TELEVISION'S PERSUASIVE ADVERTISING STRATEGIES AND SPORTS GAMBLING AMONG UNIVERSITY STUDENTS IN NAIROBI COUNTY, KENYA

NICHOLAS OCHIENG ODUOR

DOCTOR OF PHILOSOPHY

(Mass Communication)

JOMO KENYATTA UNIVERSITY

OF

AGRICULTURE AND TECHNOLOGY

2024

Television's Persuasive Advertising Strategies and Sports Gambling among University Students in Nairobi County, Kenya

Nicholas Ochieng Oduor

A Thesis Submitted in Partial Fulfilment of the Requirements for the Degree of Doctor of Philosophy in Mass Communication of the Jomo Kenyatta University of Agriculture and Technology

2024

DECLARATION

This thesis is my original work and has not been presented for a degree in any other University

Signature …….Date……..

Nicholas Ochieng Oduor

This thesis has been submitted for examination with our approval as University Supervisors

Signature …….Date……..

Prof. Hellen Mberia, PhD

JKUAT, Kenya

Signature …….Date……..

Dr. John Ndavula, PhD

Murang'a University of Technology, Kenya

DEDICATION

This thesis is dedicated to dad and mum who have supported me in my education since childhood. I also dedicate it to the members of my family and friends who have supported me in this journey since I began my PhD studies.

ACKNOWLEDGEMENT

I am deeply grateful to my thesis supervisors Prof. Hellen Mberia,and Dr. John Ndavula for their brilliant feedback, advice, guidance and support during this journey. I would also like to thank the board of postgraduate studies, the dean school of communication and development studies, the chair MTAC and the postgraduate coordinator for their support. To my lecturers who organized and provided coursework instructions, I say thank you. I also extend my gratitude to my classmates for their encouragement and support. I wouldn't forget to thank members of my family, friends and relatives for their inspiration, encouragement and support. Above all, I thank God for my good health, clarity of mind and for the inspiration I received from Him during the duration of my studies at Jomo Kenyatta University and Technology.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF APPENDICES

LIST OF ACRONYMS AND ABREVIATIONS

BBC	British Broadcasting Corporation.
CNN	Cable News Network.
CPA	Corporate Political Activity.
DStv	Digital Satellite Television.
KBC	Kenya Broadcasting Corporation.
KTN	Kenya Television Network.
MMU	Multimedia University of Kenya.
NTV	Nation Television.
PG	Problem gambling.
TUK	Technical University of Kenya.

DEFINITION OF OPERATIONAL TERMS

Advertising A paid, non-personal communication about an organization and its products or services that is transmitted to a target audience through mass media such as television, radio, newspapers, magazines, direct mail, outdoor displays, or mass-transit vehicles (Lee & Johnson, 2005).

Arens (2006) defines advertising as planned and organised non-personal communication of information, which is normally paid for and in addition persuasive in nature about products such as goods, services and ideas by sponsors through the media.

Attitude A tendency to respond in a positive or negative manner towards things (Severin & Tankard, 2001).

Betting Betting is a form of gambling. Gambling can be in form of; wagering and betting which encompasses placing a bet or gamble on the outcome of an event such as a sporting event. Betting involves placing bets on games such as football, that are constrained by pre-determined rules and theoretical returns of players (Mehari & Koye 2019). The term betting is thus used in this study as a subset of gambling.

Gambling Gambling is a risk that involves the placing of an item of value on an event whose outcome is unknown but that which is governed by chance (Rickwood, Blaszczynski, Delfabbro, Dowling & Katharine, 2010).

Persuasion Tellis (2004) defines persuasion as a change that is brought about by either reason or subtler means that do not involve any form of reasoning.

Media Literacy Adams and Hamm (2001) define media literacy as the ability to create personal meaning from the visual and verbal symbols we take in every day from television, advertising, film, and digital media.

ABSTRACT

The growth of gambling industry in Kenya has raised a great concern among various stake holders in the country. Gambling is addictive and if not monitored can lead to serious health implications. An increase in betting activities in Kenya therefore, pose a threat to the young and future generation. Cases of mental health that have led to suicide among the youths have often been reported This study therefore, sought to evaluate the influence of television's persuasive advertising strategies on sports gambling among the university students in Nairobi County, Kenya. The study was guided by the following objectives; to establish the influence of celebrity endorsement on sports gambling among university students in Nairobi County, to determine the influence of testimonial advertisement on sports gambling among university students in Nairobi County, to establish the influence of bandwagon strategy on sports gambling among university students in Nairobi County, to investigate the influence of message appeals on sports gambling among university students in Nairobi County, to establish the influence of argument strategy on sports gambling among the university students in Nairobi County and to establish the moderating influence of media literacy on sports gambling among university students in Nairobi County. The study was guided by three theories namely; the theory of planned behaviour, attribution theory and elaboration likelihood model. The study employed cross sectional survey. In this case, convergent parallel mixed methods design was employed to evaluate the effects of television's persuasive advertising strategies on sports gambling among university students in Nairobi County. The study population comprised of university students pursuing undergraduate programme from all the four public universities in Nairobi County, namely Technical University of Kenya, Multimedia University of Kenya, Cooperative University of Kenya and University of Nairobi. A sample of 400 students were picked from a population of 58,584 students. Purposive and snowball sampling were used in the study to select the sample. Questionnaire was used to collect both quantitative and qualitative data as it had both open and closed ended questions. Consequently, in-depth interview was also conducted to collect qualitative data. The quantitative data was analysed using descriptive and inferential statistics while qualitative data was analysed using content analysis. The following diagnostic tests were conducted; normality test, outlier test, collinearity diagnostics, correlation analysis, multicollinearity, autocorrelation and heteroscedasticity/homoscedasticity tests. The relationship between variables was determined using regression analysing. From the analysis, the study found out that celebrity endorsement, testimonial advertising, bandwagon strategy, message appeals and argument strategy had a positive influence on sports gambling among university students. Consequently, media literacy as a moderator contributed to increase in betting activities among university students. In overall, the study arrived at a conclusion that television's advertising persuasive strategies significantly influenced sports gambling among the university students in Nairobi County. The study thus recommends that proper legislation should be put in place to govern betting activities among university students. In addition, proper sensitisation programs should be made available in the universities to prevent the students from addictive sports betting.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Globalization, the media and foreign travels have changed the world into a huge interconnected market concealing the geographical barriers in the consumption of commodities, ideas, technology and innovation (Shaikh, Malik, Akram & Chakrabarti, 2015). The Gambling industry has grown rapidly over the past years. Globally, gambling is a widespread of activity among the youths, and for the majority, it constitutes a harmless pastime activity (Dean, 2011).

The tremendous growth of gambling has not only been witnessed in Kenya but all over the world. Gambling which sometimes referred to as wagering involves putting at risk an item of value such as money on an event that is governed by chance. It comprises of games such as lotteries, gaming machines, casino games and sports-betting (Rickwood, Blaszczynski, Delfabbro, Dowling & Katharine, 2010). Arguably, most forms of commercial betting are meant to provide a negative return to players, that is, a relative benefit to gambling operator (Rickwood, *et. al*, 2010). Gambling, as business, has since become a global phenomenon. Quite a good number of countries around the world are practising it. Betting activities ranges from sports betting to internet websites and casinos (Lindridge, Beatty & Northington, 2018).

1.1.1 Global Perspective on Advertising Strategy and Sports Gambling

Gambling is a global phenomenon. In a country like Australia, sports gambling is a new form of betting compared to other forms of betting. As such sports gambling is the only form of betting to have increased over the recent past (Hancock, Ralph & Martino, 2018). The gambling in the UK was changed by the Gambling Act 2005 (GA 2005). As a result, sports betting in the twenty-first century is slowly becoming more diverse, available and noticeable. Changes in gambling practices in the United Kingdom are seen in the abolition of the demand test which initially stated that gambling should only be meeting unstimulated demand and required those operating

gambling activities to provide evidence of such demand when proposing new gambling environments (Orford, 2011).

