, 2004). Gambling activities to the public may be regulated by one of the many control boards for example in Kenya it's controlled by betting, control and licensing board of Kenya. Sam and Chatwin, (2014) gambling is a major international commercial activity with the legal gambling market totaling an estimated of \$435 billion in 2015. Sport betting is the oldest known form of gambling on the planet .In the early days, it was played only as a simple pastime activity, and nowadays it's a multi-billion dollar business. Greek was known as true sports lovers and events like, Olympic, Corinthian and Delphic games were great occasion for people.

The Romans soon adopted this habit from Greeks and they turned it into a real business. The most common betting activity in the Romans time was famous gladiator games. In Kenya, the sports betting has grown since 2013 when the first online sports betting company Sport-Pesa was registered at now there are more than twenty companies which are registered. Other companies that have since been registered include: Betyetu, Betway, Betin mcheza, Elitebet, Justbet, Eazibet Safaribets, Premierbet. Betting firms are very popular and are advertised widely in mass media. Kenyan players have enjoyed online and mobile sports betting while most of the operators offer services in the country through betting shops or by adopting the new trend that uses mobile and online platforms. Monaghan and Derevensky, (2008), in today's youth more so University students are the first generation to grow-up in a society where gambling is legal, easily accessible, easily available and in most cases government supported. The youth especially University students have resulted into betting and at times they do it at the expense of education. In several instances university students have committed suicide after losing on bets, some have failed to do exams and even totally failed to continue with university education because they used the money that was meant for fee to bet and lost (Koross, 2016). It is established that about 67% of all college students bet on sports (Weinstock, Whelan, Meyers, & Watson, 2007).

Governments throughout the world view gambling as a relatively easy way to increase revenues with only minimal attention being paid to the individual and societal costs. It is generally projected in a positive light in which fantastic wins, happy endings, success, entertainment, good friendship and attractive living predominate (Monaghan & Derevensky, 2008).The University Campuses in Nakuru Town are seven in number namely Egerton University Nakuru Town campus, University of Nairobi, Kenyatta University, Jomo Kenyatta University of Science and Technology. Others are Kabarak University, St. Paul University, and Mt. Kenya University. Establishment of a university campus is regulated by Commission of University Education (CUE). According to the Commission of University of Education, (2015), a University Campus is the smallest unit of a university and must have adequate resources to support its student population, which shall mirror those of the main university. The population of all University students in Nakuru Town is eight thousand three hundred and forty four (8344) shown in table 3.1.

1.2 Statement of the Problem

Marketers use Advertisement as a tool to attract substantially new customers and to retain the existing customers. The role of advertisement; to increase sales revenue and profits of the local firms and increase the demand for goods, has been falling apart (Yousefi, 2007). Mbiti, (2015), studied the effectiveness of advertising on consumer behavior among University of Nairobi students and found that internet advertising has significant relationship with purchase decision and thus it is influential to aspects of consumer behavior. This study covered only the internet advertising and did not examine the influence of TV, newspaper, billboard and Radio advertising on consumer behavior, a gap which this study filled. Hayat, Ghayyur and Siddique, (2010), found that advertisement has strong positive impact on consumer buying behavior. It was also found that quality advertisement and positive perception can really play a vital role in improving consumer buying behavior. However, the state of advertising which had more effect to consumer buying behavior was not stated, a gap this study filled by studying the use of TV, internet, newspaper, billboard and radio advertising influence on consumer purchase. Kabei, (2002), showed that consumers were aware of the online adverts without preferences to the types of marketing advertising techniques. Moreover, less research has looked into the influence of advertising on University Campuses student's decision to purchase sport bet in Kenya.

Most increase in product sales, especially gambling services have been attributed to other factors like taste and preference, long term use of a services and users unwillingness to switch from one service provider to another (Binde, 2014). This has raised numerous questions as to why betting firms still do advertise their services. In an ideal situation betting companies should target the consumer through advertising because of the purchase potential presented by the number of people with access. In-depth analysis of interview transcripts revealed limited reported effectiveness of advertising and promotions in converting non-gamblers to gamblers. Findings provide preliminary evidence of betting advertising activities increasing overall consumption amongst a subgroup of bettors. It remains unclear if betting advertising increase demand for, and consumption of betting, or only affect market share distributions without increasing total consumption. It is therefore unclear whether advertising influence consumer to purchase or not to purchase betting services. This study addressed the development of national information on advertising that can adequately be applied to the Kenyan sport betting market, and in this case, to provide an answer to the question: What is the influence of advertising on University's students decisions to purchase a sport bet?

1.3 Objective of the Study

The general objective of the study was to determine the influence of advertising on university campuses students decision to purchase sport bet, in Nakuru Town. The specific objectives of the study were:

- i. To determine the influence of television advertising on University Campuses students decision to purchase sport bet in Nakuru Town.
- ii. To determine the influence of internet advertising on University Campuses students decision to purchase sport bet in Nakuru Town.
- iii. To establish the influence of print (newspaper) advertising on University Campuses students decision to purchase sport bet in Nakuru Town.
- iv. To determine the influence outdoor (billboards) advertising on University Campuses Students decision to purchase sport bet in Nakuru Town.
- v. To establish the influence of Radio advertising on University Campuses students decision to purchase sport bet in Nakuru Town.
- vi. To determine combined effect of television, internet, print, billboards and radio advertising on University Campuses students decision to purchase sport bet in Nakuru Town

1.4 Research Hypothesis

H0₁: Television advertising has no significant influence on University Campuses Students decision to purchase sport bet in Nakuru Town.

H0₂: Internet advertising has no significant influence on University Campuses Students decision to purchase sport bet in Nakuru Town.

H0₃: Print (newspaper) advertising has no significant influence on University Campuses Students decision to purchase sport bet in Nakuru Town

H0₄: Outdoor (billboard) advertising has no significant influence on University Campuses Students decision to purchase sport bet in Nakuru Town.

H0₅: Radio advertising has no significant influence on University Campuses Students decision to purchase sport bet in Nakuru Town

H0₆: The combined effect of television, internet, newspaper, billboards and radio advertising has no significant influence on University Campuses Students to purchase sport bet in Nakuru Town

1.5 Significance of the Study

The results from this research study were meant to benefit a cross-section of stakeholders and practitioners such as the body of betting, control and licensing board of Kenya on the regulations to come up with in order to regulate the betting industry.

To practitioners, such as betting companies, the results bring in the understanding of the contributions of advertising (TV, internet, print billboard and radio) to consumer purchase decision of sport betting more specifically among university campuses students. This enables the betting companies to determine which advertising strategy influence more the purchase decisions of the sport betting services among university students.

The findings of this study also add to the existing body of knowledge on the influence of advertising and consumer purchase decision by providing future researchers with a source of empirical literature on the same or similar topics. The study will act as a reference material for further studies of the same.

1.6 The Scope of the Study

The study focused on the influence of advertising on consumer purchase decision of sport betting a case study of students in Nakuru town university campuses. The specific variables for the study were; TV advertising, Internet Advertising, Newspaper advertising, Billboard advertising and Radio advertising. The study was guided by cognitive theory and cognitive dissonance theory. The study applied DAGMAR model, the study was limited to respondent's opinion; information was not collected from the betting firms. The target population of the study was limited to university campuses students only, this therefore exclude non students gamblers such as teaching staff and non-teaching staff and the general public more so the youth who bet thus the generalization of the finding need a lot of care. The University campuses within Nakuru Town are Egerton University Nakuru town campus, Kabarak University Nakuru town campus, Jomo Kenyatta University of Agriculture and Technology, Kenyatta University, University of Nairobi, Mt. Kenya University and St. Paul University. The study focused on these institutions simply because the students are accessible to advertising tools of billboards, free Wi-Fi within Nakuru town provided by Nakuru county government and University Campuses, easily accessibility of newspaper by students provided by the University Campuses library and availability of the cyber café and betting shops within Nakuru Town. The data collection was conducted between the months of June and July 2019.

1.7 Limitations of the Study

There exist other forms of marketing communication tools not advertising alone, that may have bearing on purchase decision, methodology applied can be readily utilized in similar studies. This study is only limited to descriptive research design, however other research design methodologies such as cross-sectional research design maybe used on the same study. Respondents were assured that respond were only for academic purposes.

The study was only limited to university students as the respondents but there are people who bet and they were not included as respondents for the study, the study overcome this challenge by doing an intensive empirical review by not only focusing on university studies but also studies not toughing on university studies.

1.8 Assumptions of the Study

The study assumed that majority of the students in University Campuses normally bet. The study also assumed that students use their mobile phones to access social media and emails. They therefore come across betting adverts online

1.9 Operational Definitions of the Terms

Advertising- promotion of ideas, concepts, products or services, and information through media (visual, verbal, and text or both visual, verbal and text) by the betting firms to persuade or influence purchase decision

Consumer Purchase Decision- Consumer Purchase decision is the decision-making process and physical activity individuals engage in when evaluating, acquiring, using or disposing of goods and services relate to sport bet.

Internet advertising- promotion of products and service by betting firms by delivering the messages to the larger internet users consumers via websites, e-mail, ad supported software's, and text messaging and internet enabled cell phones.

Marketing communications -are a management process through which an organization engages with its various audiences. By understanding an audience's communications environment, organizations seek to develop and present messages for their identified stakeholder groups, before evaluating and acting upon the responses.

Outdoor advertising- Promotion of services or information by betting firms through billboards, hoarding, transport means, building wall or electric display to influence customers on purchase decisions

Print advertising- Promotion of ideas, concepts, the product, service or information the magazine, poster, newspaper, and brochure by the betting firms to reach and influence customers on purchase decisions

Radio advertising- Promotion of ideas, concept, products or services and information by betting firms through air broadcast of radio to influence purchase decisions.

Sport betting- is the activity of predicting sports results and placing a wager on the outcome in expectation of something of greater values.

TV advertising- promotion of ideas, concept, product or services and information by the betting firms through television to influence purchase decisions

Government regulations- laws and rules a government puts in place to restrict and control business can operate

Awareness- state of being knowledge and understanding that something is happening or exists

Comprehension- the ability to process message, understand its meaning, and to integrate with what the consumer already knows

Conviction- ensuring that the customers are determines to purchase the product/services

Action- the customer buys the product

Cognitive theory- holds that portions of customer's knowledge acquisition are directly related to observing others within the context of social interactions, experiences, and outside media influences.

Cognitive dissonance theory- refers to a situation involving conflicting attitudes, beliefs or behaviors, which produces a feeling of mental discomfort leading to an alteration in one of the attitudes, beliefs or behaviors to reduce the discomfort and restore balance.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter presents the literature review which summarized the empirical review, theoretical review specifically cognitive and cognitive dissonance theory, model of the study, research gap and conceptual framework.

2.2 Empirical studies

Kaushal, (2014), assessed the impact of the different kinds of advertisement and promotional tools offered by pharmaceutical industry on the Consumer Purchase behavior and prescribing behavior of doctors. Results indicate that pharmaceutical advertisement makes an impact on doctor prescription behavior. Moreover the study also focused on whether the perception of physicians towards various promotional tools is different with respect to demographic variables. Results show that advertisement is effective in affecting the decision process and positive impression of the consumer towards particular medicines and there is significant association of medium of advertisement that gets the attention with educational qualification, occupation and age of the respondent as the Chi-square value is significant. The Visual presentation of advertisement creates more attention and makes their impacts in selection of medicine.

Owusu and Nyarku, (2015), determined the influence of TV and radio adverts on the decisions of tertiary students to purchase Telecom products in the Cape Coast Metropolis. The findings of the study showed television advert and not radio advert influenced the decisions of tertiary students to purchase telecom products. It was also revealed that price and service quality delivery moderates the relationship between electronic advertising and consumer purchasing decisions. It is recommended that the television should be the main medium when advertising for their product to tertiary students in the country.

Nartey, (2010), studied the effect of advertising on consumer behavior: a case study of MTN Ghana. The research investigates the effect of advertising on consumer behavior in the sense of how advertising influence consumers to buy or make purchase. The study shows that consumers respond effectively to advertisement when it is informative, that is, when it provides useful information to supports consumers to make decision. However, advertisement makes a strong impact when it is appealing, pleasing to the eye and shows creativity in its

concept. The frequency of adverts also makes customers create some likeness for the product. The adverts that mostly attract respondents were the innovative adverts. Most of the respondent sought more information on the product before making decision to buy. Advertisement also creates awareness among the consumers through advertising.

Ahmed, (2016), focused on the impact of advertising on consumers' buying behavior through Persuasiveness, Brand Image, and Celebrity endorsement which raise the consumers' intentions towards the product and buying behaviors. The buying behavior is strongly influenced by image of the product which is built by the advertisers. The study explores that a creative and well executed advertisement has always a great impact on the buying trends or purchasing behaviors of the consumers. At the same time quality of the product and price are also included with their strong impact on buying behavior of consumer. Likewise to some extent the celebrity endorsement also matters in the buying behavior. The study concludes that the positive impact of all these factors, on the buying behavior of the consumer proves the loyalty of consumer towards brand which helps in promotion of the advertised product and changes the buying behavior towards buying intentions.

2.2.1 TV advertising and consumer purchasing decision

Mark and Owusu, (2017), examined the Differential Effects of the Influence of Print and Electronic Advertising on Purchasing Decisions of Tertiary Students in the Cape Coast. Descriptive and inferential statistics were used to analyze the data. The findings of the study showed that compared to print advertising media; electronic advertising media had a greater influence on the purchasing decisions of tertiary students in the Cape Coast Metropolis. It is concluded that electronic advertising media influences the decisions of the tertiary students to purchase telecom products more compared to print advertising media in the Cape Coast Metropolis.

Kumar Bishnoi and Sharma, (2009), studied the impact of TV advertising on buying behavior: A Comparative Study of Urban and Rural Teenagers. This study aims to establish whether the residential background of consumers has a varying influence on their buying decisions due to the influence of TV advertising. The study suggests that rural teenagers like television advertising more than their urban counterparts. TV advertising has enhanced their involvement in product selection and purchase, they prefer to buy TV advertised products and it is helpful in buying the new products. The urban teenagers do not buy TV advertised

products if they do not require those brands. They also like the advertisements of the products that they are using and believe that products are as good as expected from TV advertisements. Male teenagers' buying behavior is more influenced by television advertisements than their female counterparts.

Siddiqui, (2014), did a study on the TV ads impact on consumer purchase intention. The purpose of this paper was to highlight the influence of different contents of advertisements on the consumer purchase intention in UHT Milk. The Result of the study shows that, due to quality features shown in TV advertisements of product, consumer purchase intention can be increased. While it was also found that the entertaining celebrity association, content credibility of product shown in TV advertisements, effective advertisement repetition and appeals is positively correlated with consumer purchase intentions. In addition in to this, product accessibility information, emotional appeal, and effective message theme are the most individual critical elements influencing this purchase intention.

Mohideen and Saravanan, (2016), examined the impact of television advertisement on purchase decisions of consumer durable goods in tiruchirappalli district. Descriptive statistics and correlation analysis were used to analysis the data. The study concluded that television advertisements hold a great impact and effect on the viewers. Most of the advertisements usually convey their messages effectively in just a few seconds that the audience have unknowingly captured the idea and internalized it buying the newest product advertised. The effects of television advertising are impressive, affecting everyone children, teenagers, and adults that self-worth and self- appreciation are slowly diminishing. Hence advertisers should concentrate more on informative product advertisement and it will increase the impact on the consumers.