The advertising of gambling related activities became highly controversial after deregulation of sports betting advertising in Australia due to the 2008 Australian High Court Betfair challenge. The sudden increase in gambling advertising during sporting event broadcasts during children's viewing times and on the new interactive technology, sparked public concerns. A series of national regulatory reviews then followed and the gambling industry ended up opposing further regulation of the industry (Hancock, Ralph & Martino 2018).

In the UK for instance, it is estimated by the Gambling Commission that about 45 per cent of the adult population participated in at least one form of gambling in the year 2017 and 18 per cent had participated on online gambling in the previous four weeks (Gambling Commission, 2018b), (Bramley, Norrie & Manthorpe, 2018).

Concerns have been raised by various policy makers concerning gambling activities across the world. This has been in relation to the health implications, the amount of money and time spent by the youths in gambling. While those who participate in betting believe that it is a leisure and a way of getting money, those opposed to it believe that gambling has a significant side effect. Gambling is commonly divided into three classifications. These are; wagering and betting which refers to placing of a bet on the outcome of an event such as sports, gaming which involves placing bets on games that are constrained by probability and pre-determined rules and theoretical returns of players such as the gaming machines, casino table games and lottery style games (Mehari & Koye 2019).

As a way of controlling gambling activities, many countries have come up with legislations to caution the youths from engaging in them. Hancock, Ralph and Martino (2018) posit that despite the regulations, there has been a widespread concern on the question of the age limits to those who should participate in gambling. In USA for instance, the age limit is set at 21years, in the UK the law bars those under the age of 18 from participating in betting, in Australia those who are 18 years, Canada 18 years or 19 years depending on the province from which one resides. Due to lack of proper

legislations, Manthorpe, Bramley and Norrie, (2017) argue that the perpetrators of harm or abuse may be abusing the trust of an adult at risk to fund their betting behaviour and while some may be providing care services, others may hold a relationship of trust or exploit strangers.

Such legislations, however, are faced by insurmountable challenges such as court injunctions and influence from the powerful individuals controlling the gambling industry. Hancock, Ralph and Martino (2018) argue that the influence of powerful vested interests over policy processes has created barriers to the implementation of harm prevention public policies in industries known for impending harms. This has made it difficult for policy makers to come up with a viable framework for controlling the betting industry. Gambling providers' main interest, of course, does not center on trying to prevent people from gambling. Like all companies, they strive to maximize profits, and as such they address and engage their clientele in different ways to convince them (Hellman, Örnberg & Livingstone (2017).

As per the Islamic countries, gambling-free lottery is relatively new. It is based on the well-known Islamic products Musharakah, Takaful and Al-Qard Al-Hasan; it is a win-win situation, where nobody loses. According to Islamic values, Muslims normally do not take part in traditional lottery, because it is regarded as gambling, which is taboo in Islam (Hassanat & Al tarawneh, 2015). Gambling is illegal in the Islamic Republic of Iran except for betting on horseback, swimming, and shooting. In spite of that, card games, dice gambling methods, betting on sports teams and players, and betting on horseback, roosters, pigeons, dogs, or other animals are popular gambling methods (Maarefvand et al 2019).

1.1.2 Regional Perspective on Advertising and Sports Gambling

The European football clubs has been found to be a are very popular social realities in Nigeria. Their existence has shape social relations, processes and outcomes of well-being as well as socio-economic and a general accepted practice (Olayinka & Kolade, 2019). Gbemi, Bimbo and Ekpenyong (2020) posit that the betting industry has witnessed a significant growth over the years. This is due to numerous factors such as the involvement of many local firms in the betting game industry in Nigeria.

According to Olayinka and Kolade (2019), in the twenty-first century Nigeria has experienced the convergence of sports around football leading to dominance of the game. Those who are against betting in Nigeria argues that the idleness of most Nigerian youth could inform their decision to seek refuge in betting games that has claimed up to 70% of the youth subpopulation who are not productively engaged (Okon, 2015). Problem gambling in by the youths in Nigeria is now at alarm stage. A great number of the youth mainly resign from lucrative employment to concentrate and devote more energy on betting thereby making it a full-time job (Gbemi, Bimbo & Ekpenyong, 2020).

The betting game industry in Nigeria has brought excitement in recent times given the growth in the demographic asset of the betting companies. This has been brought by the increase in the number of betting game players and the number of sport betting companies in the country (Olayinka and Kolade, 2019).

In Zimbabwe, Chiweshe (2020) posits that the increase in soccer betting in the country is an important sociological phenomenon that requires research. As many people continue to participate in betting it becomes necessary to understand why people bet and how this affects their daily lives.

Lopez-Gonzalez and Griffiths (2018) posit that sports betting, especially in football, has predictably been an asynchronous experience wherein game watching served, among other things, as a verification of the outcome of a bet placed hours or days before the game. They, however, believe that online betting using mobile phones has brought together betting and watching activities, making them both happen at the same time and hence allowing a larger degree of collaborations between nearby industries. The economic impacts of the crises that gripped Zimbabwe post 2000 has led to an increasing number of people who depend on soccer betting for a livelihood (Chiweshe, 2020).

1.1.3 Local Perspective on Advertising Strategies and Sports Gambling

According to Geo-poll (2019), Kenya is reported to have the highest number of youths who participate in betting in Sub-Saharan Africa. The report shows that, football

betting has become the most common form of gambling in Kenya. A gambling 2017-2021 report by PWC according to Geo-Poll (2019) further shows that the yearly revenue of the sports betting industry in Kenya was worth 2billion shillings, and was by then expected to reach 5billion shillings by the year 2020 as demand grew significantly.

Trends related to digitisation and convergence lead to the emergence of sophisticated advertising formats (Hellemans, Lievens & Valcke, 2016). Industry practitioners use various forms of communication to advertise their products. These advertised products often make use of messages that can persuade, inform or remind individuals (D'Souza & Tay 2015).

Given the high number of young people engaging in sports betting, the government introduced a gambling control bill 2023 (under the betting control and licensing board) that sought to propose new regulator and new reforms. The bill had a raft of reforms which among others prohibition of registration of children for any gambling activity, it also prohibited bets of less than KES 20 with a fine of KES 5million for any one that could contravene the provision. In addition, it sought to ban the airing of betting advertisements between 6am and 10pm. The bill also aimed at controlling illegal gambling. Beyond these measures, the bill sought to introduce gambling regulatory authority headed by Director-General (Mureithi, 2023). As much as it looks as a good move, such regulations have, however, been hampered by a number of obstacles in the past. Key a mong them are powerful individuals who own the betting companies who often tend to use dubious means to circumvent the law. The government on its part also benefit greatly from the taxes contributed by these gambling companies thus making it difficult to implement the law fully.

1.1.4 Television and Advertising

Television has been the cornerstone of consumers' media consumption for decades; and, correspondingly television advertising has been the centrepiece of the marketing mix as well (Malthouse, Maslowska & Judy Franks 2018). One of the benefits of television advertising (Akpan, Nda & Nketa, 2015) is its ability to relay information to a very large audience. Television advertising works well to attract attention of the

consumers, generate awareness and establish preference for products. Each step in the history of television has had a profound effect on advertising (Malthouse, Maslowska & Judy Franks 2018).

Advertising plays a crucial role in the society, as a social event, advertising expresses a key change in values, beliefs, behaviour and buying patterns of the consumers that influence their lifestyles (Usman, Hussain & Qureshi, 2010). It is through advertisement that sometimes the consumers get to know a product or a service that is new in the market. According to Lee and Johnson (2005), individuals and organisations use advertising to promote goods, services, ideas, issues and people. The power of advertising is something that cannot be underestimated. Advertising is pervasive. Today, advertisers bombard consumers with appeals or reminders from the moment they wake up till the moment they fall asleep (Tellis, 2004). Lee and Johnson (2005) posit that advertising performs an "inform" function: It communicates information about the product, it features, and its location of sale; it informs the consumers about the new products. As such Tellis (2004) argues that advertising can have a variety of measures to assess advertising and its effects. In this case we need to describe all variables and understand how they relate to each other.

Traditionally, television has provided a major means of communicating to a mass market and, as such, is frequently used for the promotion of fast-moving consumer goods (Yeshin, 2006). Commercial messages on television have evolve from traditional 30-seconds split-screen advertising, product placement, sponsoring of programs and infomercials on digital television overlays. As digital TV concepts gain more popularity, clickable banners and pop-ups advergames and digital media are integrated in the increasingly hybrid services that are offered to viewers (Hellemans, Lievens & Valcke, 2015). In social marketing, advertisements are created not simply to raise awareness but to change behaviour, the design of the message is critical, more so, in the case of persuading behavioral change (D'Souza & Tay 2015). Hellemans, Lievens and Valcke, (2015), argue that with the rise of new media notwithstanding, traditional television is still attracting a vast majority of audiences. Television still plays a leading role in a converged media landscape. Currie, (2012) adds that despite technological advancements such as digital video recorders (DVRs) or the multiple

screens, laptops, phones and tablets, it has been observed that people are actually watching television more than ever. Advertisers use various techniques to lure the consumers to purchase their products or services.

1.1.5 Advertising Persuasive Techniques

The persuasive nature of advertisement can be described in terms of techniques used by the advertisers to make sales. This is done in form of celebrity endorsement, testimonials, bandwagon strategy, message appeals, and argument strategy. The celebrity endorsement process entails a transfer of associations from a celebrity endorser to an endorsed brand (Dwivedi, Johnson & McDonald 2015). Many sport stars agree to participate in product endorsement campaigns with the understanding that the company will compensate them for the trouble; some stars donate the proceeds to charities they support, using product endorsement as a public relations campaign (Wang, Chen, Nie & Wang, 2019). Many circumstances and ways in which consumers experience celebrity-brand associations today not only have direct implications for how they perceive the celebrity but also for how they respond to the brand (Russell & Rasolofoarison, 2017).

The notion behind testimonial advertising in many circumstances is that the potential consumer should be favourably influenced to try a product when it has been praised by another consumer or by a known personality whom the consumer may wish to emulate. This to some extend make the consumers purchase a product or service without giving it a second thought. The bandwagon effect is a well-documented form of groupthink in behavioural science. The general rule is that conduct or beliefs spread among people, as fads and trends lead to any individual adopting it (Maxwell, 2014). As a result, they develop more favourable evaluations and attitudes towards the disseminated information, which lead to stronger intentions to follow the recommended behaviour (Li, Vafeiadis, Xiao & Yang, 2020).

In message appeal, advertisers evoke positive responses to satisfy consumers' psychological needs (Kunkel, Walker, & Hodge, 2019). Although the messages can be conveyed through digital native advertising, most practitioners consider emotional messages to be the most effective form of persuasion in advertising (Harms, Bijmolt

& Hoekstra 2017). Argument strategy forms the basis of two-sided message in advertisement. Argument proceeds on the assumption that there is objective evidence (Tellis, 2004). This could be comparative argument which refers to a message that compares the target brand to some competitive standards or competitive position which relates to specific campaigns that directly compare one product's attributes with those of its competitors (Yeshin (2006). The media on its part plays a critical role in marketing. Given that consumers with low persuasion awareness are known to be less sensitive to manipulative intent, their reactions may be unaffected by either taking on the form of analogy or not (Ku & Chen, 2020).

1.1.6 Advertising Industry in Kenya

In Kenya, advertising industry has played a key role in informing the consumers about gambling. Mahmood and Haider (2020), postulate that the role of advertisement is very important in selling the products as it conveys accurate and informative message related to product being sold. As such, the use of techniques such as celebrity endorsement, testimonial, bandwagon techniques, emotional appeal and snob appeal, have in the past years publicised the betting activities in the country leading to maximisation of profits by the betting firms. Personalities such as Macdonald Mariga who was an EPL footballer and Carol Radul who is a radio presenter have been in the forefront in promoting betting activities. From television advertisements to large billboards, they have not been left out. They are mainly used to endorse betting as brand ambassadors. Yeshin (2006) states that most advertising seeks to promote the sale of particular goods or services by using powerful individuals in the society. To achieve this objective, the advertising provides the potential or existing customer base with information about the product or service. Mahmood and Haider (2020), further complement that advertisements which contain appropriate information are more liked by the consumers while those with inadequate or irrelevant information do not present messages which are clear, thus failing to give details about a product. This study therefore seeks to evaluate television's persuasive advertising strategy on sports gambling among the University Students in Nairobi County, Kenya.

1.2 Statement of the Problem

Gambling addiction is recognized in many countries as a public health issue that needs to be addressed through regulation of the gambling market and preventive initiatives (Binde, Romild & Volberg, 2017). Gambling is addictive and if not controlled could lead to a serious health problem. It is such measures that led to discourses concerning why individuals may experience gambling-related harm which tended to focus on whether "fault" lies in the person (i.e., individual characteristics like impulsivity), the product (specific features of gambling activities) or the environment (opportunities to gamble, availability of gambling, advertising of gambling products) (Orford, 2011).

A study by Sanju and Jaisooria (2016) established that gambling is prevalent in most cultures across the world. In particular, sports betting has been viewed as an acceptable part of the sport experience in the world thus making it a global phenomenon (Silver, 2014). In Europe for instance, 73% of British adults in the United Kingdom had gambled in the past 12 months, albeit non-problematically (Chithiramohan & Sanju 2016). A similar trend on gambling has also been experienced in Asia. For example, in a study on gambling addiction conducted by Sanju and Jaisooria (2016) among 121 Indian psychiatrists, 80.9% of psychiatrists asserted that they had encountered patients with gambling addiction in their clinical practice. This serves as an indicator that gambling had become a major problem facing the youths in India.

In Africa though, Ssewanyana and Bitanihirwe (2018) reaffirmed that the problem of gambling was one of the major concerns among the youths and a highly recognized problem among health professionals and the policymakers. Gambling addition among the youths raised concerns among the policymakers in Nigeria thus making it a social problem (Gbemi, Bimbo & Ekpenyong, 2020). Another study conducted by Getu (2018), indicated that problematic gambling significantly predicted drug abuse, psychological impacts, and social impacts among adolescents.

In Kenya, the betting industry has significantly grown in the past few years. This has been boosted by the popularity of sports betting and the ease of access to mobile betting applications in the country, and with this growth has come to both success and controversy (Geo-Poll, 2019). Whereas most young men take it as a source of leisure

and livelihood, sports betting is perceived to be a social problem among the youths in Kenya. It is also argued that sports betting has contributed to many cases of addiction and suicide cases among the youths in Kenya. Studies have also shown that there are strong relationships between risky gambling and both hazardous alcohol use and smoking. In addition, there is a clear positive relationship between problem in gambling level (none, low risk, moderate risk/problem) and measure of psychological distress (Mehari & Koye 2019).

A study conducted by Kaggwa et al (2022) on gambling related suicide in East Africa found out that out of the 18-gambling related suicide reported in East Africa, 10 were reported from Kenya a clear indication that Kenya was in the forefront on gambling related harm. Consequently, a study conducted by Ogachi, Muchiri and Mvungu (2020) on gambling disorder among Kenya university students found out that 69.3% of the participants who had participated in betting were disordered gamblers.

The government of Kenya on its part has been lenient in enacting laws that govern betting adverts thus leaving young people exposed to betting activities. The law in place is more focused on taxation than controlling betting.

An increase in betting activities in Kenya therefore, pose a threat to the young and future generation. Previous studies have focused on answering the question "why?" These studies sought to know why the youths engage in betting or in the area of gambling addiction and unemployment. However, little or no attention has been paid to the media and advertising. Secondly, most of these studies were conducted abroad where social-economic status is totally different from that of Kenya thus making it difficult to apply their findings to the Kenyan scenario. It is out of this reason therefore, that the study sought to fill the gap by evaluating the influence of television's persuasive advertising strategy on sports gambling among the university students in Nairobi County.

1.3 Objectives of the Study

1.3.1 General Objective

To evaluate the influence of television's advertising persuasive strategy on sports gambling among the university students in Nairobi County.