Lalitha,(2013), studied the impact of TV Advertisement on the Buying Behavior of Rural People. The results indicate that the advertisements provide much knowledge to the consumers about the products and also influence them in purchasing the product. The rural consumers believe that modern marketing has really helped them in knowing about the modern products, new fashion and changing life styles. Though advertisements are able to provide awareness and knowledge about the products, their influence level on the purchasing behavior is less only. Most people stick on to the concept of buying the product based on the past experience as they are little bit reluctant to try new products

2.2.2 Internet Advertising and Consumer Purchase Decision

Priyanka, (2012), investigated the impact of online advertising on consumer behavior (with special reference to e-mails), the study found that the Internet users (all age groups people) have the same perception towards the websites advertisements. But they all age group people agreed that the online advertising is very informative, but at the same time these advertisements creates irritation among all age group people, people have done purchasing through Internet i.e. e-commerce. According to respondents, the internet advertisements have interactivity. Credibility aspect of the online advertisements is assessed by 14 respondents. At last 12 respondents agreed that online advertisements are entertaining. The study concluded that online advertising is informative for all age group of people and basically it is used for accessing E-mail in.

Meena,(2017), focused on the impact of online advertising on consumer buying behavior, Internet advertising offers increased awareness of companies, an easy method to distribute information, advanced methods of targeting consumers, an immediate and direct line to the consumers. Online advertisement indulges sellers directly with targeted consumers. The advertisement should not be intrusive and distractive in nature. Such advertisement should be innovative to attract more and more consumers. With the increased adoption ad fission of the Internet, World Wide Web is becoming gradually a standard advertisement platform. The need is to understand the target consumers and then strategize wisely in order to gain maximum out of this new medium.

Ngowi,(2015), examined the effectiveness of internet advertising on consumer behavior: The case of Moshi cooperative university students. The study found that internet advertising was effective on reach and creation of awareness due to diverse usage, and established that its reliability as an advertising media was low compared to TV. Internet advertising has significant relationship with purchase decision of the consumers and therefore is a key determinant in influencing consumer behavior. The study determined that there is a positive relationship between internet advertising and consumer purchase decision.

Aqsa and Kartini, (2015), studied the impact of online advertising on consumer attitudes and interests buy online (Survey on Students of Internet users in Makassar). Results of research conducted found that online advertising appearing during this disinterment got good perception of internet users. It deals with how the look and design of advertising can form a good perception of online advertising. However, the placement of online advertising layout

deserves attention because Internet users get annoyed with the layout of the online advertisements on the internet. Online advertising has a significant influence on consumer attitudes. Ads online designed both visually appealing or display ads and advertising information messages that include product quality, price and other information to form various kinds of feelings and judgments as a result of ad views, feelings and judgments affect consumer attitudes toward advertising and trust associated with online advertising.

Alvin, (2017), examined the effectiveness of online advertisement on consumer decision; a case of radio Africa group limited Nairobi, Kenya. The study concluded that online advertising is important to a firm like Radio Africa that relies on communication to create interest and brand awareness. In addition, marketing strategies applied determine increases in brand loyalty and therefore influence purchasing behavior of the services and products offered. It was also noted that customer have an attitude and the type of attitude exhibited influences their mental position for certain matter. Some of these peculiar attitudes are determined by the quality of online advertisement used and the nature of information on the online advert

2.2.3 Print Advertising and Consumer Purchase Decision

Owusu and Nyarku,(2014), examined the Influence of Print Advertising on the Decisions of Tertiary Students to Purchase Telecom Products in the Cape Coast Metropolis. The findings of the study showed magazine advert and not newspaper advert influenced the decisions of tertiary students to purchase telecom products. It was also revealed that price and service quality delivery moderate the relationship between print advertising and consumer purchasing decisions.

Bansal and Gupta,(2014), assessed the impact of newspaper advertisement on consumer behavior. The study analyzes the psychological impact of the newspaper advertisement on a consumer and thus his assessment of the effectiveness of the advertisement. The study also compares human perception of a newspaper advertisement versus the intended perception of that advertisement. Psychological impact and perception are important aspects found to affect consumer behavior. The study revealed that 40% advertisements were informative whereas only 26% percent were perceived to be informative; the impact of informational content and its probability of being liked by a consumer were greatest for electronics and durable goods. It was found to be the least for apparels where people were more influenced by its emotional

appeal. Similar comparisons were made on other characteristics of newspaper advertisement such as perception of product quality and performance, components/ contents and special offers.

Huml and Cerkasov, (2015), did a study on the influence of printed leaflets on consumer purchase behavior. The research explores the differences related to preferences of various target groups. The research aimed to find out what are customer preferences and needs in relation to the distribution of non-direct response printed advertising material. The summary allows for the deduction that customers in general search for printed advertising material though the type of assortment is important to them. The way of distribution plays an important role as well. Making a complaint of printed advertising material is not much commonly employed by customers.

Das, Dash, Sahoo, and Mishra, (2018), examined the effectiveness of celebrity endorsements in print & social media advertisements on the buying behavior of consumers. The aim of this study was to find and evaluate cause-and-effect relationships in between buying behavior of goods and their behavior at both Print Ads and Social media Ads. The analysis shows that there exists certain level of evidence in support of all the three hypotheses. Apart from this there are also certain interesting finding such as though consumers don't think that the print ads that use celebrities might not influence their buying behavior and consumers also don't think the information provided in print ads is really helpful. However, the print advertisement as a latent variable appears to be important in understanding buying behavior.

Janiszewski, (2012), investigated the influence of print advertisement organization on affect toward a brand name. Three experiments were presented to provide evidence for subconscious affect formation. Preference for a brand name was influenced by varying its placement relative to verbal or pictorial material. The differences in preference were best explained by the matching activation hypothesis, the view that processing of the brand name is facilitated by placing it so that it is represented in a single hemisphere when the opposing hemisphere is the primary contributor to the processing of attended material. The literature suggests that subconsciously generated affect can influence choice and can persist over time, thus highlighting the potential application of subconscious processing principles in consumer behavior.

2.2.4 Outdoor (Billboard) Advertising and Consumer Purchase Decision

Iqbal and Batool, (2016), examined the impact of billboard advertisement on customer buying behavior; the idea behind this study was to expose the factors which have greater influence on customer buying behavior while making purchase decision through billboard advertisement. The study concluded after applying correlation and regression techniques that billboard location and catching billboards have greater influence on customer buying behavior. It is concluded that billboard advertisement influences the consumer buying behavior more when it is attractive to see, easy to understand and it is properly placed means delivering its messages to the right people. The result of the analysis shows that people generally have positive opinions about outdoor advertisements. They think that outdoor advertisements are more eye-catching and creative when compared to other advertisement types and their physical size lends them an effective visual impact. Respondents also stated that outdoor advertisements contribute to the cityscape in terms of variety and beauty, and they do not pollute the environment. However, awareness of outdoor advertisement amongst some people is relatively low. The results of the study indicate that outdoor advertisements which create different ideas, which are effective in informing and persuading people and which are sensitive to the environment can be viewed positively by consumers. In particular, amongst consumers with higher educational and income levels, outdoor advertisements are becoming striking and their visibility is increasing.

Achieng, (2009), examined the effectiveness of billboard advertising; a case of soft drinks in Nairobi. The research design employed in this study was descriptive survey research design. From the findings of the research, it was found that soft drink companies on average utilized billboards for promotions. This was because they are attractive and could catch the customer's eye easily. On the same note it was found that the number of billboards was not sufficient especially in rural areas. Most of the promotions utilized were found to be media advertisements.

Kokkonen, (2017), examined the impact of outdoor advertisements on corporate brand awareness; the aim of the study was to examine the current brand awareness of the Assignor Company and the impact of outdoor advertising locations on corporate brand awareness. The research results indicated that the company was known in the area, but that deeper awareness of it was low. The outdoor advertisements locations were not visible. The results indicated that the impact of outdoor advertising locations on corporate brand awareness was minor.

However, if the locations had been more visible the impact could have been bigger. This indicated that the company's brand awareness had been achieved mainly through other marketing channels.

Sayyar Rezvan, Norouzi, and Firouzi, (2015), focused on the outdoor advertisements effects on behavioral mechanisms of final consumers in food industry of Iran. According to the obtained results, there is significant relation between purchasing food stuff products and environmental advertisements. In addition to that for the single questions of questionnaire the first hypothesis that is the relation between environmental advertisements with consumer's behavior is confirmed. And other hypotheses (3 subsidiary hypotheses) from demographic features (age, sex, income, education) age, gender, and income did not have considerable effects. But in terms of education there was a significant difference.

Mustafa, (2007), determined the effects of outdoor advertisements on consumers. The purpose of study was to determine the influence ratio of outdoor advertisements on survey participants (consumers) who are living in Sivas city and to measure the effects on participants' purchasing behavior. The result of the analysis shows that people generally have positive opinions about outdoor advertisements. They think that outdoor advertisements are more eye-catching and creative when compared to other advertisement types and their physical size lends them an effective visual impact. However, awareness of outdoor advertisement amongst some people is relatively low. The results of the study indicate that outdoor advertisements which create different ideas, which are effective in informing and persuading people and which are sensitive to the environment can be viewed positively by consumers. In particular, amongst consumers with higher educational and income levels, outdoor advertisements are becoming striking and their visibility is increasing.

2.2.5 Radio Advertising and Consumer Purchase Decision.

In a study by Rajagopal, (2011), assessed the impact of radio advertisements on buying behavior of urban commuter Purpose– The study aims to analyze the impact of radio advertisements on urban commuters towards buying behavior in retail stores and attempts to determine the role of radio advertising on dissemination of information on the sales promotions. The study reveals that shopping behavior of urban consumer at retail stores in response to radio advertisements is highly influenced by the physical, cognitive and economic variables. Radio advertisements propagating promotional messages on sales of products have quick response to the supermarkets and department stores. Listeners of radio

commercials are attracted towards advertisements, which are more entertaining while disseminating the message. A large number of people listen to radio while commuting in urban areas and respond to the broadcast of various commercial messages. There are limited studies available on radio advertisements and their socio economic impact.

Ayimey, Awunyo-Vitor, and Gadawusu, (2013), did a study on how does radio advertisement influence sale of herbal products in Ghana? The study aimed at analyzing the effect of radio advertising on the sale of herbal products with specific reference to the Ho Municipality. Interview guides were used to collect data from the management of herbal retail shops and questionnaires were used to collect data from the consumers of herbal products. Analytical tools used include descriptive statistics and correlation. The study revealed that the majority of consumers got to know of the products through radio advertisement. Also, empirical data analysis suggests that 60.7% of the sales of herbal products could be attributed to advertising. In view of the above findings, further studies may be directed towards identifying other factors that influence the sale of herbal products within the municipality.

2.3 Consumer Purchase Decision

Consumer purchase decision is the behavior showed by decision-making units in the buying, usage and disposal of goods and services (Duyen, 2016). Consumers vary greatly in age, income, educational level, mobility patterns and taste and these greatly affect their behavior. It is therefore useful to distinguish different consumer groups or segments and develop products tailored to their needs (Kotler & Armstrong, 2010) Since consumers buy a variety of goods and services, it is important to try to understand how they make their purchase choices. This calls for appreciation of the factors that influence the buyer's purchase decision such as culture, social, personal and psychological factors (Ayimey et al., 2013).

Consumer decision making as a process consists of a number of steps that begin before the purchase and reaches beyond the buying act. Marketer must go beyond the various influences on buyers and develop an understanding of how consumers actually make their buying decisions. The consumer usually searches his or her memory (the psychological field) before seeking external sources of information regarding a given consumption related need. Past experience is considered an internal source of the consumer and it is likely needed to reach a decision. Many consumer decisions are based on a combination of past experience, marketing and non-commercial information (Schiffman & Kanuk, 2004)

Buyer decision process consists of five stages; need recognition, information search, evaluation of alternatives purchase decision, and post purchase behavior. Marketers need to focus on the entire buying process rather than on just the purchase decision. Nevertheless, in more routine purchases, consumers often skip or reverse some of these stages (Kotler & Armstrong, 2010). Need recognition, the buyer recognizes a problem or need. The need or requirement can be triggered by internal stimuli from one of the person's normal needs. For example, hunger, thirst, sex, raises to a level high enough to become a drive. A need can also be triggered by external stimuli such as advertisement (Kotler & Armstrong, 2010). It is the task of marketing managers to determine the needs and wants of a particular product can and does satisfy and the unsatisfied needs and wants of consumers have for, in which a new product could be developed. In order to do so, marketing managers should understand what types of needs consumers may have.

The second stage is Information search; an interested consumer may or may not search for more information. If the consumer's drive is strong and a satisfying product is near at hand, the consumer is likely to buy it then. If not, the consumer may store the need in memory or undertake an information search related to the need (Keller, 2007) Information provided by marketers is invariably favorable to the product and/or brand. Consumers are especially likely to note the negative information and to avoid products or brands that receive negative evaluation (Schiffman & Kanuk, 2004). The next stage is evaluation of alternatives or judge competing alternatives in terms of salient beliefs about relevant consequences and combine this knowledge to make a choice (Kotler, 2009). The marketer needs to know about alternative evaluation. That is how the consumers process information to arrive at brand choices. Unfortunately, consumers do not use a simple and single evaluation process in all buying decisions. Instead, several evaluation processes are at work. The consumer arrives at attitudes toward different brands through some evaluation procedure. How consumers go about evaluating purchase alternatives depends on the individual consumer and the specific buying situation (Kotler & Armstrong, 2010)

In Purchase decision stage, if no other factors intervene after the consumer has decided on the brand that is intended for purchase, the actual purchase is a common result of search and evaluation. Actually, a purchase involves many decisions, which include product type, brand, model, dealer selection, and method of payment, among other factors. In addition, rather than purchasing, the consumer may make a decision to modify, postpone, or avoid purchase based

on an inhibitor to purchase or perceived risk. The perceived risk literature emphasizes that consumers generally try to reduce risk in their decision making. This can be done by either reducing the possible negative consequences or by reducing the uncertainty (Peter & Donnelly, 2001).

The marketer's job does not end when the product is bought. After purchasing the product, the consumer will be satisfied or dissatisfied and will engage in post purchase behavior of interest to the marketer. If the product falls short of expectations, the consumer is disappointed; if it meets expectations, the consumer is satisfied; if it exceeds expectations, the consumer is delighted. The larger the gap between expectations and performance, the greater the consumer's dissatisfaction, this suggests that sellers should make product claims that faithfully represent the product's performance levels to boost consumer satisfaction with the product. Almost all major purchases result in cognitive dissonance, or discomfort caused by post purchase conflict. After the purchase, consumers are satisfied with the benefits of the chosen brand and are glad to avoid the drawbacks of the brands not bought. Consumers feel uneasy about acquiring the drawbacks of the chosen brand and about losing the benefits of the brands not purchased. Thus, consumers feel at least some post purchase dissonance for every purchase (Kotler, 2009).

2.4 Advertising

American Marketing Association (AMA) defined, advertising as "any paid form of non-personal presentation of idea, goods or service by an identified sponsor". Advertisement is very expressive - it allows a company to present its product clearly and effectively via text, sound and color. On one hand, advertising helps to form a long-term sustainable image of the product. On the other hand, it stimulates sales (Kotler, 2009). Advertising serves as a tool for competition. In order to compete with others, companies use creative and appealing advertisements to lure consumers to patronize their brands. Some companies will go as far as inundating the media with their advertisements in order to ensure that consumers' attention is captured. Advertising helps to save consumers time by pointing them to specific products, advertising also helps consumers to be more specific during shopping; consumers can make their choice before going shopping, they become aware of new businesses and new products and brands (Terkan, 2014). Advertising helps to reduce distribution costs, because advertising reaches a mass audience, the cost of personal selling and distribution is greatly reduced (Dominick, 2013).

For Johnson, (2005), there are too many functions of advertising that need to be explored in an organization. Firstly, advertising performs an inform mission. It gives information about the product, its features and its location of sale. It informs the consumers about new products. Also, according to the authors, advertising performs a persuasive mission. It tries to persuade consumers to buy particular brands or to change their behaviors toward the product and company. At the same time advertising performs the reminder mission to reminds consumers about a product to keep buying the advertised product instead of the rival`s brands. It involves the activities of informing, persuading, reminding and reinforcing the idea to the target audience (Kotler & Keller, 2009). Advertising helps to form a long-term sustainable image of the product and it stimulates sales (Kotler & Armstrong, 2010).

The advertising not only persuades the customer to buy only but also gives them the options that can be considered when they go to purchase to distinguish the products among many. So when the customer goes to purchase any thing he will once think about it that there is a certain product with certain features (State, Atuma, & Uzoma, 2014). Customers with less time to reach and compare the products also tend to be more reliant on advertising for decision making (Kumar Bishnoi & Sharma, 2009). There are a number of factors in advertising which contribute a lot in changing the consumers' buying behavior. Like likeability, brand image, persuasiveness, celebrity endorsement, information about the product, entertainment (Ahmed, 2016). Mieleinen, (2014) Advertising has become the dominant marketing variable because all competing brands are essentially identical with respect to price, distribution and product attributes. It is good to have an idea how to carry out advertising campaigns in different time periods (Svetlana, 2014).

2.5 Theoretical Review

This study was guided by the following theories; cognitive theory and Cognitive Dissonance theory.

2.5.1 Cognitive Theory

Theory of cognitive development was proposed by Jean Piaget (1896–1980). The theory deals with the nature of knowledge itself and how humans gradually come to acquire, construct, and use it. To Piaget, cognitive development was a progressive reorganization of mental processes resulting from biological maturation and environmental experience. Cognitive theory is based upon an information-processing, problem-solving and reasoning approach to human behavior.

Individuals use information that has been generated by external sources such as advertisement and internal sources such as memory. This information is given thought, processed, transferred into meanings or patterns and then combined to form judgments about behavior (Conner, 2012) marketing communication context, strategies and application.

Problem-solving is a daily preoccupation of consumers; information about products and services may be obtain either deliberately (planned) or accidentally (incidental). Knowledge of products or services tends to be gained principally as the result of incidental learning through the reception and retention of advertising message. After reception, advertising message may be assimilated and stored with other experiences which help to form general attitude toward the advertised products or brand. At some later time, an event may cause individual to recall the information which they have accidentally learned and provided they have the means and opportunity to purchase, they may buy the product/service advertised. Consumer may also acquire knowledge about products on a planned basis. The qualities of competing products are carefully studied and such information is regarded as highly reliable and objective. The information gathered from this form of deliberate learning is then added to the existing store of knowledge acquired from past experience and or from viewing advertisements. This new information may reinforce existing knowledge and so strengthen prevailing attitude or possibly it may cause some dissonance, (Chisnall, 1994).

The cognitive theory contributes to the study of advertising and consumer purchase decision in the sense that, Information through advertising is thought to remain in short-term memory only briefly and then is either forgotten or is transferred into long-term memory. The mechanism for "writing" information from short-term into long-term memory is thought to be rehearsal, an active cognitive process in which the encoded information is mentally reviewed. Each exposure due to advertising repetition may partially elicit or cause rehearsal, which, after multiple exposures, "moves" the information into long-term memory. Due to situational distractions or because of the complexity of the message, a number of repetitions may be required before the information communicated through the advertising is fully and accurately encoded in a cognitive form by the audience.

2.5.2 Cognitive Dissonance Theory

Cognitive Dissonance theory was proposed by Leon Festinger in (1957); Leon Festinger proposed that human beings strive for internal psychological consistency in order to mentally function in the real world. A person who experiences internal inconsistency tends to become psychologically uncomfortable, and so is motivated to reduce the cognitive dissonance, by making changes to justify the stressful behavior, either by adding new parts to the cognition causing the psychological dissonance, or by actively avoiding social situations and contradictory information likely to increase the magnitude of the cognitive dissonance. In practice, people reduce the magnitude of their cognitive dissonance in four ways: Change the behavior or the cognition, justify the behaviors or the cognition, by changing the conflicting cognition, Justify the behavior or the cognition by adding new cognitions and Ignore or deny information that conflict with existing belief (Conner, 2012)

The cognitive theory was propounded by Festinger mainly to explain certain post buying behavior. According to it stimulation and want are conditioned by a consumer's knowledge, his perception, beliefs and attitudes. The theory further states that even after a well thought out purchase the consumers undergo some sort of discomfort, fear or dissonance. Dissonance is known to arise mainly in three ways – First, any logical inconsistency can create dissonance. Second, dissonance can be created when a person experiences an inconsistency either between his attitude and his behavior or between two of his behaviors. Third, dissonance can occur when a strongly held expectation is disconfirmed, notes (Conner, 2012). This post decision anxiety is caused by 'nice' (cognitive dissonance) arising from doubts on the decisions taken. The consumers compare on the merits of the products bought with substitutes or start analyzing drawbacks of the product. According to Festiners theory, buyers in this situation will endeavor to reassure themselves by seeking more information which is likely to reduce their buying confidence.

They may, in addition, actively collect data which reflect disadvantageously on the alternative products. In order to reduce dissonance, buyers may, therefore select information favorable to their choice of product and at the same time distort or dismiss unpleasant facts. People are selective in their perception and tend to collect information congruent with their existing belief and attitudes. Advertising message should be aimed at present users as well as potential users of the products. Various studies have indicated that advertising has practical values in marketing strategies (Chisnall, 1994). Soutar and Sweeney,(2003), further

investigated the presence of segments with different levels and types of dissonance. The authors used the scale developed by Sweeney et al. (2000) and employed it with two different customer groups. They found that there are three cognitive dissonance segments, at least in consumer goods markets: “high-dissonance”, “low-dissonance”, and “concerned-about needing the purchase”. The first thing their research signaled is that an important percentage of consumers (27% and 40% in two product categories examined in the research) experience dissonance; either at a high or a low level. In addition, certain age group of consumers is found to be more likely to experience high level of dissonance because they usually experience higher involvement and they form higher levels of expectations. Therefore, the authors claimed that how to handle dissonance at all levels of customer service should be an important concern for the managers. Recently, Gábor, (2016), studied the relationship between cognitive dissonance and the stability of service quality perceptions. The authors showed that people forget about their experience when time passes after the service consumption takes place and they form new expectations as they are faced with new stimuli. Then, the gap between these expectations and somewhat forgotten prior experience widens and this causes perceptions of the prior experience to decline; which would, in turn, imply cognitive dissonance.

Advertising messages should underscore the unique selling points. Yet-mee Lim et al., (2011), posits the message should be structured in factual, logical and careful manners that will enhance consistency among the consumer’s cognitive elements. Messages should be clear, definite, persuasive and truthful before, during and after behavior to ensure informed decisions and dissonance-free exchanges. Where necessary, performance should be understated in advertising messages to encourage satisfaction or over-satisfaction and of course congruous relations.

Dissonance theory sheds new light on the role of advertising of increasing the repurchase probability of the advertised product. A seller's product advertisement reassures the consumer as to the wisdom of the purchase by emphasizing its desirable features and therefore helps to reduce post-purchase dissonance. Dissonance reduction, in turn, reinforces the purchase decision. Further, promotion should emphasize existing and satisfied users to reassure and congratulate them for making wise decision (Oshikawa, 2018). Provision of after-sale service (such as free transportation and installation, instruction booklets) and developing effective mechanism for handling customer complaints to ensure effective but consonant performance

that promises the flow of product support and viral, Its application area was consumer behavior and more specifically, post-purchase situation.

2.6 Model of the Study

2.6.1 'DAGMAR'

DAGMAR was created in 1961 by Russell Colley; Defining Advertising Goals for Measured Advertising Results (DAGMAR) is a marketing tool for measuring the results of an advertising campaign. DAGMAR seeks to guide consumers through four phases, also known as the ACCA advertising formula. ACCA is an acronym for awareness, comprehension, conviction, and action. It also sets specific and measurable objectives to determine the overall success of the campaign. The DAGMAR method stood on two core principles. The first is to develop a communication task to accomplish goals. The second is to establish objectives with measurable results for the communication task. The goals of communication tasks are to generate awareness of the brand, increase consumer comprehension about the product and its benefits, convince consumers that the product offering is of use to them, and finally to persuade the customer to take action and purchase the product. Following the communication task is the job of defining measurable objectives.

DAGMAR model suggests that the ultimate objective of advertising must carry a consumer through four levels of understanding: from unawareness to Awareness the consumer must first be aware of a brand or company. Comprehension he or she must have a comprehension of what the product is and its benefits; Conviction he or she must arrive at the mental disposition or conviction to buy the brand; Action finally, he or she actually buy that product. Awareness of the existence of a product or organization is necessary before the purchase behavior can be expected. Once the awareness has been created in the target audience, it should not be neglected. If there is neglect, the audience may become distracted by competing messages and the level of awareness of focus product or organization will decline (Mike, 2015).

Awareness needs to be created, developed, refined or sustained, according to the characteristics of the market and the particular situation facing an organization at any one point of time. Awareness on its own may not be sufficient to stimulate a purchase. Knowledge about the product or the organization is necessary. This can be achieved by providing specific information about key brand attribute. The next step is to establish a sense of conviction. By creating interest and preference, buyers are moved to a position where they

are convinced that a particular product in the class should be tried at the next opportunity (Chris, 2007). This model was used to guide the dependent variable of this study that is consumer purchase decision. It guides consumer from the state of unaware to aware, comprehension that is consumer being able to understand what the advert mean, conviction that is consumer arriving at mental disposition to purchase the brand and finally taking action that is purchasing the actual brand.

2.7 Regulation and Consumer Purchase Decision

Business organizations are influenced by laid down rules and procedures for purchasing goods and hiring services. Dwyer and Tanner, (2002), observed that government policies can determine who a company's customer or competitor is. Government sets legal and institutional frameworks for markets and companies to operate in. That is, it puts in place rules and regulations that determine appropriate conduct of firms and individuals, and the institutions necessary for enforcing them. Typically, taxes tend not to raise significant competition concerns, because they apply generally and are not targeted at particular firms. A benefit of using taxation over other policy measures is that revenue raised can be used to reinforce policy objectives. For example, cigarettes can be taxed in order to reduce consumption. Rather than employing the standard approach of regulating and taxing a good or service that generates negative externalities, or completely banning the activity, U.S. policy makers have chosen to make sports betting fully legal in Nevada, and a limited form of sports betting legal in a small number of other states, while at the same time banning it in the rest of the country, including banning all forms of online gambling (Humphreys, 2017). Mutuku, (2013), concluded that the Common law principle of unenforceability of gaming contracts should be reviewed to treat Casinos like any other business. He also indicated that inadequate regulation of casino gaming can offer opportunities for unauthorized handling of gaming devices, money-laundering, infiltration of the industry by criminal elements, manipulation of a regulatory system by licensees to their advantage and propelling problem gambling. These and other inadequacies affect the revenue benefits to the government. The infiltration of criminal gangs can only be eliminated at the licensing process which is the bedrock of gaming regulation. If the process is flawed it can lead to a regulatory failure.

2.8 Research Gap

Amir, (2015), did a study on role of advertisement media in the consumer buying behavior in Tanzania, the study found that advertisement has direct influence on consumer buying behavior; the study found out that television advertisement appears to be the most influencing factor. Furthermore, the study found that out an online advertisement has begun to gain trust to consumer in buying products online. The study was conducted in different country from this study which is so obvious that the two different countries have different policies and regulations on advertising and sport betting. The study of Amir also employed use of interviews for primary data and data collection sheet for secondary data which creates a gap with this study which employed use of questionnaire only since it was basically primary data. Hayat et al., (2013) conducted a study on the impact of consumer perception and advertisement on consumer buying behavior. The study found out that advertisement had strong positive impact on consumer buying behavior. It was also found that quality advertisement and positive perception can really play virtual role in improving consumer buying behavior. This study creates a gap because it is conducted in different countries which have different consumers perception based on the cultural differences and consumptions patterns. Wanjoga, (2002), studied consumer attitudes towards advertising in Nairobi, and showed that consumers were aware of the online adverts without preferences to the types of marketing advertising technique. This study is different from that of Wajonga which did not employed the use inferential statistics and regression model and this creates a research gap based on the research methodology.

2.9 Conceptual Framework

Conceptual framework is a detailed description of events which are under study by a graphical or visual depiction of the major variables of the study (Mugenda and Mugenda, 1999). Conceptual framework shows the relationship between independent variables and the dependent variable.

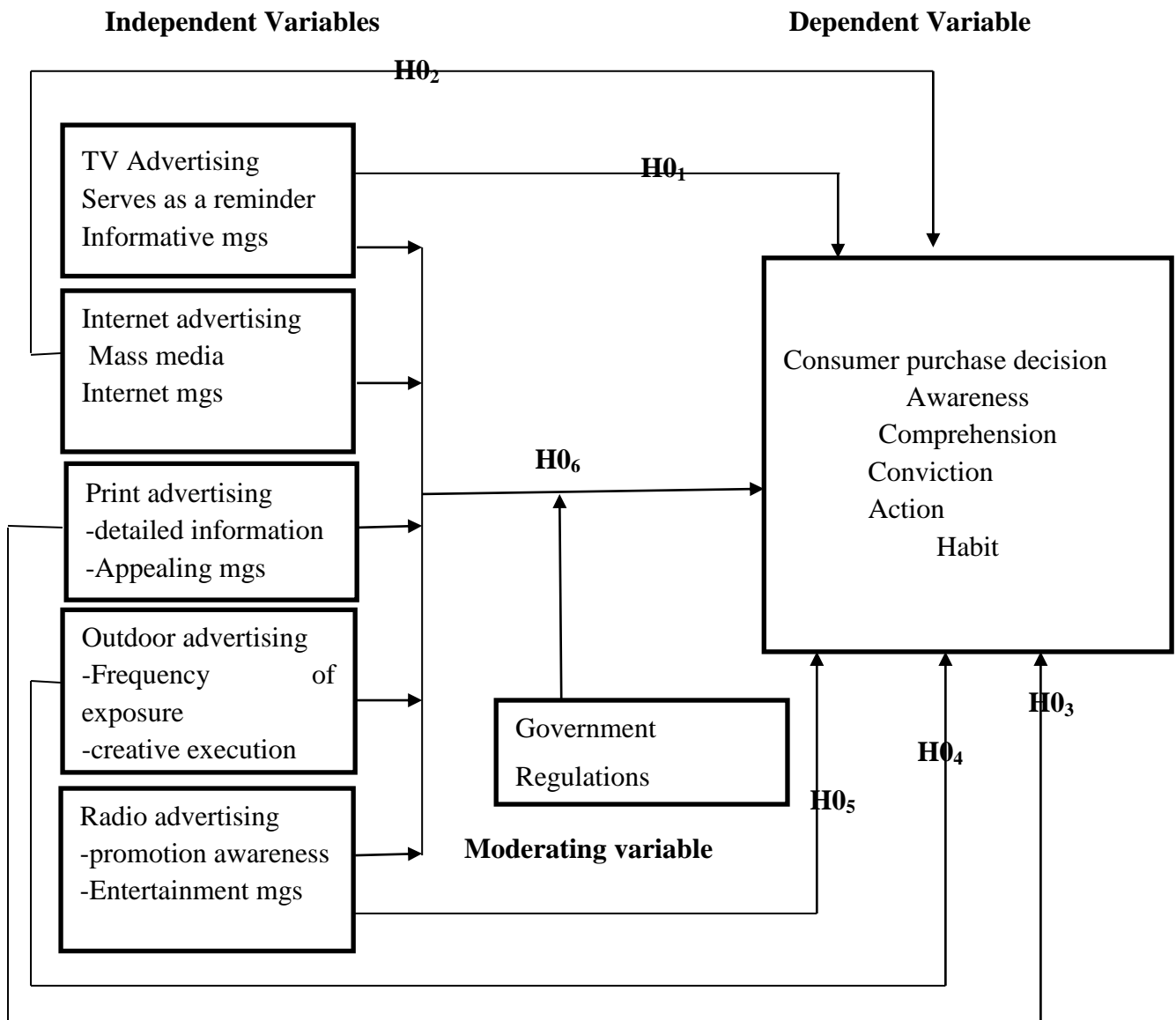


Figure 2.2 Conceptual framework showing the relationship between advertising and consumer purchase decision

Source: Researcher (2019)

The study sought to determine the influence of advertising on consumer purchase decision, the independent variable is advertising which is proxied by TV advertising, internet advertising, newspaper advertising, billboard advertising and radio advertising. The dependent variable was consumer purchase decision which was measured using awareness, comprehension, convictions and action guided by DAGMAR model. From the empirical studies above, consumers respond effectively to advertisement when it is informative, that is, when it provides useful information to supports consumers to make decision. However, advertisement makes a strong impact when it is appealing, pleasing to the eye and shows creativity in its concept. The frequency of adverts also makes customers create some likeness for the product. The adverts that mostly attract respondents were the innovative adverts. Most of the respondent sought more information on the product before making decision to buy through advertising. Nevertheless, this study only focused on the advertising and how it influence university's students decisions to purchase a sport bet.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter covered the methods and the techniques the researcher used to obtain the desired data. It covered research design, study area, target population, sample size, sampling design, data collection instruments, data collection procedures and data analysis and presentations.