1.3.2 Specific Objectives

This study was based on the following specific objectives:

i. To establish the influence of celebrity endorsement on sports gambling among university students in Nairobi County.
ii. To determine the influence of testimonial advertisement on sports gambling among university students in Nairobi County.
iii. To establish the influence of bandwagon strategy on sports gambling among university students in Nairobi County.
iv. To investigate the influence of message appeals on sports gambling among university students in Nairobi County.
v. To establish the influence of argument strategy on sports gambling among university students in Nairobi County.
vi. To establish the moderating influence of media literacy on the relationship between television's persuasive advertising strategy and sports gambling among university students in Nairobi County.

1.4 Research Hypotheses

The study hypothesized relationships as follows:

H_{01} Celebrity endorsement does not significantly influence sports gambling among university students in Nairobi County.

H_{02} Testimonial advertisement does not significantly influence sports gambling among university students in Nairobi County.

H_{03} Bandwagon strategy does not significantly influence sports gambling among university students in Nairobi County.

H_{04} Advertisement message appeal does not significantly influence sports gambling among university students in Nairobi County.

H_{05} Argument strategy does not significantly influence sports gambling among university students in Nairobi County.

H_{06} Media literacy does not moderate the relationship between television advertising strategy and sports gambling among the university students in Nairobi County.

1.5 Significance of the Study

The study sought to evaluate the influence of television's advertising persuasive strategy on sports gambling among university students. Over the past years, betting activities have become a major concern to the government and various stakeholders in Kenya. From high taxation to tough legislations, sports betting has still remained rampant in the country. Studies have shown that many youths engage in betting due to lack of employment while other studies have attributed gambling to a form leisure. A report by Geo-poll (2019) indicates that in Kenya, like other African countries, gambling is categorised and placed as a genuine recreational and leisure activity. The rise of mobile and online based gambling has brought new challenges to the regulatory board amidst growing concerns on sports betting addiction (Geo-poll 2019).

1.5.1 The National Government

Having been on the forefront on fight against gambling in Kenya, the study provides the government with more insights on how advertising can influence gambling habit among the university students. This study provides framework for legislations on how advertisements related to gambling should be conducted. Whether students engage in gambling as leisure or due to lack of employment, the findings of this study will further help the policy makers to formulate policies that will help in controlling betting activities in the country.

1.5.2 Researchers and Academics

Gambling is a social problem which needs to be addressed from different angles. Given its magnitude, the findings of this study call on researchers and academics to identify the gaps and areas for further research.

1.5.3 Betting companies

Betting companies have for years increased sales through advertising. As a measure to curb gambling addiction, the findings and recommendations of this study calls on the advertisers and betting companies to come up with messages during advertising that warns the public on dangers of spending a lot of money in betting.

1.5.4 Media professionals

The media is regarded as powerful tool in dissemination of information. Given its powerful nature of disseminating information, the findings of this study will help media professionals to report matters related to gambling with utmost sensitivity, without glorifying it, and ensure that they are aired during watershed period.

1.6 Scope of the study

The scope of this study was structured as, content scope, geographical, methodological and time scope.

1.6.1 Content Scope

This study specifically focused on content related television, advertising and persuasive techniques, gambling among the youths and theories related to advertising. This was done among the university students.

1.6.2 Geographical scope

As of geographical scope, this study was conducted among the university students in Nairobi County namely Multimedia University of Kenya, Co-operative University of Kenya, University of Nairobi and Technical University of Kenya.

1.6.3 Methodological scope

Methodologically, the study employed mixed research method. The study used both quantitative and qualitative approach. In quantitative approach, questionnaires were distributed to the respondents while in qualitative approach, in-depth interviews were employed.

1.7 Limitations of the Study

Problem gambling is a social problem that has affected so many people in the society. Not everyone was willing to talk about it especially those experiencing gambling addiction. Some respondents at first declined to participate in the study due to fear. The researcher on his part convinced them by promising them that their responses would be treated with utmost confidentiality. In addition, the respondents were assured that this study was meant for academic purposes only.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter looks at theoretical review of the study, conceptual framework and the review of the literature related to the study. The chapter will further give critique of the existing literature then highlight the gap that study desires to fill.

2.2 Theoretical Review

Theory is the ultimate goal of science. Theories are general statements that summarise our understanding of the way the world works (Severin & Tankard, 2001).

2.2.1 Theory of Planned Behaviour

The theory of planned behaviour was developed by Icek Ajzen in 1985. Its core assumption is that there is a link or a relationship between human beliefs and a behaviour. Being an extension of the theory of reasoned action, the theory of planned behaviour incorporates perceptions of behavioural control in its explanation (Ajzen, 1991; Ajzen and Madden, 1986). Behavioural intent in this case is influenced by three primary factors namely: evaluation of the behaviour which consists of the attitude toward the behaviour, perceived social pressure to perform or not to perform the behaviour which is referred to as normative support, and the perceived degree of personal prerogative regarding the behaviour namely; perceived behavioural control (Dawkins and Frass, 2005).

The attitude towards a behaviour is concerned with the extent to which one likes or dislikes a behaviour. For example, an individual will not engage in sports betting if he/she does not like it. However, if it is something they like, they will definitely participate in it. The subjective norm shows the level of individual's perception of how it important to the individual view of that behaviour. Then the perceived behavioural control is that which reflects an individual's perception of ease and difficulty in performing a behaviour (Ilyas and Zaman 2020).

At its core, the theory of planned behaviour is mainly concerned with the prediction of individual's intentions. Whether intentions predict behaviour depends in part on factors beyond the individual's control, namely; the strength of the intention. Behaviour relation is moderated by actual control over the behaviour. Barring methodological shortcomings, a low intention where behaviour relation is a warning sign indicating that we may be reaching the limits of reasoned action. (Ajzen, 2011).

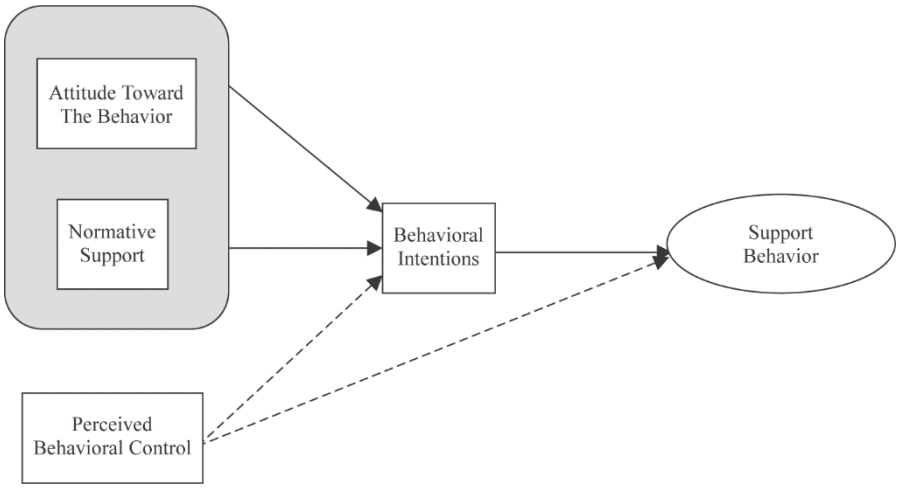


Figure 2.1: Theory of Planned Behaviour Model

Source (Dawkins, Frass, 2005)

According to the figure above, any change in three elements of theory of planned behaviour may initiate a behavioural change in an individual by influencing behaviour related intentions. Personal attitude, subjective norms and perceived behavioural control serve as an antecedent to a planned behaviour's intentions (Ajzen, 2021). A gambler who believing in gambling will not hesitate to bet whenever they see betting advert on the screen. This will happen their beliefs will be in tandem with winning a bet.

The theory of planned behaviour thus, has successfully been used to predict individual behaviour in various contexts such as technology (Cheon et al., 2012), entrepreneurship (Kautonen et al., 2015), consumer choice (Paul et al., 2016) and customer decision making (Han and Kim, 2010) among others. This theory is going to address all the six objectives.