3.2 Research Design

The study adopted a descriptive research design. Descriptive design describes the phenomenon, examines action as they are or as they happen, rather than manipulation of variables (Orodho, 2009). Cooper and Schindler, (2014) a descriptive design is concurred with finding out the, who, what, where, when and how much. Descriptive research design was used in other studies such as the study on the role of advertisement media in the consumer buying Behavior in Tanzania (Amir, 2015). Achieng, (2009) did a study on the effectiveness of billboard advertising; a case of soft drinks in Nairobi. In view of the above definitions, descriptions and strengths, descriptive survey was the most appropriate design for this study

3.3 Study Area

The study was conducted in Nakuru Town, in the Rift Valley region of Kenya. Nakuru town is the County headquarter of Nakuru County Government which is a cosmopolitan urban Centre inhabited by people of different social backgrounds. The county has two main universities and seven Universities campuses namely Egerton University main campus Njoro and Kabarak university main campus, Egerton university Town Campus College in Nakuru Town CBD, Jomo Kenyatta University of Agriculture and Technology Town Campus and Kenyatta University Nakuru Town Campus, which are located along Nakuru-Eldoret Highway, University of Nairobi Extra-Mural Campus, St. Paul University, Mt. Kenya which is located down Town and Kabarak town campus along the Eldoret-Eldama-Ravine Highway.

3.4 Target Population

The population of the study was all university campuses students in Nakuru Town. The population did not include students in their main campuses and non-students who participate in sport betting. The population was both private and public university campuses students in Nakuru town. The study chose Nakuru Town University campuses simply because the students are accessible to advertising tools of billboards, free Wi-Fi within Nakuru town

provided by Nakuru County Government and Universities, easily accessibility of newspaper by students provided by the Universities and availability of the cyber café and betting shops within Nakuru Town. The study targeted 8344 students of university campuses in Nakuru town.

Table 3.1 Target Population

University's Campus in Nakuru Town	No. of students
Egerton university Nakuru Campus	2712
Jomo Kenyatta university of agriculture and technology	1572
University of Nairobi	642
Kabarak university Nakuru town Campus	560
Mt. Kenya University Nakuru campus	1211
St Paul's University	494
Kenyatta University	1153
Total Number of Students	8344

Source: University's registry, Coordinators and Directors officers (2018)

3.5 Sampling Design

Probability Proportional to Size (PPS) sampling design was used to select the sample of study. According to Levy and Lemeshow, (2008), PPS sampling technique allows proportionate equal opportunity to be sampled from the target population

3.6 Sampling Size

There are Several approaches for sample size determination, the study adopted Krejcie and Morgan, (1970), sample size determination table to determine the sample size . Appendix IV table for determining sample size from a given population. The study used representative sample size of 367.

3.6.1 Sub sampling

The study used proportionate sampling to determine the sub-sample for each and every campus.

Probability of Each Cluster Being Sampled (Prob 1).

$$\text{Prob 1} = (n \times S) \div N$$

n= Cluster population (population of each university campus)

N= Total Population (8344)

S= Number of Clusters (required sample size 367)

Table 3.2 Sub Sampling Size

University campuses	No. of students	of Probability Proportion to size
	(S)	n/N*S
Egerton university Nakuru Campus	2712	119
Jomo Kenyatta university of agriculture and technology	1572	69
University of Nairobi	642	28
Kabarak university Nakuru town Campus	560	25
Mt. Kenya University Nakuru campus	1211	53
St Pauls University	494	22
Kenyatta University	1153	51
Total	(N) 8344	(n) 367

3.7 Data Collection Instruments

The study used a questionnaire consisting of closed-ended questions, appendix II. Questionnaires were used because of the simplicity in their administration, scoring of items and analysis and large information can be collected from a large number of people in a short period of time with relatively low costs. The questionnaire was developed thorough review of the literature. The questionnaire was made up of seven sections namely: Section A, covered questions concerning the demographic information of the respondents; Section B, contain items TV advertising, section C, contain items of internet, section D covered items of print, section E, covered items of outdoor advertising, section F, contain items of Radio and section G, covered items of consumer purchase decision. The items in Section B, C, D, E, F and G were measured using a 5-point likert scale as follows: 1 - Strongly Disagree; 2 – Disagree; 3 – Neutral; 4 – Agree; 5 - Strongly Agree.

3.8 Data Collection Procedures

Prior to data collection, a letter of consent was sought from Egerton University, then a research permit was collected from NACOSTI, the researcher also sought a letter of authorization from ministry of education Nakuru County and from Nakuru county commissioner. The researcher also sought permission from university administration to collect data from the students whom they were in student’s centers. The researcher introduced

himself to the students and students were also given a chance to introduce themselves. The students were asked if they are willing to participate in answering questionnaires. The questionnaires were administered to 367 respondents. The researcher gave the respondents 30 minutes to fill the questionnaires. The hand delivery approach was considered an appropriate method for the study because it reduces non response rate and allows the researcher an opportunity to review the questionnaires before picking them to ensure completeness of responses. Students who were willing to fill questionnaires were picked randomly at various university campuses student centre's within Nakuru Town.

3.9 Reliability and Validity

3.9.1 Reliability of the Instrument

Reliability of a measuring instrument refers to the instrument's ability to yield consistent results each time it is applied (Kothari, 2005). This implies that the results of the study can be replicated using the same methodology and instrument. Threats to reliability may result from instrument error, observer error or respondent error (Kothari, 2004). To ensure the instrument's reliability, the researcher standardized the conditions under which data was collected and used well trained research assistants to minimize external sources of variation. To ensure the reliability of the instrument, Reliability was achieved through pre-testing the questionnaires (Mugenda and Mugenda, 1999). A widely practiced procedure for statistically determine the instrument reliability is the determination of Cronbach's coefficient alpha. A commonly accepted procedure for describing internal consistency using Cronbach's alpha is as follows:

Cronbach's Alpha Internal consistency

$\alpha \geq 0.9$ Excellent (High-Stakes testing)

$0.7 \leq \alpha < 0.9$ Good (Low-Stakes testing)

$0.6 \leq \alpha < 0.7$ Acceptable

$0.5 \leq \alpha < 0.6$ Poor

$\alpha < 0.5$ Unacceptable

However, a greater number of items in the test can artificially inflate the value of alpha and a sample with a narrow range can deflate it, so this rule of thumb should be used with caution. The pilot testing for 37 questionnaires was conducted in Kisii University Eldoret campus in Eldoret town, Uasin Gishu County. The study chose to use this university because the study

had been done in this university and this justify that there is betting activities taking place. Cronbach alpha coefficient α was calculated as show in the table 3.3

Table 3.3 Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.916	0.916	32

Source: Research Data (2019)

The study employed a Cronbach alpha co-efficient of 0.7. Gliem and Gliem, (2003), stated that the value of the composite reliability higher than 0.70 indicates that the scale is statistically reliable.

3.9.2 Validity of the Instrument

Validity is the degree to which findings obtained from analysis of the data actually represents the phenomenon under study (Kothari, 2005). According to Mugenda and Mugenda (1999), the validity of research is concerned with the extent to which that data measured what it purports to measure. An instrument has content validity if it contains a representative sample of the universe of subject matter of interest (Cooper & Schindler, 2014). Sangoseni, Hellman, and Hill, (2013), contend that an instrument can only achieve content validity if it undergoes a rational analysis by raters (experts) who have familiarity with the academic scope of study. To ensure the validity of the instrument used, Overall Instrument's validity was improved by matching the questions in the instrument with the research objectives and research questions, the sample of the questionnaires was given to the supervisor and lectures from department of business administration Egerton University. According to Kothari, (2004), a measure is said to possess construct validity to the degree that it confirms to predicted correlations with other theoretical propositions. Construct validity is the degree to which scores on a test can be accounted for by the explanatory constructs of a sound theory.

3.10 Ethical Considerations

Permission to carry out this study was sought from Egerton University, research permit obtained from NACOSTI, and letter of authorization from County Government of Nakuru ministry of education and county commissioner before embarking for data collection.. The participants were accorded opportunity to make queries regarding the study before filling the questionnaires. Confidentiality of the respondents was maintained as no names or any form of identification was recorded on the questionnaire and no respondent was forced to participate.

The names of the universities were not revealed in the final report to ensure confidentiality of the views.

3.11 Operationalization of the variable

Table 3.4 Operationalization of the variables

Types of Variable	Variables definition	Indicators	Operationalization	Measure
Dependent	Consumer purchase decision	Willingness Ability	Awareness, Comprehension, Conviction, Action	5-point likert scale
Independent	Advertising	Television advertising Internet advertising Print advertising Outdoor advertising Radio advertising	Ads messages Informative mgs Mass media Internet mgs detailed information Appealing mgs Frequency of exposure outdoor creative execution promotion awareness Entertainment mgs	5-point likert scale 5-point likert scale 5-point likert scale 5-point likert scale

Source: Author (2018)

3.12 Data Analysis and presentation

The questionnaires were sorted and data code to Statistical Package for Social Sciences (SPSS) software. Likert scale was used to collect primary data regarding the influence of advertising on consumer purchase decision of sport betting. A five (5) point Likert scale (1=Strongly Disagree; 2= Disagree; 3= Neutral; 4= Agree; 5=Strongly Agree) was used to measure the views of respondents. Data was analyzed using both descriptive and inferential statistics. Descriptive statistics such as frequency distribution and measures of central tendency such as mean, maximum, minimum and standard deviation was used to analyze the data.

Inferential statistics was used to analyze the data. The study specifically employed the relevant measures of association namely; Pearson moment correlation and simple regression analysis. Hypotheses' testing was done using simple regression analysis. Pearson Product-Moment correlation was used to test the strength of the relationship of advertising and consumer purchase decision. The study compared the probability (p) values with the 5% level of significance when testing hypothesis where values more than 0.05 indicated statistically insignificant relationships while value less than 0.05 indicated statistically significant relationships, the combined influence of advertising variables on the consumer purchase decision was analyzed by use of multiple regression. The model for multiple regression analysis was used to determine the contribution of each of the independent variable to the dependent variables as shown in the model below:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Where,

β =beta

Y= consumer purchase decision

β_0 = constant

X_1 = TV advertising

X_2 =Internet advertising

X_3 =Print (newspaper) advertising

X_4 =Outdoor (billboard) advertising

e= error term

Table 3.5 Summary of the Data Analysis

Hypothesis	Statistical tool
H₀₁ Television advertising has no significant influence on University Campuses Students decision to purchase sport bet in Nakuru Town	Simple Analysis Pearson moment correlation
H₀₂ Internet advertising has no significant influence on University Campuses Students decision to purchase sport bet in Nakuru Town	Simple Analysis Pearson moment correlation
H₀₃ Print advertising has no significant influence on University Campuses Students decision to purchase sport bet in Nakuru Town	Simple Analysis Pearson moment correlation
H₀₄ Outdoor advertising has no significant influence on University Campuses Students to purchase sport bet in Nakuru Town	Simple Analysis Pearson moment correlation
H₀₅ Radio advertising has no significant influence on University Campuses Students to purchase sport bet in Nakuru Town	Simple Analysis Pearson moment correlation
H₀₆ The combine effect of advertising(TV, internet, newspaper, billboard and radio) has no significant influence on University Campuses Students decision to purchase sport bet in Nakuru Town	Multiple Regression Analysis Pearson Product-Moment correlation

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION OF RESULTS

4.1 Introduction

This chapter delves to present data analysis and discussion of results, the response rate, descriptive statistics, inferential statistics and test of hypothesis was done.

4.2 Respond Rate

A total of 367 questionnaires were distributed to the university campuses students in Nakuru town out of which 319 were returned dully filled translating to a response rate of 86.9 %. Fosnacht, Howe, and Peck, (2013), articulated that a response rate of 75% and above is suitable, while some authors set an adequate response rate at 75% (Cooper & Schindler, 2014). Hence 86.9 % response rate was considered adequate for statistical analysis.

4.3 Demographic Information

The respondents' distribution by gender and age are shown in table 4.1 and 4.2 respectively

4.3.1 Respondents by gender

The study collected data on gender of respondents. The interest was to know the gender of consumers. Table 4.1 provides the distribution findings of the gender.

Table 4.1 Distribution of Respondents by gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	186	58.3	58.3	58.3
Female	133	41.7	41.7	100.0
Total	319	100.0	100.0	

Source: Research Data (2019)

Table 4.1 depicts that 186 (58.3%) of respondents were male while 133 (41.7%) were female. The study collected data from more male than female students.

4.3.2 Age of the Respondents

The study sought to determine the age of the respondent the findings are summarized in table 4.2

Table 4.2 Distribution of the respondent by Age

	Frequency	Percent	Valid Percent	Cumulative Percent
18-20	75	23.5	23.5	23.5
21-25	208	65.2	65.2	88.7
26-30	27	8.5	8.5	97.2
31 and above	9	2.8	2.8	100.0
Total	319	100.0	100.0	

Source: Research Data (2019)

Table 4.2 shows that 75 (23.5%) of the respondents were aged between 18-20, 208 (65.2%) of the respondents were aged between 21-25, 27 (8.5%) of the respondents were aged between 26- 30 and 9 (2.8%) were aged 31 and above. Thus the majority of the respondents fall under the age category of 21-25.

4.3.3 Level of Education.

Table 4.3 Distribution of Level of Education

	Level of study			
	Frequency	Percent	Valid Percent	Cumulative Percent
Diploma	73	22.9	22.9	22.9
Undergraduate	231	72.4	72.4	95.3
Postgraduate	15	4.7	4.7	100.0
Total	319	100.0	100.0	

Source: Research Data (2019)

Table 4.3 shows that 231(72.4%) of the respondents were undergraduates, 73 (22.9%) were diploma students and 15(4.7%) were postgraduates students. Thus majority of the respondents were undergraduate students (231)

4.3.4 Form of betting

Respondent were asked the form of betting they mostly engaged in. Table 4.3 provide the findings of the study

Table 4.4 Form of betting

	Frequency	Percent	Valid Percent	Cumulative Percent
casino and gambling venues	7	2.2	2.2	2.2
sport betting	192	60.2	60.2	62.4
online betting	15	4.7	4.7	67.1
I do not bet	105	32.9	32.9	100.0
Total	319	100.0	100.0	

Source: Research Data (2019)

From the table 4.4, 2.2% of the university campuses students engaged in casino and gambling venues, 60.2% in sport betting, 4.7% in online betting and 32.9% do no bet. Majority of the university campuses students in Nakuru town bet 67.1% and 32.9 don't bet. This result can be support by Weinstock, Whelan, Meyers, and Watson, (2007) results which established that about 67% of all college students bet on sports

4.4 Descriptive Statistics

The broad objective of this study was to determine the influence of advertising on university campuses students to purchase sport bet in Nakuru town. In this regard the study found it prudent to explore the influence of TV, internet, newspaper, billboard and radio advertising on university campuses students decision to purchase sport bet. Likert data collection instrument was used to collect the data regarding the influence of advertising on consumer purchase decision. A five (5) point Likert scale (1=Strongly Disagree; 2= Disagree; 3= Neutral; 4= Agree; 5=Strongly Agree) was used to measure the views of respondents. The upper and lower limits were set based on mean analysis of Likert scale data. A mean score of 1.0 - 1.80 depicted not influenced, 1.81 - 2.60 indicates slightly influenced while mean score of 2.61 - 3.40 indicates influenced, 3.41 - 4.20 indicates much influenced and 4.21 - 5.0 indicates extremely influenced. In other words, a mean score of 2.61 and above indicates that the students purchase decision were influenced by the advertising as shown in table 4.5

Table 4.5: Response Categories and Interpretation

Response	Weighting	Cut point limit (mean)	Interpretation
Strongly Agree	5	=>4.21 – 5.0	Extremely influenced
Agree	4	=>3.41 – 4.20	Much influenced
Neutral	3	=>2.61 - 3.40	influenced
Disagree	2	=>1.81 - 2.60	Slightly influenced
Strongly Disagree	1	=>1.0 – 1.80	Not influenced

4.4.1 Television advertising and Consumer purchase decision.

The first objective was to determine the influence of television advertising on University Campuses Students decision to purchase sport bet in Nakuru Town. The findings are presented in Table 4.6

Table 4.6 Television advertising and Consumer purchase decision

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
TV advertising change perceptions	319	1.00	5.00	3.1191	1.37071
TV advertising generate and sustain brand awareness	319	1.00	5.00	3.1693	1.26498
TV Advertising communicate unique associations of brands	319	1.00	5.00	3.1850	1.17640
The TV advertising is both informative and entertaining	319	1.00	5.00	3.4671	1.30962
TV advertising helps improving the choice of betting services	319	1.00	5.00	3.1066	1.32747
Repeated TV ads messages serves as a reminder to the consumer	319	1.00	5.00	3.3918	1.28614
TV Advertising is particular betting brand is superior	319	1.00	5.00	3.2414	1.36949
Valid N (listwise)	319				

Source: Research Data (2019)

The result in table 4.6 show that the highest mean value was on TV advertising is both informative and entertaining 3.4671, followed by ‘Repeated TV advertising messages serves as a reminder to the consumer with a mean of 3.3918, TV Advertising convince student of betting brand superiority’ with a mean of 3.2414, ‘TV Advertising communicate functional and emotional values’ with a mean of 3.1850, ‘TV advertising generate and sustain betting brand awareness’ with a mean of 3.1693’, ‘TV advertising change perceptions among students who bet’ with a mean of 3.1191, and finally TV advertising helps the betting

students in improving the choice' with mean of 3.1066 which indicated that students were influenced by TV advertising. The study also recorded a Std. Deviation between 1.37071 and 1.17640. This shows a slight variation of 0.19431, this implies that the responses were not widely dispersed.

4.4.2 Internet advertising and Consumer Purchase Decision

Table 4.7 Internet advertising on university campuses students decision to purchase

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
Internet ad is interactive through use of web pages and emails	319	1.00	5.00	3.0408	1.46926
Internet advertising communicate directly with individual	319	1.00	5.00	3.1223	1.38980
Internet advertising is more informative but less entertaining	319	1.00	5.00	3.2006	1.33313
Internet enables the consumers with detailed information	319	1.00	5.00	3.1285	1.32908
Psychological factors directly correlate with customers' online ads	319	1.00	5.00	3.0846	1.27224
Repeated internet advertising messages reminder students who bet	319	1.00	5.00	3.1850	1.30081
Internet advertising offers an easy method to distribute information	319	1.00	5.00	3.1567	1.35767
Valid N (listwise)	319				

Source: Research Data (2019)

The result on table 4.7 shows that the highest mean value was on 'internet advertising is more informative but less entertaining' with a mean of 3.2006', followed by 'Repeated internet advertising messages serves as a reminder to the students who bet with a mean of 3.1850', 'Internet advertising offers an easy method to distribute information, advanced methods of targeting betting students, an immediate and direct line to the student who bet' with a mean of 3.1567 'Internet enables the consumers with detailed information with no time or space restriction' with a mean of 3.1285, 'Internet advertising communicate more directly with

individual students who bet' with a mean of 3.1223', 'Psychological factors such as thinking, feeling, sensation, and intuition directly correlate with customers' online advertising experience' with mean of 3.0846', and finally Internet advertising offers an interactive alternative to mass media communication with a mean of 3.0408, this means that majority of the student were influenced by internet advertising. The study also recorded a Std. Deviation between 1.46926 and 1.27224; this shows a slight variation between the variables under, implying that the responses were not widely dispersed

4.4.3 Print advertising on Consumers Purchase Decisions

Table 4.8 Print advertising on university campuses students decision to purchase

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
Print ads have a higher recognition content	319	1.00	5.00	2.7743	1.28581
Print advertising creates understanding and strong belief	319	1.00	5.00	2.9875	1.21048
print advertising reinforce existing attitude to potential users	319	1.00	5.00	3.0376	1.15136
Print advertising help in purchasing process and it is simple	319	1.00	5.00	3.1097	1.23772
print advertising enables students with detailed information	319	1.00	5.00	3.3887	2.45961
Print ads create appealing message that drive consumer needs	319	1.00	5.00	3.0533	1.32714
Valid N (listwise)	319				

Source: Research Data (2019)

The result in table 4.8 show that the highest mean value was on print advertising enables students with detailed information ,with a mean of 3.3887, followed by 'Print advertising help in purchasing process and it appears to be simple' with a mean of 3.1097' 'Print advertising create appealing messages which generate emotions, interest, and desire' with a

mean of 3.0533, ‘print advertising reinforce existing attitude by explaining how betting service is appropriate to potential users’ with a mean of 3.0376, ‘Print advertising creates understanding, strong belief, and selection’ with a mean of 2.9875’ and finally ‘Print advertising have a higher recognition of advertising content’ with a mean of 2.7743 this means that print advertising influence students decision to purchase sport bet. The study also recorded a Std. Deviation between 2.45961 and 1.15136 which depicts a slight variation between the variables under the study, implying that the responses were not widely dispersed

4.4.4 Billboard advertising and consumer purchase decision

Table 4.9 Billboard advertising on University Campuses students decision to purchase Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Billboard advertising increases understanding	319	1.00	5.00	2.9436	1.26514
Billboard advertising has high frequency of exposure	319	1.00	5.00	3.0000	1.23115
creative execution Billboards could improve recall	319	1.00	5.00	3.2069	1.22133
Billboard advertising Instill brand recognition.	319	1.00	5.00	3.1536	1.32165
Billboard ads is potential placement close to point of sale.	319	1.00	5.00	3.1693	1.24241
Billboard advertising, has high level of trustworthiness	319	1.00	5.00	3.1818	1.28789
Valid N (listwise)	319				

Source: Research Data (2019)

The result in table 4.9 show that the highest mean value was on creative execution billboards improve recall for sport bet advertising with a mean of 3.2069 followed by, ‘Billboard advertising, has high level of trustworthiness’ with a mean of 3.1818’, ‘Billboard advertising is potential placement of the betting brand close to the point of sale’ with a mean of 3.1693 ‘Billboard advertising Instill brand recognition’ with a mean of 3.1536’, ‘Billboard advertising has high frequency of exposure print advertising reinforce existing attitude by explaining how betting service is appropriate to potential users’ with a mean 3.0000’ and finally Billboard advertising increases understanding on betting service’ with a mean of

2.9436, which indicates that students were influenced by billboard advertising. The study also recorded a Std. Deviation between 1.32165 and 1.22133 which depicts a slight variation between the variables under the study; this implies that the responses were not widely dispersed.

4.4.5 Radio advertising and consumer purchase decision

Table 4.10 Radio advertising on University Campuses students decision to purchase

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Radio ads play a significant role in influencing listeners	319	1.00	5.00	3.3072	1.18148
radio advertising penetrate fast and drive positive effects	319	1.00	5.00	3.2038	1.23593
radio ads possess strong consumer appeals, me too feeling	319	1.00	5.00	3.2288	1.14141
radio advertising create appealing message	319	1.00	5.00	3.2320	1.12830
Radio advertising motivate and drives arousal among listeners	319	1.00	5.00	3.2539	1.24944
attractive, emotional radio ads drive faster recall	319	1.00	5.00	3.3072	1.20258
radio ads generate awareness, entertain listeners are appealing	319	1.00	5.00	3.3229	1.26856
Valid N (listwise)	319				

Source: Research Data (2019)

The result in table 4.10 show that the highest mean value was on ‘Radio advertising that generate awareness about sales promotion and entertain listeners would be more appealing’ with a mean of 3.3229, followed by, Radio advertising play a significant role in influencing listeners on betting services’ with a mean of 3.3072, Attractive and emotional radio advertising drive faster recall and recognition of message and brand’ ,with a mean of 3.3072, ‘Radio advertising are motivating and capable of driving arousal’ with a mean of 3.2539,

‘Radio advertising create appealing message which generate emotions, interest and desire that drive consumers needs’ with a mean of 3.2320, ‘Radio advertising possess strong consumer appeals and generate me too feeling for the betting service’ with a mean 3.2288, and finally ‘Radio advertising penetrate fast and drive positive effects towards determining brand choice’ with a mean of 3.2038, this implies that radio advertising influenced university campuses students to purchase sport bet. The study also recorded a Std. Deviation between 1.26856 and 1.12830 which depicts a slight variation between the variables under the study, implying that the responses were not widely dispersed.

4.4.6 Consumer Purchase Decision

The study also sought to illustrate the overall consumer purchase decision of sport betting. As shown in Table 4.11, the recommendation or information received from neighbors and friends, ads packages, handling, testing or examining the services and internet and blogs. Internet, consumer ratings, blogs was leading with a mean of 3.348, followed by recommendation from neighbors and friends with mean of 3.2288, Handling, testing or examining the product with a mean of 2.8683 and Ads packages, salespeople with a mean of 2.6489 and the std deviation in between 1.41009 and 1.20622. This depicts a slight variation between the variables under the study, implying that the responses were not widely dispersed

Table 4.11 Consume purchase decision

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
neighbors, friends	319	1.00	5.00	3.2288	1.41009
Ads packages, salespeople	319	1.00	5.00	2.6489	1.20622
Regularly use of the service	319	1.00	5.00	2.8683	1.28424
Internet, consumer ratings, blogs	319	1.00	5.00	3.3480	1.23418
Valid N (listwise)	319				

Source: Research Data (2019)

On how students make purchase decision when purchasing sport betting, the results are shown in table 4.12. I use time to search information about the service was with a mean of 2.9875 was leading, followed by ‘I look for promotions, deals and discounts’ with a mean of

2.7743, 'I have my own preferences or opinions on which to base my purchase decision' with a mean of 2.6332, 'I buy different betting brand if advertising is appealing' with a mean of 2.5204, ' I make impulse buying decisions' with a mean of 2.4326' and finally 'I buy the same service every time' with a mean of 2.401'. The standard deviations were from 1.42759 and 1.27215. This shows a slight variation between the variables under the study, implying that the responses were not widely dispersed.

Table 4.12 Consume Purchase Decision

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	
I use time to search information about the service	319	1.00	5.00	2.9875	1.40523	
I make impulse buying decisions	319	1.00	5.00	2.4326	1.28158	
I buy different betting brand if advertising is appealing	319	1.00	5.00	2.5204	1.32183	
I look for promotions, deals and discounts	319	1.00	5.00	2.7743	1.40501	
I buy the same service every time	319	1.00	5.00	2.4013	1.27215	
I have my own preferences on purchase decision	319	1.00	5.00	2.6332	1.42759	
Valid N (listwise)	319					

Source: Research Data (2019)

4.5 Inferential Analysis of Data Collected

4.5.1 Normality Tests

Hair, Black, Babin, and Anderson, (2010), normality refers to the shape of the distribution of data for individual metric variable and its correspondence to the normal distribution of the benchmark for statistical methods. The importance of normal distribution is undeniable since it is an underlying assumption of many statistical procedures such as t-tests, linear regression analysis and Analysis of Variance (ANOVA). When the normality assumption is violated, interpretation and inferences may not be reliable or valid. The three common procedures in assessing whether a random sample of independent observations of size come from a

population with a normal distribution are: graphical methods (histograms, boxplots, Q-Q-plots), numerical methods (skewness and kurtosis indices) and formal normality tests (Razali & Yap, 2014). Most statistical tests require that the data are normally distributed; in applying these tests, instead of verifying whether the data set is indeed normally distributed, researchers tend to assume normality. This assumption without proof sometimes resulted in faulty analysis and conclusion (Louangrath, 2015). Schreiber-Gregory and Foundation, (2018), normality assumption can best be checked with a histogram or a Q-Q-Plot.

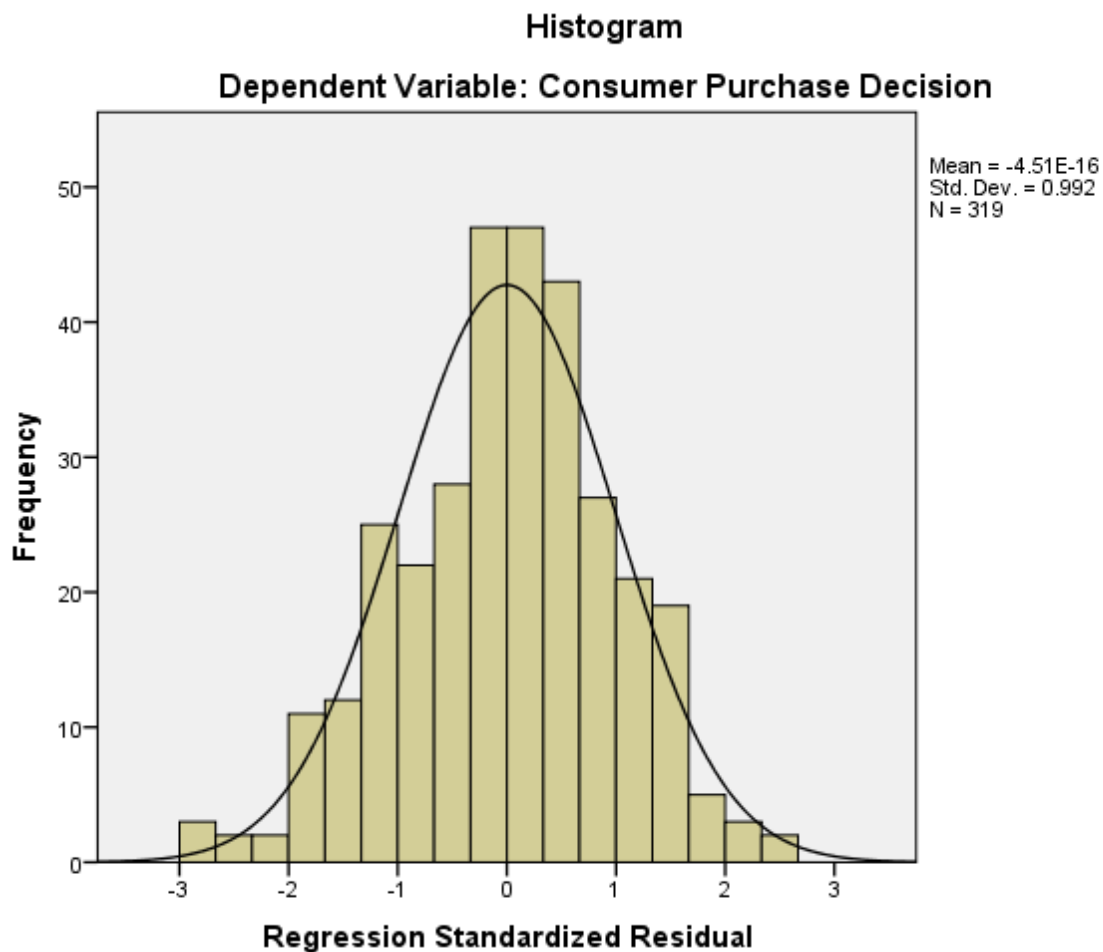


Figure 4.1 Histogram showing normality assumption

Curve in fig 4.1 is technically described as a normal curve and the relating distribution as normal distribution. Such a curve is perfectly bell shaped curve in which case the value of X is just the same and skewness is altogether absent (Kothari, 2004). But if the curve is distorted (whether on the right side or on the left side), we have asymmetrical distribution which indicates that there is skewness. If the curve is distorted on the right side, we have positive skewness but when the curve is distorted towards left, we have negative skewness. Skewness is, thus, a measure of asymmetry and shows the manner in which the items are