2.2.2 Attribution Theory

Attribution theory developed by Fritz Heider 1958 is about the perceived reason for a service failure. It is about how people infer causal explanations, including the information they use and what they do with that information (Heider 1958). According to Tam, Sharma, and Kim (2016), attribution not only helps explain customer responses to failure, it also helps to determine subsequent brand selection. Tellis (2004) argues that the path of attribution hierarchy follows the steps of purchase, liking, rationalization then brand purchase. A gambler experiencing these issues will then make an assessment on his/her chances of winning a bet based on their estimated probability of winning and then attribute their gambling success to their own skill and luck (Lindridge, Beatty and Northington, 2018).

Weiner (2000) postulates that there are three factors to consider in causal behaviour namely: locus, stability, and controllability. Locus refers to whether the cause of behaviour is internal (personality) or outside (situational) of the actor. This could be either what you believe in or an influence from your peers. Stability refers to whether a behaviour's cause is temporary or if it is something that is constant Controllability refers to whether a behaviour's cause can be changed at will.

Attribution theory is used in this study to address the first and second objectives namely; to establish the influence of celebrity endorsement on sports gambling among the university students in Nairobi County and, to determine the influence of testimonial advertisement on sports gambling among the university students in Nairobi County.

2.2.3 Elaboration Likelihood Model

Elaboration Likelihood Model (ELM) was proposed by Petty et al. (1983). The model indicates that there are two routes in communication process. They are; the central route and the peripheral route (Petty and Cacioppo, 1986). In central route the receiver of the information actively processes it and is then persuaded by the rationality of the arguments. The peripheral route is that which the receiver does not expend the cognitive energy to evaluate the arguments and process the information in the messages but is rather guided more by peripheral cues. These cues could include

attributes such as source credibility, the style and the format of the message and the mood of the receiver (Akpan, Nda & Nketa, 2015). Advertisers will best achieve their goals when the consumers make use of peripheral route. This is because advertisers expect the consumers to accept whatever they say at face value with interrogating it. Those who spend time to interrogate advertiser's messages may end up not purchasing a product or service. This is because they will spend time weighing the benefits of the product before purchasing. In this case, the possibility for regrets will be less as compared to the one who will purchase a product or service without interrogating. It is worth noting that the advertiser's primary goal is to make sales and they do this by all means regardless of the consequences.

With the central route, persuasion is most likely to occur when the receiver is led to have primarily favourable thoughts about the advocated position. Two factors are important in leading the receiver to have either favourable or unfavourable thoughts. The first is the agreement between the receiver's initial position and the recommended position. The second factor is the strength of the argument. The stronger or more carefully defined the argument, the more likely it is that the receiver will be favourably disposed to the message (Akpan, Nda & Nketa, 2015, p.11).

Petty et al. maintain that when consumers process messages with a strong argument, they are significantly biased toward generating favourable thoughts. However, when processing messages with a weak argument, consumers have the tendency to generate unfavourable thoughts (Chou, Wang, Lai, Tung, Yang & Tsai, 2020). When consumers cognitively process the argument and core problem of a persuasive message (strong argument), they tend to change their attitude on the basis of the appeal of the message content (Chou, Wang, Lai, Tung, Yang & Tsai, 2020).

When individuals view a message as intrinsically interesting or personally relevant, they demonstrate high issue involvement, which in part creates the motivation individuals need to process information through the central route (Browning, Gogo & Kimmel, 2018). An integral part of the model, and a necessary addition to motivation, is a person's ability to comprehend and attend to the message. Ability relates directly

to the complexity of arguments presented, which is subjectively determined by the audience (Browning, Gogo & Kimmel, 2018).

Elaboration Likelihood Model emphasizes the importance of knowing the audience before creating a persuasive message. Thus, in using the central route, the advertisers must make sure that the person giving the testimony or endorser's message is factual and convincing. In addition, while using the peripheral routes the testifier used must be credible and one whom the audience like, especially in the case of celebrity endorsements (Akpan, Nda & Nketa, 2015).

According to Petty and Cacioppo (1986), Elaboration Likelihood Model has significant implications for advertising in that different kinds of advertising appeals may be effective under different circumstance. This theory is going to address the third, fourth and fifth objectives namely; to establish the influence of bandwagon strategy on sports gambling among the university students in Nairobi County, to investigate the influence of message appeals on sports gambling among the university students in Nairobi County and to establish the influence of argument strategy on sports gambling among the university students in Nairobi County.

2.3 Conceptual Framework

A conceptual framework is the systems of concepts, assumptions, expectations, beliefs and theories that support and inform your research (Maxwell, 1996). Hall (2008) stipulates that a conceptual framework consists of a diagrammatic presentation of the concepts relevant to the study and contextual analysis of the relationship between variables. The diagram below illustrated the model the study is going to use to evaluate television's persuasive advertising strategy on sports gambling among the university students in Nairobi County.

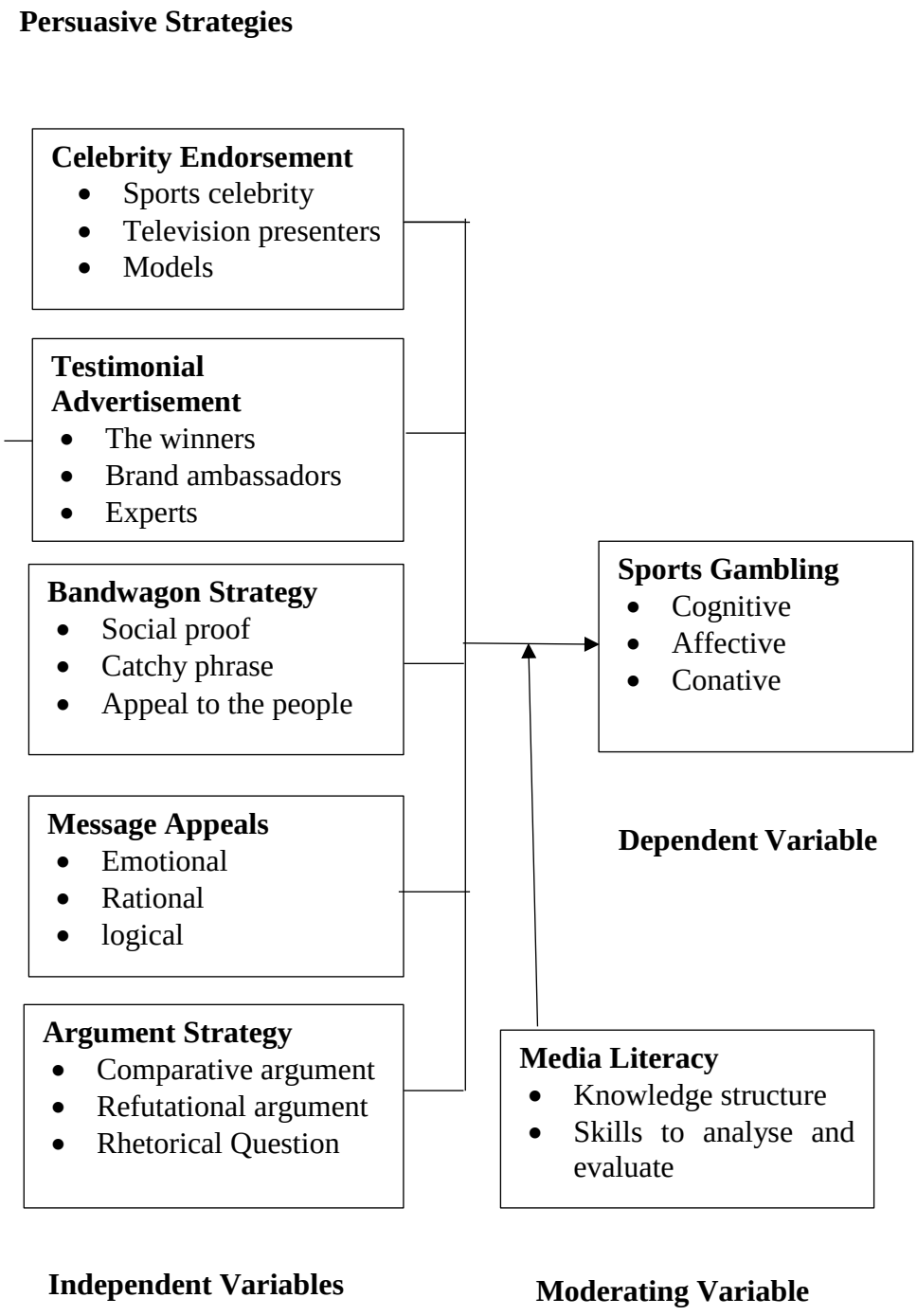


Figure 2.2: Conceptual Framework

The above diagram is an illustration of the relationship between the variables to be used in the study, namely, television's persuasive advertising strategy and sports gambling among the university students. The independent variable is persuasive advertising strategy while the dependent variable is sports gambling. The constructs

for the dependent variable (persuasive strategy) are celebrity endorsement, testimonial, bandwagon strategy, message appeal and argument strategy. On dependent variable (sports gambling) we have cognitive, affective and conative. Media literacy and level of exposure serves as intervening variables. The study assumes that the advertiser could use advertising techniques such as celebrity endorsement, testimonial advertisement, bandwagon strategy, message appeals and argument strategy to influence sports gambling among the university students.