clustered around the average. In a symmetrical distribution, the items show a perfect balance on either side of the mode, but in a skew distribution the balance is thrown to one side (Kothari, 2004). Thus in fig 4.1, there is no skewness since the curve is symmetrical. Kurtosis is the measure of flat-toppedness of a curve. A bell shaped curve or the normal curve is Mesokurtic because it is kurtic in the centre; but if the curve is relatively more peaked than the normal curve, it is called Leptokurtic whereas a curve is more flat than the normal curve, it is called Platykurtic. Kurtosis is the humpedness of the curve and points to the nature of distribution of items in the middle of a series (Kothari, 2004). In fig 4.1, the shape of the curve is mesokurtic since it is not highly peaked or more flat than the normal curve, thus the data set is indeed normally distributed. Kurtosis is an indicator of a degree flattening of a distribution while Skewness is as a sign of asymmetry and deviation from a normal distribution. Skewness values that range from -3 to +3 are generally considered good enough (Onwuegbuzie & Daniel, 2002). The data collected on all the study variables was tested for normality using skewness and kurtosis and results presented in Table 4.13. Skewness values were within the range +/-3 for all the variables whereas the coefficients of kurtosis were between -0.383 and 2.278 (a value of 3.0 is considered normal) showing a good moderate balance between platykurtic and leptokurtic distributions around the normal distribution. Kurtosis and skewness were used to test normality by Rucha, (2018) in the Study On Lean Practices and operational Performance of Third Party Port-Centric Logistics Firms in Kenya

Table 4.13 Normality Test Using Skewness and Kurtosis

	N	Mean	Skewness	Kurtosis
TV Advertising	319	3.2400	-.029	-.383
Radio Advertising	319	3.1312	-.106	-.110
Print Advertising	319	3.0585	1.627	2.278
Billboard Advertising	319	3.1092	.038	.166
Internet Advertising	319	3.2651	-.209	.000
Consumer Purchase Decision	319	2.7843	.075	.006
Valid N (listwise)	319			

Source: Research Data (2019)

4.5.2 Test of Linearity

Linearity is the assumption that a straight line relationship exists between two variables (Hair et al., 2010). Testing for linearity was deemed necessary since linearity is an assumption of

regression which must be satisfied. Outliers are values that do not follow the pattern of body of the data. They show up as extreme points at either end of a probability plot. Since large outliers will severely distort most statistical analyses, they should be investigated closely. Long tails are points that appear to follow a pattern, just not the pattern of the rest of the data. Usually, the points at the top of the line will shoot up, while the points at the bottom of the line will fall below the line. This is caused by a data distribution with longer tails than would be expected under the theoretical distribution (normal) being considered. Data with longer tails may cause problems with some statistical procedures. Asymmetry pattern probability has a convex or concave curve to it (rather than a straight line); the data are skewed to one side of the mean or the other. Plateaus and Gaps pattern are clustering in the data shows up on the probability plot as gaps and plateaus (horizontal runs of points). This may be caused by the granularity of the data (Cooper and Schindler, 2014). In fig 4.2, Points lie approximately on the straight line and indicate that the underlying linear relationship exists between two variables. If the points in the probability plot all fall along a straight line, you can assume that the data follow that probability distribution (Cooper and Schindler, 2014).

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Consumer Purchase Decision

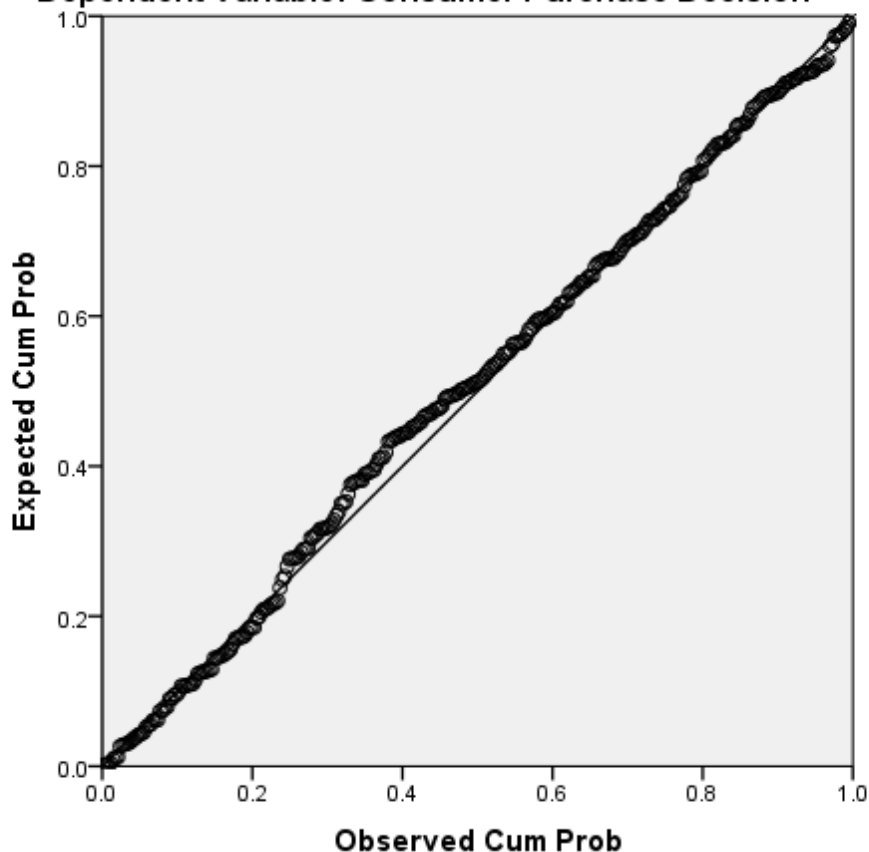


Figure 4.2 P-P plot showing linearity assumption

4.5.3 Autocorrelation

Autocorrelation as noted by Tabachnick and Fidell, (2013), is a measure of correlation among regression residuals. Occasionally, the assumption of independence of errors is violated when factors such as time and distance are associated with the order in which cases are taken. Independence of errors was therefore tested using the Durbin-Watson statistic which is regarded as a measure of autocorrelation of errors when the order of cases is factored in (Tabachnick & Fidell, 2013). Schreiber-Gregory and Foundation, (2018), a DW value between 1.5 and 2.5 confirms the absence of first-order autocorrelation. If DW value less than 1.5, it indicates positive autocorrelation. Results presented in Table 4.14 reveal that the Durbin-Watson statistic DW=1.906 was between the two critical values and hence there was no auto-correlation in multiple linear regression data.

Table 4.14 Autocorrelation Test Model Summary^b

Model	Durbin-Watson
1	1.906 ^a

a. Predictors: (Constant), Radio Advertising, Billboard Advertising , TV Advertising , Print Advertising , Internet Advertising

b. Dependent Variable: Consumer Purchase Decision

Source: Research Data (2019)

4.5.4 Multi-Collinearity Test

Multicollinearity refers to the relationship between two or more exogenous variables, where the independent variables demonstrate little correlation with other independent variables (Hair et al., 2010) Multicollinearity is identified as a situation where independent variables or predictors are highly correlated among themselves (Vatcheva, Lee, McCormick, & Rahbar, 2016). In such a situation, the regression model includes many factors that correlated with not only the dependent variable but also among themselves

The table 4.15 shows the results of multi-collinearity test. The tolerance values for all the independent variables (television, internet, print, billboard and radio advertising) are above 0.1, which depicts that there exists no multi-Collinearity between them. Likewise, the VIF values for these variables are below 10, which show zero multi-collinearity among the independent variables. Specifically, TV Advertising had VIF of 1.279 and tolerance of 0.782;

Internet advertising had VIF of 1.481 and tolerance of 0.675; print advertising had VIF of 1.338 and tolerance of 0.748; Billboard Advertising had VIF of 1.554 and tolerance of 0.643 while Radio Advertising had VIF of 1.215 and tolerance of 0.823. All the VIF values for the independent variables are less than 10 ranging from 1.215 to 1.554, while the Tolerance values for all the independent variables as shown in table 4.15 are greater than > 0.1 indicating the non- existence of multi-collinearity (Tabachnick & Fidell, 2013). This shows that the variables had a VIF that is less than 10 and tolerance value of more than 0.1 ruling out the possibility of multi-collinearity. Therefore, the results imply that there was no multi-collinearity problem among independent variables.

Table 4.15 Collinearity statistics

Model		Collinearity Statistics	
		Tolerance	VIF
1	TV Advertising	.782	1.279
	Internet Advertising	.675	1.481
	Print Advertising	.748	1.338
	Billboard Advertising	.643	1.554
	Radio Advertising	.823	1.215

a. Dependent Variable: Consumer Purchase Decision

Source: Research Data (2019)

4.5.5 Correlation analysis

Pearson’s product moment correlations were used to examine association between advertising and consumer purchase decision. As pointed out by Brien and Scott,(2012), a correlation is a measure of the linear relationship between two variables. It is used when a researcher wishes to describe the strength and direction of the relationship between two normally continuous variables. This was necessary since as noted by Tabachnick and Fidell, (2013), regression can only be conducted after correlations have been confirmed.

Table 4.16 Correlation Matrix

		Consume r Purchase Decision	TV Advertisin g	Internet Advertisin g	Print Advertisin g	Billboard Advertisin g	Radio Advertisin g
Consumer Purchase Decision	Pearson	1	.284**	.336**	.280**	.266**	.197**
	Correlatio n						
	Sig. (2- tailed)		.000	.000	.000	.000	.000
	N	319	319	319	319	319	319
TV Advertisin g	Pearson	.284**	1	.378**	.248**	.383**	.295**
	Correlatio n						
	Sig. (2- tailed)	.000		.000	.000	.000	.000
	N	319	319	319	319	319	319
Internet Advertisin g	Pearson	.336**	.378**	1	.359**	.478**	.359**
	Correlatio n						
	Sig. (2- tailed)	.000	.000		.000	.000	.000
	N	319	319	319	319	319	319
Print Advertisin g	Pearson	.280**	.248**	.359**	1	.460**	.275**
	Correlatio n						
	Sig. (2- tailed)	.000	.000	.000		.000	.000
	N	319	319	319	319	319	319
Billboard Advertisin g	Pearson	.266**	.383**	.478**	.460**	1	.258**
	Correlatio n						
	Sig. (2- tailed)	.000	.000	.000	.000		.000
	N	319	319	319	319	319	319
Radio Advertisin g	Pearson	.197**	.295**	.359**	.275**	.258**	1
	Correlatio n						
	Sig. (2- tailed)	.000	.000	.000	.000	.000	
	N	319	319	319	319	319	319

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Research Data (2019)

In table 4.16, the study sought to determine the Pearson correlation of independent variables on dependent variable where the correlation for TV advertising with consumer purchase decision was 0.284 which indicates positive and weak correlation between the two variables since the correlation value was less than 0.5 thresholds. The Pearson correlation for internet advertising and consumer purchase decision was 0.336 which indicates a positive and weak correlation between the two variables since the correlation was less than 0.5 thresholds. Print advertising and consumer purchase decision had a positive and weak correlation of 0.280 which was less than 0.5 thresholds. The Pearson correlation for billboard advertising and consumer purchase decision was 0.266 which indicates a positive and weak correlation. Lastly, Pearson correlation for radio advertising consumer purchase decision was 0.197 which indicates a positive and weak correlation.

4.6 Hypotheses testing

4.6.1 H_{01} : Television advertising has no significant influence on University Campuses Students decision to purchase sport bet in Nakuru Town.

This hypothesis was tested using simple regression whose model is given below:

$$Y = B_0 + B_1X_1 + e$$

The results of hypothesis testing are shown in table 4.17

Table 4.17 Simple regression analysis of TV advertising on consumer purchase decision Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.284 ^a	.081	.078	.64493

a. Predictors: (Constant), TV Advertising

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.879	.175		10.718	.000
	TV Advertising	.279	.053	.284	5.275	.000

a. Dependent Variable: Consumer Purchase Decision

Source: Research Data (2019)

From the model summary in table 4.17, it has a $R^2 = 0.081$. It is depicted that TV advertising explains only 8.1% variation on consumer purchase decision. This shows that 91.9 % is explained by factors not included in the model.

From Coefficients results in table 4.17, the P value (0.000) was less than 5% level of significance thus TV advertising is statistically significant on consumers purchase decision. Given that the p-value is less than 0.05, the null hypothesis is rejected and the alternative hypothesis accepted. This implies that TV advertising significantly influence consumer purchase decision of sport betting.

From the coefficients results in table 4.13, $\beta_0=1.879$ and $\beta_1=0.279$

Therefore $Y=1.879+0.279X_1+0.053$

Holding TV advertising constant, the consumers purchase decision will be 1.879 units and a unit increase in TV advertising, other factors held constant, the consumer purchase decision is expected to increase on average by 0.279 units. This depicts a positive relationship between TV advertising and consumers purchase decision. Concurring with these findings is Mohideen and Saravanan, (2016) findings which demonstrated that advertisements usually convey their messages effectively in just a few seconds that the audience have unknowingly captured the idea and internalized it buying the newest product advertised. The effects of television advertising are impressive, affecting everyone children, teenagers, and adults that self worth and self appreciation are slowly diminishing. Hence advertisers should concentrate more on informative product advertisement and it will increase the impact on the consumers. In supporting the preceding arguments, Owusu and Nyarku, (2015) findings show that the Beta value = 0.181 and the p-value = 0.001 concluded that Television advertisements influence the purchasing decisions of tertiary students in the Cape Coast metropolis with regards to telecom products. This line of argument concurs with the findings of a study by Amir, (2015) who concluded, most of customers are influenced by advertisements on television followed by radio then newspaper and finally online media

4.6.2 H0₂: Internet advertising has no significant influence on University Campuses Students decision to purchase sport bet in Nakuru Town.

This hypothesis was tested using simple regression whose model is given below:

$$Y=B_0+ \beta_2X_2+e$$

The results for hypothesis are shown in table 4.18

Table 4.18 Result of simple regression analysis of internet advertising on consumer purchase decision

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.336 ^a	.113	.110	.63347
a. Predictors: (Constant), Internet Advertising				

Coefficient						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.750	.167		10.502	.000
	Internet Advertising	.317	.050	.336	6.357	.000
a. Dependent Variable: Consumer Purchase Decision						

Source: Research Data (2019)

From the model summary in table 4.18, $R^2=0.113$ which depicts that Internet advertising explains only 11.3% variation on consumer purchase decision. This shows that 88.7 % is explained by factors not included in the model.