Celebrity endorsement: Gambling industries consider the celebrities who are majorly involved in sporting activities such as soccer players and television sports presenters. In Kenya, we have witnessed Macdonald Mariga being involved in endorsing betika betting company. The major domains of interest that are commonly considered when it comes to celebrity endorsement are: source credibility, celebrity-brand congruence or the "matchup" model and the meaning transfer model (Roy & Jain, 2016). Others may include, personality, physical appearance, feelings and performance. Other than credibility, experience is another attribute that increases credibility (Agnihotri, Bhattacharya & Prasad 2018). Experience not only increases the credibility of celebrities in general, but also lessens the negative impact that rare scandals can have on their favourability among consumers. Once relationship is established between the celebrity and the target customers, the possibility of the consumers buying the idea will be high depending on media literacy and level of exposure to television advertising. This variable is hypothesised as follows:

- H_{01} Celebrity endorsement does not significantly influence sports gambling among university students in Nairobi County.

Testimonial: A testimonial entails bringing celebrities or experts or satisfied consumers to openly acknowledge and justify the effectiveness of a particular good, idea or service (Akpan, Nda & Nketa, 2015). Testimonial advertising mainly depends on the level of expertise, or experience with the product and service. We have witnessed products such as Colgate brining in a dentist to give a testimonial on its effectiveness. The even say it is recommended by doctors worldwide. Gambling companies bring in experts to justify that gambling is real. They also bring the winners

on board to justify gambling activities. The winners will showcase the amount of money they have won and the amount of money they spent on betting. Introducing a winner in an advertisement can easily convince more people to engage in betting. All these will depend on source credibility. Source credibility suggests that the effectiveness of a message depends on the "expertness" and "trustworthiness" of the source. The main goal of advertising is the persuasive intent by the source. In order convince the target audience of the usefulness of the company's brand, the credibility of the testifier is of essence (Okorie & Aderogba 2011).

The level of influence will also depend on literacy level or level of exposure to these advertisements. Testimonials in advertising thus provide the most required social proofs to the prospective consumer. This is because it is not easy to sing one's own praises and it hardly works when the producer does it. Therefore, in testimonial advertising, the advertiser has a third party saying what he, the advertiser cannot say about their product (Akpan, Nda & Nketa, 2015). This variable is thus hypothesised as follows:

- H_{02} Testimonial advertisement does not significantly influence sports gambling among university students in Nairobi County.

Bandwagon: The bandwagon effect is a phenomenon whereby the rate of uptake of beliefs, ideas, fads and trends increases the more that they have already been adopted by others (Chen et al. 2016). It is a strategy used to show generalisation, where if you are not part of the team then you are left out. The advertisers usually tend to convince their target that everyone is in, apart from 'you'. This will then convince the gambler that he/she is the only one left out. The kind of strategy commonly employed in betting are among others; social proof, where they call categories of the participants who participate in betting, they also use catchy phrases and appeal to the people. Once a gambler realises that he/she is the only one left out, they will find ways of engaging in betting even it means borrowing money. This variable is hypothesised as:

- H_{03} Bandwagon strategy does not significantly influence sports gambling among university students in Nairobi County.

Message appeal: As of message appeal**,** the advertisers employ various techniques such as emotional, humour, musical, scarcity and fear appeal among others. Tellis (2004) posits that emotional appeal is one that persuades by arousing the emotions. Most of these messages are usually tailored to specific target audience. For instance, during tough economic they will persuade you to spend the little money you have to win millions. This is hypothesised as:

- H_{04} Advertisement message appeal does not significantly influence sports gambling among university students in Nairobi County.

Argument strategy: Tellis, (2004) posit that argument involves the central route of persuasion. It persuades a viewer of a message by appealing to reason and relying on evidence. Argument proceeds on the assumption that there is objective evidence. Some of the strategies involved here are comparative argument, refutational argument, rhetorical question and inoculative argument. The argument strength leads to better attitudes toward the brand and higher purchase power irrespective of endorser expertise and the time the advertisement is relayed (Pornpitakpan, 2014).

Arguments are commonly used to lure the gamblers to choose one betting company over the other. It is also used by advertisers to convince consumers to choose spending on over other essential items such as food. The advertisers tend to give perceived benefits of betting thus making it look important than other products or services. In this case, the gamblers will choose a betting company depending on how the argument is placed. Literacy level will play a critical role on making judgement for this case.

Yeshin (2006) states that inoculative argument is one that protects a brand's position with current consumers by alerting them about and helping them to defend against an attack while Framing is the presentation of rival in a context that makes it less attractive. Framing is powerful because it does not involve explicit criticism of the rival, which might raise the defences or arouse the sympathy of viewers. Rather, it involves introduction of subtle pieces of information that change the reference point of viewers. Contrary to this, we have supportive argument which involves an affirmation of the positive attributes of a brand without any comparison. This variable is hypothesised as:

- H_{05} Argument strategy does not significantly influence sports gambling among university students in Nairobi County.

2.4 Review of Variables

2.4.1 Celebrity Endorsement

Celebrity endorsement is one of the most common forms of advertising (Agnihotri, Bhattacharya & Prasad, 2018). Celebrities are individuals who are well known to the population because of the publicity associated with their lives (Tellis, 2004). In Kenya for instance, we have Macdonald Mariga (a footballer) and Carol Radul (a radio presenter) who are paid by advertisers to promote betting activities. Yeshin (2006) argues that many companies use a famous personality to front their advertising. According to Winterich, Gangwar, & Grewal, (2018) evidences show that the effects of celebrity endorsements vary across countries and cultures. Modern product endorsements can come with contracts worth substantial amounts of money (Wang, Chen, Nie & Wang, 2019). Given the high costs involved in hiring celebrity endorsers, it is imperative for marketing and advertising managers to establish a link between endorser qualities and endorsed brand equity to justify the funds allocated to celebrity advertising (Dwivedi, Johnson and McDonald 2015).

Expenditures on celebrity endorsements are no exception. Selecting a celebrity for a particular brand is an important managerial decision, hence, its effectiveness should mainly be judged based on shareholder value perspective (Jaikumar & Sahay, 2015).

2.4.2 Effectiveness of Celebrity Endorsement

Effectiveness of celebrity endorsements, which form a significant part of advertising expenses, may depend on the tactics that are adopted by the firm or branding strategy (Jaikumar & Sahay, 2015). If the celebrities are experienced, their credibility is likely to be higher, thus positively impacting both purchase intent by the consumers and the market-based performance of a firm (Agnihotri, Bhattacharya & Prasad, 2018). Hence, the effectiveness of celebrity endorsements which are likely to form a meaningful proportion of a firm's advertising expense may also depend on the branding strategy

adopted by a firm (Jaikumar & Sahay, 2015). In addition, celebrities play a great role in transferring meaning to consumers. Celebrity-brand associations that form within the realm of advertising or product placement generate weaker effects than celebrity-brand associations that appear more genuine. This is because these celebrities mostly emerge in the real world (Russell & Rasolofoarison, 2017). The effect of celebrity endorsement is high when the celebrity image and product fit is achieved. The wealth effects associated with celebrity endorsement is humongous when there is a proper blend of celebrity and brand over a period of time (Gnanapragash & Sekar 2013).