From coefficient results in table 4.18, The P value (0.000) was less than 5% level of significance thus internet advertising is statistically significant on consumers purchase decision. Given that the p-value is less than 0.05, the null hypothesis is rejected and the alternative hypothesis accepted. This implies that internet advertising significantly influence consumer purchase decision of sport betting.

From coefficients in table 4.14, $\beta_0= 1.750$ and $\beta_2=0.317X_2$ therefore;

$$Y=1.750+0.317X_2+0.050$$

Holding internet advertising constant, the consumers purchase decision will be 1.750 units and a unit increase in internet advertising the consumer purchase decision is expected to increase on average by 0.317 units. This depicts a positive relationship between internet advertising and consumers purchase decision. These findings are in agreement with earlier studies which showed that Internet advertising has a significant influence on consumer purchase decision. Anthony R. Ngowi A, (2015), for example, argued that internet advertising influenced purchase decision of the customers, Moshi Cooperative University Students the study established that the Beta and p-values were positive and significant (Beta = 0.752, p = 0.000). This results is consisted with (Zourikalatehsamad, Payambarpour,

Alwashali, & Abdolkarimi, 2015), result which concluded that online advertising has positive impact on consumer purchase behavior, study established that the Beta and p-values were positive and significant ($F(3, 156) = 401.356, p = 0.000$). Supporting the preceding arguments, Yasmeeen and Khalid, (2016), concluded that online advertisement has an impact on the buying behavior of the university students of Pakistan and it's a considerable segment that should be targeted and a lot of revenue can be gain from this segment.

4.6.3 H03: Print (newspaper) advertising has no significant influence on University Campuses Students decision to purchase sport bet in Nakuru Town.

This hypothesis was tested using simple regression whose model is given below:

$$Y = B_0 + \beta_3 X_3 + e$$

Table 4.19 shows the results of hypothesis testing

Table 4.19 Result of simple regression analysis of print advertising on consumer purchase decision

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.280 ^a	.079	.076	.64563
a. Predictors: (Constant), Print Advertising				

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.072	.142		14.625	.000
	Print Advertising	.233	.045	.280	5.203	.000

a. Dependent Variable: Consumer Purchase Decision

Source: Research Data (2019)

Model summary in table 4.19, shows the $R^2=0.079$, this shows that print advertising tested had a variation of 7.9 % on consumer purchase decision at 95% confidence interval. The

Print advertising explain only 7.9% of the on the consumer purchase decision, which means that there are other factors (92.1%) consider in the model for adequacy.

From coefficients in table 4.19, the $P = 0.000$ was less than 5% level of significance thus print advertising is statistically significant on consumers purchase decision. Given that the p-value is less than 0.000, the study therefore rejects the null hypothesis and accepted the alternative hypothesis. The study found that print advertising significantly influence consumer purchase decision of sport betting.

From coefficients in table 4.19, $\beta_0 = 2.072$ and $\beta_3 = 0.233X_3$ therefore;

$$Y = 2.072 + 0.233X_3 + 0.045$$

Holding print advertising constant, the consumers purchase decision will be 2.072 units and a unit increase in print advertising, the consumer purchase decision is expected to increase by 0.233 units. This depicts a positive relationship between print advertising and consumers purchase decision. This findings is consistent with Budzinski, (2011), despite the continuing growth of the internet as an appealing advertising medium, retail advertising will remain attractive to be placed predominantly in regional and local newspapers and conclude that print advertising plays a necessary role in the advertising mix for a myriad of marketing situations. This line of argument concurs with the findings of Nossek and Adoni, (2015), the main finding of our study is that print media still constitute an important component of the new communications environment for European audiences. More than half of the population reads print newspapers and nearly half still read print books. This finding contradict with the findings of Owusu and M. Nyarku, (2014), which concluded that newspaper adverts do not significantly influence the purchasing decisions of tertiary students with regards to the purchase of telecom products in the Cape Coast Metropolis. It depicts a T statistic of -0.611 and a sig value of 0.541 respectively. Furthermore, respondents were also asked what motivated them to read newspapers and most of the responses indicated that football news rather motivated them to read a newspaper and not adverts. The difference may be due to socio-cultural difference between the two countries and with regards to the purchase of products in the two studies.

4.6.4 H04: Outdoor (billboard) advertising has no significant influence on University Campuses Students decision to purchase sport bet in Nakuru Town

This hypothesis was tested using simple regression whose model is given below:

$$Y = B_0 + \beta_4 X_4 + e$$

Table 4.20 Result of simple regression analysis of billboard advertising on consumer purchase decision

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.266 ^a	.071	.068	.64834

a. Predictors: (Constant), Billboard Advertising

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.058	.152		13.538	.000
	Billboard Advertising	.234	.047	.266	4.919	.000

a. Dependent Variable: Consumer Purchase Decision

Source researcher (2019)

Model summary in table 4.20, $R^2=0.071$, this shows that Billboard advertising tested had a variation of 7.1 % on the consumer purchase decision at 95% confidence interval. The Billboard advertising explain only 7.1% on the consumer purchase decision of sport betting, this imply that 92.9 % are other factors to be consider in the model for adequacy.

In table 4.20, the $P = 0.000$. Given that the p-value is less than 5%, the null hypothesis is rejected and the alternative hypothesis accepted. The study found out that billboard advertising significantly influence consumer purchase decision of sport betting.

From coefficients in table 4.20, $\beta_0 = 2.058$ and $\beta_4 = 0.234X_4$ therefore;

$$Y = 2.058 + 0.234X_4 + 0.047$$

Holding billboard advertising constant, the consumers purchase decision will be 2.058 units and a unit increase in billboard advertising, the consumer purchase decision increase on average by 0.234 units. This depicts a positive weak relationship between Billboard advertising and consumers purchase decision. This findings is consistent with Iqbal and Batool, (2016), concluded that billboard advertisement influences the consumer buying

behavior more when it is attractive to see, easy to understand. This finding contradict with the findings of Kokkonen, (2017), the company was known in the area, but that deeper awareness of it was low. The outdoor advertisements locations were not visible. The results indicated that the impact of outdoor advertising locations on corporate brand awareness was minor.

4.6.5 H05: Radio advertising has no significant influence on University Campuses Students decision to purchase sport bet in Nakuru Town

This hypothesis was tested using simple regression whose model is given below:

$$Y=B_0+ \beta_5X_5+e$$

Table 4.21 shows the results of hypothesis tested

Table 4.21 Result of simple regression analysis determining of Radio advertising on consumer purchase decision

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.197 ^a	.039	.036	.65944

a. Predictors: (Constant), Radio Advertising

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.100	.195		10.776	.000
	Radio Advertising	.219	.061	.197	3.579	.000

a. Dependent Variable: Consumer Purchase Decision

Source: Research Data (2019)

The result of the hypothesis five (H0₅) shown in table 4.21, it has a R² = 0.039. It is depicted that Radio advertising explains only 3.9% variation on consumer purchase decision. This shows that 96.1 % is explained by factors not included in the model.

From Coefficients in table 4.21, the P=0.000 which is less than 5% level of significance. Given that the p-value = 0.000 was less than for 5% level of significance), the null hypothesis is rejected and the alternative hypothesis accepted. The study found that Radio advertising significantly influence consumer purchase decision of sport betting.

From coefficients in table 4.21, β₀= 2.100 and β₅=0.219X₅ therefore;

$$Y=2.100+0.219X_5+0.061$$

Holding Radio advertising constant, the consumers purchase decision will be 2.100 units and a unit increase in Radio advertising, the consumer purchase decision is expected to increase on average by 0.219 units. This depicts a positive weak relationship between Radio advertising and consumers purchase decision.

This study is consistent with the study by Rajagopal, (2011), the study reveals that shopping behavior of urban consumer at retail stores in response to radio advertisements is highly influenced by the physical, cognitive and economic variables and listeners of radio commercials are attracted towards advertisements which are more entertaining while disseminating the message.

This result contradicts with other research findings as posited by Owusu and Nyarku, (2015), radio advertisements do not influence the purchasing decisions of tertiary students with regards to telecom products. R. Ahmed, (2013), concluded that Radio advertisement is an effective tool both in form a time slot advertisement and other non time slot advertisement, however, majority of the people do not listen to Radio advertisement endorsement of a product or service.

4.7 Multiple regression

Multiple regression analysis was used in order to determine the influence of advertising variables; TV, Internet, Print Billboard and Radio advertising, jointly influence the dependent variable, consumer purchase decision of sport betting. The coefficients or beta weights for each variable allowed the comparison of the relative importance of each independent variable. The beta values indicate the direction of the relationship. A positive sign indicates a positive relationship while a negative sign indicates a negative relationship. In this study the unstandardized coefficients and standardized coefficients are given for the multiple regression equations. However, discussions are based on the unstandardized coefficients. The general model was subjected to testing using multiple regressions to establish the influence of advertising on consumer purchase decision of sport betting.

In testing the hypothesis, a regression equation model was used in the form of:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

Where,

β =beta

Y= consumer purchase decision

β_0 = constant

- X₁= TV advertising
- X₂=Internet advertising
- X₃=Print (newspaper) advertising
- X₄=Outdoor (billboard) advertising
- X =Radio
- e= error term

H0₆: The combined effect of advertising (television, internet, newspaper, billboards and radio advertising) has no significant influence on University Campuses Students to purchase sport bet in Nakuru Town.

The results of combined effect of advertising are shown in table 4.22

Table 4.22 Results of Multiple Regression Analysis of Advertising on Consumer purchase decision

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.408 ^a	.166	.153	.61806

a. Predictors: (Constant), Radio Advertising, Billboard Advertising , TV Advertising , Print Advertising , Internet Advertising

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.856	5	4.771	12.490	.000 ^b
	Residual	119.565	313	.382		
	Total	143.422	318			

a. Dependent Variable: Consumer Purchase Decision

b. Predictors: (Constant), Radio Advertising, Billboard Advertising , TV Advertising , Print Advertising , Internet Advertising

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	1.114	.234		4.757	.000
	Radio Advertising	.036	.063	.032	.564	.573
	TV Advertising	.146	.057	.149	2.547	.011
	Print Advertising	.121	.050	.146	2.441	.015
	Billboard Advertising	.035	.056	.040	.617	.538
	Internet Advertising	.186	.059	.197	3.141	.002

a. Dependent Variable: Consumer Purchase Decision

Source: Research Data (2019)

Model summary in table 4.22 shows the output for model fitness and value of R squared was 0.166. This shows that the independent variables (Television, Internet, print, billboard and radio advertising) tested had a variation of 16.6 % on the consumer purchase decision of sport betting at 95% confidence interval. The independent variables that were studied, explain only 16.6% of the on the consumer purchase decision of sport betting as represented by the R square. This therefore means that other factors not accounted in this study contribute 83.4 % of the consumer purchase decision of sport betting. Therefore, further research should be conducted to investigate the other factors that influence consumer purchase decision. Additionally, the findings show that there was a positive relationship between advertising variables and consumer purchase decision as shown by R value of 0.408.

This study sought to determine whether the advertising had any influence on University Campuses Students decision to purchase sport bet in Nakuru Town. From the ANOVA results in table 4.22, presents the analysis of variance (ANOVA) of the advertising that are included to explain the influence on the consumer purchase decision of sport betting. The findings revealed F value of 12.490, which was statistically significant at 0.000. This depicts that the model had a less than 0.05 likelihood of giving a wrong prediction. Given that the p-value is less than 0.05, the null hypothesis is rejected and the alternative hypothesis accepted. This implies that advertising in general significantly influence consumer purchase decision of sport betting. Generally, Amir, (2015) observed that most of the consumers are affected by

advertisement in the buying behavior. Most of them they buy products which are mostly advert and they make them to be loyal

From the model coefficient in table 4.22, $B_0=1.114$, $B_1=0.146$, $B_2=0.186$, $B_3=0.121$, $B_4=0.035$ and $B_5=0.036$

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

$$Y = 1.114 + 0.146 X_1 + 0.186 X_2 + 0.121 X_3 + 0.035 X_4 + 0.036 X_5 + 0.234$$

From the model coefficient in table 4.22, the coefficients $B_1=0.146$ (p value =0.011), $B_2=0.186$ (p value =0.002) and $B_3=0.121$ (p value =0.015) implies a positive and statistically significant influence between TV, Internet and Print advertising on consumer purchase decision on sport betting. Given that the p-values were less than 0.05, the null hypotheses were rejected and concluded that TV, Internet and print advertising separately have positive and statistically significantly influence consumer purchase decision of sport betting.

From the model coefficient in table 4.22, the coefficients $B_4=0.035$, (p value == 0.538) and $B_5=0.036$ (p value =0.573) implies positive and insignificant relationship between Billboard and Radio advertising on consumer purchase decision on sport betting. Since the p values were greater than 0.05 level of significant, the null hypotheses were not rejected and alternative hypotheses rejected. It was therefore concluded that Billboard and Radio advertising separately have positive but statistically insignificant influence on consumer purchase decision of sport betting

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter presents a summary of the study findings guided by the specific five objectives that formed the framework for the study. This is followed by conclusions, recommendations based on the major findings and areas of further research.

5.2 Discussion of the Findings

Results in Table 4.1 found that the university campuses students in Nakuru town 186 (58.3%) of respondents were males while 133 (41.7%) were females. This means most of the respondents in this study were males compared with females. The study also found that majority of the respondents fall under the age category of 21-25 as shown in table 4.2. The study also found that majority of the respondents were undergraduates 231(72.4%) shown in table 4.3 The study revealed that 67.1% of the student engaged in betting while 32.9% do not bet, shown in table 4.4

The first objective of the study was to determine the influence of television advertising on University Campuses Students decision to purchase sport bet in Nakuru Town. Descriptive research finding in table 4.6 shows a mean of between 3.1066 and 3.3918, this indicated that students were influenced by TV advertising. The study also recorded a Std. Deviation between 1.37071 and 1.17640. This shows a slight variation of 0.19431, this implies that the responses were not widely dispersed. Pearson correlation of TV advertising with consumer purchase decision was 0.284 shown in table 4.16, which indicates positive and weak correlation between the two variables since the correlation value was less than 0.5 thresholds. The research findings in table 4.17 shows $R^2=0.081$, this revealed that there was a positive influence of TV advertising on consumer purchase decision and it was statistically significant since p value (0.000) was less than the significance level of 5%.

The second objective sought to illustrates the Influence of Internet advertising on University Campuses Students decision to purchase sport bet in Nakuru Town. The study registered a mean between 3.0408 and 3.2006, as shown in table 4.7 this means that majority of the student were influenced by internet advertising. The study also recorded a Std. Deviation between 1.46926 and 1.27224; this shows a slight variation between the variables under, implying that the responses were not widely dispersed. The Pearson correlation for internet

advertising and consumer purchase decision was 0.336 which indicates a positive and weak correlation between the two variables since the correlation was less than 0.5 thresholds, shown in table 4.16. The finding in table 4.18, shows $R^2=0.113$ which is coefficients of determination revealed a positive influence of internet advertising on consumer purchase decision and it was statistically significant since p value (0.000) was less than the significance level of 5%.

The third objective was to establish the Influence of newspaper advertising on University Campuses Students decision to purchase sport bet in Nakuru Town. The study established a descriptive mean of between 3.3887 and 2.7743 shown in table 4.8. This means that print advertising influence students decision to purchase sport bet. The study also recorded a Std. Deviation between 2.45961 and 1.15136 which depicts a slight variation between the variables under the study, implying that the responses were not widely dispersed. Print advertising and consumer purchase decision had a positive and weak correlation of 0.280 which was less than 0.5 thresholds shown in table 4.16. The study established a positive influence of Print advertising on consumer purchase decision with $R^2=0.079$ as shown in table 4.19, and it was statistically significant since p value (0.000) was less than the significance level of 5%.

The fourth objective of the study was to illustrate the Influence of billboard advertising on University Campuses Students decision to purchase sport bet in Nakuru Town. The results of descriptive in table 4.9 Shows a mean between 3.2069 and 2.9436, which indicates that students were influenced by billboard advertising. The study also recorded a Std. Deviation between 1.32165 and 1.22133 which depicts a slight variation between the variables under the study; this implies that the responses were not widely dispersed. . The Pearson correlation for billboard advertising and consumer purchase decision was 0.266 which indicates a positive and weak correlation, as shown in table 4.16. The result of the hypothesis four shown in table 4.20, has a $R^2=0.071$, this implies positive influence of Billboard advertising on consumer purchase decision and it was statistically significant since the p value ($p = 0.000$) was less than the significant level of 5%.

The fifth objective sought to determine the influence of radio advertising on University Campuses Students decision to purchase sport bet in Nakuru Town. Table 4.10 shows results of descriptive, the results show the mean of between 3.3229 and 3.2038, this implies that radio advertising influenced university campuses students to purchase sport bet. The study also recorded a Std. Deviation between 1.26856 and 1.12830 which depicts a slight variation

between the variables under the study, implying that the responses were not widely dispersed. Pearson correlation for radio advertising consumer purchase decision was 0.197 which indicates a positive and weak correlation as shown in table 4.16. The result in table 4.21, it has a $R^2 = 0.039$. This revealed that Radio advertising positively influence consumer purchase decision and it was statistically significant since the p value ($p = 0.000$) was less than the significant level of 5%. The study found out that radio advertising statistically significantly influence purchase decision of students to.

5.3 Conclusion

The study concludes TV advertising influence the decision of university campuses students to purchase sport bet in Nakuru town. TV advertising is both informative and entertaining; Repeated TV advertising messages serves as a reminder to the consumer. One of the main reasons why advertisers need to take TV advertising earnestly is because of its power to persuade and transform the consumers towards being loyal users of the betting brand, the persuasive power of TV advertising was confirmed by the findings that TV Advertising convince student of betting brand superiority. The findings of this study reverberates well with the cognitive theory which depicts that a number of repetitions may be required before the information communicated through advertising is fully and accurately encoded in a cognitive form by the audience.

It was observed that internet advertising was a significant factor in influencing university campuses students decision to purchase sport bet in Nakuru town. The fact that internet advertising is more informative but less entertaining, advertisers need to understand that the effort of internet advertising should be aimed at reinforcing consumers' choices and ensure that a repeat behavior of choosing betting service is maintained. From the findings, it was shown that repeated internet advertising messages serves as a reminder to the students who bet. This is in synch with the Dissonance theory which underpins role of advertising of increasing the repurchase probability of the advertised product; advertisement reassures the consumer as to the wisdom of the purchase by emphasizing its desirable features and therefore helps to reduce post-purchase dissonance. Internet advertising is a key determinant of purchase decision of university campuses students as they consider it to be an interaction point between them and the company from which they purchases sport bet services, It was observed that Internet advertising offers an easy method to distribute information, advanced methods of targeting betting students, an immediate and direct line to the student who bet and

Internet advertising enables the consumers with detailed information with no time or space restriction.

Print advertising also influenced university campuses Students decisions to purchase sport bet. It was demonstrated that print advertising enables students with detailed information, help in purchasing process and it appears to be simple. It was evident that Print advertising had ability to create appealing messages which generate emotions, interest, and desire. The fact that advertising reinforces the decisions made by consumers in choosing betting services was evident in print advertising reinforce existing attitude by explaining how betting service is appropriate to potential users.

The study sought to establish whether the outdoor (billboard) advertising had any influence on purchase decision of students. The research findings revealed that Billboard advertising increases understanding on betting service offered by betting firms and high frequency of exposure and it is potential placement to the point of sale. The findings revealed that there was a positive influence of billboard advertising on consumer purchase decision and it was statistically significant. The researcher therefore reject the null hypothesis, hence concluded that billboard advertising statistically significant influence on University Campuses Students decision to purchase sport bet.

The study sought to establish whether radio advertising had any influence on University Campuses Students decision to purchase sport bet in Nakuru Town. The study found that radio advertising significantly influence University Campuses Students decision to purchase sport bet. The researcher therefore concluded that radio advertising significantly influence Students decision to purchase sport bet.

5.4 Recommendations

5.4.1 Policy Recommendations

The study concludes that TV advertising is both informative, entertaining and serves as a reminder to the consumer and TV Advertising convince student of betting brand superiority. Based on these conclusions presented, the study recommends that advertisers should use television adverts well by making sure that they have an advertisement on a daily basis and more so frequently. The message should be supported well by visual dramatization so as to gain new customers, create brand loyalty and persuade well.

It was observed that internet advertising is more informative but less entertaining, also repeated internet advertising messages serves as a reminder and internet advertising can reach large number of customers, and it is fast, easy, cheap and global. It is recommended that Advertiser should invest well enough in internet advertising by placing more of the adverts in the internet platforms for more consumers to access the information.

It was demonstrated that print advertising enables students with detailed information, and it appears to be simple. It was evident that Print advertising had ability to create appealing messages and reinforce existing attitude by explaining how betting service is appropriate to potential users. The study recommends that newspaper advertising should be used because it gives detailed information. Advertisers should consider creativity when designing print advertising to enhance the appealing of the message.

The research findings revealed that Billboard advertising increases understanding, it has high frequency of exposure and it is potential placement to the point of sale, the study recommends that the message format should be clear and understandable in order to enhance the message recall and have more of the billboards across the major town since it has high frequency of exposure.

The study concludes that Radio advertising create awareness, capable of driving arousal and create appealing message which can be emotional. The corporate authorities of FM radio should think of redesigning the programmes such that they are well received and accepted by a wide range of FM listeners. The radio stations should come up with ways of creating sales promotion and entertaining programs.

5.4.2 Recommendations for further studies

The research findings reveal that there is 84.7 percent of the variance in consumer purchase decision that is not explained by advertising. There is need to carry out a study to establish the factors that explain this percentage of the variance. The setting of the current study was based on samples drawn from university campuses students in Nakuru town, alone to represent the population of the university students in Kenya. The study recommends that further research could consider studying how university students in general in Kenya would respond to the instrument used in the study. This will give a researcher an opportunity to compare how advertising influence consumer purchase decision of sport bet among university students. It could also enable the researcher to replicate and confirm the current

study's findings. The study recommends that further research could be conducted to consider whether continuous advertising has any negative influence on university campuses students betting behavior.

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APPENDICES

Appendix I Introductory Letter

EGERTON UNIVERSITY, NAKURU TOWN CAMPUS COLLEGE,

P.O BOX 13357,

NAKURU, KENYA.

To Esteemed Respondent

Dear Sir/Madam,

RE: TO CONDUCT RESEARCH IN YOUR INSTITUTION

I am a postgraduate student at Egerton University Nakuru Town Campus Pursuing Masters of Business Administration. I am conducting a research on **“INFLUENCE OF ADVERTISING ON CONSUMER PURCHASE DECISION OF SPORT BETTING: A CASE OF UNIVERSITY CAMPUSES STUDENTS IN NAKURU TOWN”**.

You have been identified as one of the respondents who will facilitate data collection for this research. Enclosed with this letter is a brief questionnaire that asks a variety of questions about your opinion towards the influence of advertising on consumer purchase decision of sport betting. A Case study of University Campuses Students in Nakuru town Your opinion will be used only for the research purpose.

Thank you for cooperation.

Yours sincerely,

EMMANUEL NG’ETICH

Appendix II: Questionnaire

Dear Respondent,

The purpose of this questionnaire is to collect data to determine influence of advertising on consumer purchase decision of sport betting: A case of university campuses students in Nakuru town. The data collected will be used for academic purposes only and will be treated with strict confidentiality. Kindly spare some time to respond to the questions. Please note that there is no right or wrong answer.

SECTION A

1. Gender Male Female

2. Age

18-20

21-25

26-30

30 and above

3. Level of study

Diploma Undergraduate Post graduate

4. Gambling involves risking something of value on an uncertain event in hopes of winning something of greater value. In the last 3 weeks, what form of gambling have you engaged in the most?

Casinos and gambling venues

Sport betting

Online betting (poker, slot machines, lottery, bingo)

I do not gamble

SECTION B: TV Advertising

Kindly rate the following TV advertising statements on consumer purchase decision among University campuses students? A five point Likert scale is provided below? Please tick to complete in the space provided

Note that: 1=strongly disagree, 2=disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

		1	2	3	4	5
1	Television advertising change perceptions among students who bet.					
2	TV advertising is an important tool to generate and sustain betting brand awareness among students who bet					
3	TV Advertising communicate functional and emotional values to students who bet which in turn creates unique associations of brands					
4	The TV advertising is both informative and entertaining					
5	TV advertising helps betting students in improving the choice of betting services during consumption					
6	Repeated TV advertising messages serves as a reminder to the consumer					
7	TV Advertising is used to convince students that a particular betting brand is superior					

SECTION C: Internet Advertising

Kindly rate the following Internet advertising statements on consumer purchase decision among University campuses students? A five point Likert scale is provided below. Please tick to complete in the space provided

Note that: 1=strongly disagree, 2=disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

		1	2	3	4	5
8	Internet offers an interactive alternative to mass media communication through the use of web pages and emails					
9	Internet advertising offers the opportunity to communicate more directly with individual students who bet					
10	The internet advertising is more informative but less entertaining					
11	Internet advertising enables the consumers with detailed information with no time or space restriction					
12	Psychological factors such as thinking, feeling, sensation, and intuition directly correlate with customers' online advertising experience					
13	Repeated internet advertising messages serves as a reminder to the students who bet					
14	Internet advertising offers an easy method to distribute information, advanced methods of targeting betting students					

SECTION D: Print Advertising

Kindly rate the following print advertising statements on consumer purchase decision among University campuses students? A five point Likert scale is provided below. ? Please tick on the box

Note that: 1=strongly disagree 2=disagree 3=Neutral 4=Agree 5=Strongly Agree

		1	2	3	4	5
15	Print advertising have a higher recognition of advertising content than other modes of advertising					
16	Print advertising creates understanding, strong belief, and selection of betting services among students who bet					
17	Print advertising reinforce existing attitudes by explaining how the betting services is appropriate to potential users					
18	Print advertising help in purchasing process and it appears to be simple among betting students					
19	Print advertising enables students with detailed information and it is easy to understand					
20	Print advertising create appealing messages which generate emotions, interest, and desire among readers that drive consumer needs					

SECTION E: Billboard Advertising

Kindly rate the following billboard advertising statements on consumer purchase decision among University campuses students. Please tick to complete in the space provided

Note that: 1=strongly disagree, 2=disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

		1	2	3	4	5
21	Billboard advertising increases understanding on betting service offered by betting firms					
22	Billboard advertising has high frequency of exposure to regular university campuses student who bet					
23	Very creative execution billboards could improve recall for sport bet advertising					
24	Billboard advertising Instill brand recognition and emphasize a specific image keeping brand name in front of the masses.					
25	Billboard advertising is potential placement of the betting brand close to the point of sale.					
26	Billboard advertising, has high level of trustworthiness, because it has less frauds than online advertising					

SECTION F: Radio Advertising

Kindly rate the following TV advertising statements on consumer purchase decision among University campuses students? A five point Likert scale is provided below? Please tick to complete in the space provided

Note that: 1=strongly disagree, 2=disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

		1	2	3	4	5
27	Radio advertising play significant role in influencing listeners on products and service					
28	Radio advertising penetrate fast and drive positive effect on listeners towards determining brand choice and buying probabilities					
29	Radio advertising possess strong consumer appeals and generate “me too” feeling for the advertised services					
30	Radio advertising creates appealing messages which generate emotions, interest, and desire among listeners that drive consumer needs.					
31	Radio advertisements are motivating and capable of driving arousal among listeners					
32	Attractive and emotional radio advertising drive faster recall and recognition of the message, and develop conviction for purchase.					
33	Radio advertising that generate awareness about sales promotion and entertain the listeners would be more appealing than those broadcast brief messages.					

SECTION G: Consumer Purchase Decision

34. When purchasing betting services, how important is the recommendation or information received from one of the following, please rate the following on a scale of one to five (1 = strongly disagree, 2= disagree, 3=Neutral, 4=agree 5 = strongly agree)

	1	2	3	4	5
Neighbors, friends					
Ads packages, salespeople					
Handling, testing or examining the product					
Internet, consumer ratings, blogs					

35. How do you make your purchasing decision when buying sport betting? Please rate following on a scale of one to five (1 = never, 2 = rarely, 3 = sometimes, 4 = often, 5=always)

	1	2	3	4	5
I use time to search information about the service					
I make impulse buying decisions					
I buy different betting brand if advertising is appealing					
I look for promotions, deals and discounts					
I buy the same service every time					
I have my own preferences or opinions on which to base my purchase decision					

THANK YOU FOR YOUR COOPERATION

Appendix III: List of University Campuses in Nakuru Town

1. Egerton University, Nakuru Town Campus College
2. Jomo Kenyatta University of Agriculture and Technology
3. University of Nairobi
4. Kenyatta University
5. Kabarak University
6. St. Paul University
7. Mt. Kenya University

Appendix IV: Table for Determining Sample Size from a Given Population

Table for Determining Sample Size from a Given Population

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—*N* is population size.

S is sample size.

Sources (Krejcie and Morgan, 1970)

Appendix V: Research Permit



NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY AND INNOVATION

Telephone: +254-20-2213471.
2241349.3310571.2219420
Fax: +254-20-318245.318249
Email: dg@nacosti.go.ke
Website : www.nacosti.go.ke
When replying please quote

NACOSTI, Upper Kabete
Off Waiyaki Way
P.O. Box 30623-00100
NAIROBI-KENYA

Ref: No. **NACOSTI/P/19/28841/28235**

Date: **14th February, 2019**

Emmanuel Kipchirchir Ngetich
Egerton University
P.O. Box 536 - 20115
NJORO.

RE: RESEARCH AUTHORIZATION

Following your application for authority to carry out research on *“Influence of advertising on consumer purchase decision of sport betting: A case study of students in Nakuru Town University Campuses, Kenya”* I am pleased to inform you that you have been authorized to undertake research in **Nakuru County** for the period ending **14th February, 2020.**

You are advised to report to **the County Commissioner and the County Director of Education, Nakuru County** before embarking on the research project.

Kindly note that, as an applicant who has been licensed under the Science, Technology and Innovation Act, 2013 to conduct research in Kenya, you shall deposit **a copy** of the final research report to the Commission within **one year** of completion. The soft copy of the same should be submitted through the Online Research Information System.



**GODFREY P. KALERWA MSc., MBA, MKIM
FOR: DIRECTOR-GENERAL/CEO**

Copy to:

The County Commissioner
Nakuru County.

The County Director of Education
Nakuru County.

THIS IS TO CERTIFY THAT:

MR. EMMANUEL KIPCHIRCHIR NGETICH

of EGERTON UNIVERSITY, 5074-300

**ELDORET, has been permitted to conduct
research in Nakuru County**

**on the topic: INFLUENCE OF
ADVERTISING ON CONSUMER PURCHASE
DECISION OF SPORT BETTING: A CASE
STUDY OF STUDENTS IN NAKURU TOWN
UNIVERSITY CAMPUSES, KENYA**

**for the period ending:
14th February, 2020**

Permit No. : NACOSTI/P/19/28841/28235

Date Of Issue : 14th February, 2019

Fee Recieved :Ksh 1000



Paloma

**Applicant's
Signature**

**Director General
National Commission for Science,
Technology & Innovation**