Celebrity endorsement has long been recognized and widely accepted as an attention getting tool in advertising. While there are many innovative ways of advertising, celebrity endorsement in advertising is an easy means to achieve the 'stopping power'(Gnanapragash and Sekar, 2013). Celebrity endorsements, regardless of congruence, are given importance and are likely to be effective in terms of generating market value for the product being advertised (Jaikumar & Sahay, 2015). The use of celebrities for commercial purposes is not a one-way process, however, as celebrities are becoming brands in their own right, with their own values existing in the minds of their audience in a similar way to corporate and consumer brands (Seno and Lukas, 2007).

Hence, firms in some circumstances may avoid huge investments in terms of market research to assess the "fit" of a celebrity with a brand being shore cased (Jaikumar & Sahay, 2015). Thus, according to Agnihotri, Bhattacharya and Prasad (2018), it becomes even more important to know how celebrity endorsement as an advertisement strategy for a brand portfolio influences firms' performance in high power distance countries.

The existence of mutual meanings transfer would also suggest that celebrity endorsement should be considered as a brand alliance where meanings and values can transfer from one partner to the other (Halonen-Knight & Hurmerinta, 2010). Some of the celebrities used in adverts are sometimes considered as experts. In most cases, they play the role of persuasion. They tend to give tips of winning a bet. Celebrity endorsements are also likely to first impact consumer self-brand connection that, in

turn, impacts brand equity (Dwivedi, Johnson & McDonald, 2015). There are supporting views that the aid of celebrity could facilitate the creation of brand personality (Gnanapragash & Sekar, 2013).

The risk of celebrity endorsement comes in the wake of single brand endorsed by multiple celebrities. When a brand is endorsed by only one celebrity, consumers are likely to perceive the brand in a highly favorable light and indicate a greater intention to purchase it. However, when a brand is endorsed by a variety of celebrities, this might lead to confusion. One of the main reasons for using celebrity endorsement is to create a better image by transferring symbolic meaning from the celebrity to product (Gnanapragash & Sekar, 2013, p.18).

2.4.3 Testimonial Advertising

Testimonial advertising involves bringing celebrities or experts or satisfied consumers to openly acknowledge the effectiveness of a good, idea or service. In most cases, advertisers will showcase the winners holding a cheque worth millions of shillings to prove to the world that betting is real. This will depend on the level of experience one has with the product or service. (Akpan, Nda & Nketa, 2015). Yeshin (2006) describes testimonial advertising as a form of marketing where a person speaks on behalf of the brand describing his or her personal experience of using it. Thus, in summary, prior research suggests that testimonial effectiveness is derived from informational influence as determined by dimensions such as perceived similarity (Brett, Wentzel & Torsten, 2008). Shimp, Wood, and Smarandescu (2005) posit that consumer goods marketers often feature testimonials as the center piece of their advertising or promotions efforts.

The rationality underlying testimonial is that if someone testifies that he has used a product and that the product satisfied them, then another consumer would likely be willing to give the product a try. Testimonials should always reflect the honest opinions, findings, beliefs or experiences of the endorser. They should not contain any representation which would be deceptive or cannot be substantiated (Akpan, Nda & Nketa, 2015). According to Brett, Wentzel and Torsten (2008), we build on these insights by exploring differences in how susceptible people are to social influence, and

how this susceptibility (or lack of it) affects the manner in which they evaluate and process ads containing testimonial and product attribute information. Testimonials from satisfied customers can also come in the form of letters that appear in printed advertisements. These letters from the long-time users praise the service or good and how it has improved their lives (Akpan, Nda & Nketa, 2015).

Reece (2000) argues that testimonials should possess three features namely; exact benefits of the products and services, it should also be from someone with whom the audience can relate and lastly, it should be credible. As for specific benefits of the products and services, Reece (2000) further argues that the goal of a testimonial is to build confidence in a manner that can convince the consumers to act.

People cannot take actions on some vague comment, but if they see a specific benefit of the product or service that is relevant to them based on their expectations, then it will be remembered and most likely acted upon. The customers sharing their experience with the product will help others know that the product or service actually works. Secondly, it should be from someone with whom the audience can relate. This could be an expert or a well-known individual. The positive body language, voice tones and enthusiasm of a real person talking about a real situation cannot be contrived.

In general, every comment focuses on a specific benefit that a product provides such as saving time, low cost, ease of use or speed of result which is seemingly thought to be very convincing as the celebrity, expert or satisfied user attests to how others can benefit from the advertised product (Akpan, Nda & Nketa, 2015). Nevertheless, celebrity testimonial has numerous challenges. Burke (2002) argues that the credibility of celebrities is primarily ruined for two basic reasons, namely; circumstance and over exposure. These has to do with the lifestyle of the celebrity, for example, if the celebrity's image in the society is tarnished or the celebrity diminishes in fame as a result of being convicted in a law court for any vice, then the image of the product will also be affected significantly. The true testimonial where a satisfied customer gives views how effective the product is can highly be credible in both television and radio advertising (Akpan, Nda & Nketa, 2015).

2.4.4 Bandwagon Strategy

The bandwagon effect is characterized by the probability of individual adoption increasing with respect to the proportion who have already done so (Chen et al. 2016) Besides affecting viewers' cognitive evaluations, scholars have found that bandwagon cues can also influence one's emotional response (Li, Vafeiadis, Xiao & Yang, 2020). As more people come to believe in something, others also "hop on the bandwagon" regardless of the underlying evidence (Maxwell, 2014).

Such strategy is predominant among the peers, where no one is willing to be left out. Bandwagon bring a common bond among the gamblers. Most of university students associate themselves with EPL clubs where majority of them claim to be members of those clubs. When it comes to matters of betting, advertisers will always tailor their messages to what the students can relate with. The sense of belonging makes them come together to place bets on their favourite teams with an expectation of a win.

According to Severin and Tankard (2001), many examples of bandwagon appeals appear in advertising. A deodorant is described as "the people's choice." In war time for instance, Severin and Tankard (2001) posit that bandwagon is often used to convince people that everybody is making sacrifices for the war effort, even to the extent of sacrificing their lives. Specifically, participants who viewed a persuasive message with high bandwagon cues evaluated it as less threatening to their freedom, and hence they were less likely to experience anger or counterargue (Li, Vafeiadis, Xiao & Yang, 2020). The predisposition to follow the actions or beliefs of others can easily occur because individuals directly prefer to conform, or because individuals derive information from others (Maxwell, 2014).

Bandwagon effects plays a significant effect in marketing. Chung (2017) argues that bandwagon effects influences consumer's evaluation of persuasive message and in turn their behavioural-decision making. This technique is quite different from other advertisement techniques in that the consumers will end up betting not because they are willing but to but because they feel left out of the bandwagon.

Cai and Wyer (2015) further posits that researchers have proved that bandwagon effects can spontaneously introduce new behaviour in a consumer. This may include activities such as donation. Not all university students will take time to interrogate the message. Some do it as a result of influence from their peers. The sole mandate of the advertisers will be to bring as many people as possible on board.

2.4.5 Message Appeals

Advertising appeals evoke positive responses to satisfy consumers' psychological needs (Kunkel, Walker, & Hodge, 2019). Although both emotional and informational messages can be conveyed through digital native advertising, most practitioners consider emotional messages especially effective (Harms, Bijmolt & Hoekstra 2017). Emotional appeals could come inform of humour, musicals or fear among others.

Humour in advertising is very common (Tellis 2004). Often, the humour is weakly related or even unrelated to the brand. Such ads may seem to trivialize the brand or message. Ads containing humour have been shown to attract consumer attention and positively influence attitudes towards the ad, the brand and affective consumer responses (Eisend, 2009). During the customer decision journey, informational content becomes more effective in closer proximity to the actual purchase decision (Harms, Bijmolt, & Hoekstra 2017).

That is, consumers appear more receptive to emotional content in the brand awareness and preference phases, but then factual information helps them convert to a purchase (Harms, Bijmolt, & Hoekstra 2017). The use of fear appeals assumes that when people are emotionally confronted with the negative effects of their behaviour, they are likely to change that behaviour (Kok, Peters, Kessels, Hoor & Ruiter, 2018). That reasoning is simple and intuitive, but only true under specific, rare circumstances (Kok, Peters, Kessels, Hoor & Ruiter, 2018).

Fear appeals is another strategy under message appeals that is used by advertisers to evoke emotions. They are persuasive messages designed to create fear describing the terrible things that will happen to them in case they don't follow what the advertiser recommends (De Pelsmacker, 2011). When it comes to betting, fear appeals can easily

lead the vulnerable students to engage in betting, even in a situation where one had no plans of doing so. Sun et, al (2023) argue that just like in advertising, the role of fear appeal in persuasion can be nonlinear in the e-health context. The high threat message my be threatening and may lead to consumer's greatest fear. Thus as part of advertising strategy Gebreselassie and Bougie (2019) posit that advertisers can deliberately sequence a negative appeal (fear) followed by a positive one (humour) to increase sales.

2.4.6 Argument Strategy

Argument involves the central route of persuasion (Tellis, 2004). Contrary to what is proposed in the extant literature, a two-sided message leads to stronger perceptions of sales agent trustworthiness than a one-sided message, regardless of the level of importance of the attributes linked to the remarks; and a two-sided message does not reduce purchase intentions when an unimportant attribute is discounted (Pizzutti, Basso, Albornoz, 2016). Here, the advertisers present a two-sided message where the consumer is expected to choose one. In essence the advertisers will ensure that one side of the message is stronger that the other. They may also give the strength and weakness of each side of the message.

Further, refutational two-sided messages are more directional, as they counter the negative attributes by linking them to positive ones in order to persuade the reader (Cornelis, Heuvinck & Majmundar 2020). It persuades a viewer of a message by appealing to reason and relying on evidence. When a two-sided message is balanced in the number of positive and negative arguments it presents (e.g., three positives and a three negatives), granted that argument strength is equal, the message might evoke higher levels of subjective ambivalence (Cornelis, Heuvinck & Majmundar 2020).

Two-sided messages trigger more trustworthiness than one-sided messages, but the "price" paid for these gains is a lower probability of purchase by consumers because of the presentation of negative information about the product (Pizzutti, Basso, Albornoz, 2016). Conversely, when a two-sided message offers an uneven amount of pro and con arguments (e.g., two positives and one negative), the message might evoke lower levels of subjective ambivalence (Cornelis, Heuvinck & Majmundar 2020).

Two-sided messages are commonly differentiated into refutational and non-refutational messages based on their message structure. A non-refutational two-sided message merely offers both sides of a proposition (i.e., one side advocating the communicator's position and the other side opposing it), while not refuting the opposing argument(s) in the message (Cornelis, Heuvinck & Majmundar 2020). The strategy of refutational advertising consists of first presenting a counterargument against the advertised brand, and then destroying the argument (Yeshin, 2006). Although past literature reports no conclusive evidence about the overall effectiveness of two-sided messages, there is consensus on a distinct advantage they offer: they reduce psychological reactance (Cornelis, Heuvinck & Majmundar 2020).

In non- refutational two-sided messages, advertisers simply present positive and negative information. In refutational two-sided messages, they subsequently refute or discount the information that opposed the communicator's direction (i.e. in a drug prevention context, the argument pro drugs would be refuted). The persuasive impact of both subtypes of two-sided messages received little research attention, especially in terms of its impact on source and message credibility. The few studies testing the impact of refutation versus non-refutation on source and message credibility yielded mixed results (Cornelis, Cauberghe & De Pelsmacker, 2015, p.2).

Another form of argument could be rhetorical question. Rhetorical questions are, in essence, implicit answers phrased as questions; by inviting the recipients to think about questions posed rather than making a direct assertion, speakers are viewed as less demanding or pushy (Ahluwalia and Burnkrant, 2004). McQuarrie and Phillips (2005) posit that consumers must decode the meaning of indirect messages and that inferred persuasion can be effective because of such consumer engagement. The identification of an appropriate analogical cue, by contrast, can serve as the basis of inference about the advocated product and enhance processing of the point implicated within the question (Ku & Chen, 2020).

Using analogy in rhetorical questions may be an effective tool to promote consumers' comprehension of the benefits that an advertised product offers because of enhanced elaboration of the advocated point (Houssi et al., 2009). Consumers low in persuasion

awareness are less likely to interpret rhetorical questions from the standpoint of the message designers and will address them in a simple fashion and be more open to such attempts to influence (Ku & Chen, 2020). However, those with an open nature and less aware of messaging strategies and marketers' persuasion aims are likely to react more favourably to them (Echebarria-Echabe, 2010). In contrast to content equivalent assertions, the rhetorical question provokes more thought on the part of the consumer, and therefore, seems to result in greater message persuasion (Ku & Chen, 2020).

The persuasiveness of rhetorical questions in advertising may also be subject to variation in perceptions of persuasive intent. Some consumers may not notice these attempts. With little suspicion, these individuals mainly focus on the scenario, the created reality, in the marketing message. In contrast, individuals with knowledge in persuasion awareness are more likely to notice the deviation generated by a rhetorical format used in advertising and interpret them in terms of the influencing intent. Insofar as such rhetorical questions are construed as an attempt to influence, individuals who are more aware of persuasion attempts are likely to react against it (Ku & Chen, 2020, p.717).

The credibility effects of a two-sided refutational messages are not only influenced by the perceived self-interest of the advertiser but also by other considerations such as the argument type (Cornelis, Cauberghe and De Pelsmacker, 2015). It essence, if the argument is strong then there would be a likelihood of more students engaging in betting.

2.4.7 Media Literacy

Media literacy, like so many other fields, is a complex terrain (Hinchey, 2003). Although there are different ways to conceptualize persuasion knowledge, it generally refers to consumers' "overall knowledge of how persuasion works" (Ham, Nelson, & Das, 2015). Stated differently, once consumers become aware of the persuasive intent of a message, they are less likely to be persuaded by the message (Gillespie and Joireman, 2016).

It is thus posited that marketers can benefit from the use of analogical strategies in communication targeted at consumers high in persuasion awareness, whereas these have no influence on the responses of less aware consumers (Ku & Chen, 2020). Advertising is very much concerned with the persuasive power of language, the way in which words and images can change attitudes, turning the lead of consumer disinterest into the gold of hysterical brand advocacy (Miles, 2013). Given that consumers with low persuasion awareness are known to be less sensitive to manipulative intent, their reactions may be unaffected by either taking on the form of analogy or not (Ku & Chen, 2020).

From the outset, it was recognised that a fundamental aim of communication was to cut through the surrounding clutter and arrest the attention of the potential purchaser; moreover, it suggested that the process of communication required the audience to pass through a series of sequential steps, and that each step was a logical consequence of what had gone before (Yeshin, 2006). Bylon, Kraa, Asabere, and Bede (2019) postulate that the concept of advertising has been a significant phenomenon in the business set up. It has invariably been used by marketing gurus to attract customers' attention for new products in the market. Several factors that shape consumer's way of life are taken into consideration before they make a purchase of product on offer. Consumers' personal characteristics are those things which are directly related to the consumer's way of life (Bamfo, Kraa, Asabere, Atarah, 2019).

Intrusiveness in one of the major criticisms levelled against advertisement. Despite the fact that all forms of advertising are perceived as intrusive, pop-up advertising is seen to be more intrusive and obstructive (Bamfo, Kraa, Asabere, Atarah 2019). For more than a century, academic researchers and advertising practitioners over the world have widely used the hierarchy of effects model to assess the effectiveness of advertisement (Javan, Khanlari, Motamedi & Mokhtari 2016).

The AIDA model proposed a simple hierarchical structure to identify the stages of communication process namely: Attention-Interrest-Desire-Action. According to Javan, Khanlari, Motamedi and Mokhtari (2016), in order to recognize the top media for every advertising campaign, a set of decision-making criteria is needed. The four

dimensions of AIDA's hierarchy of effects model (Attention, Interest, Desire and Action) are appropriate enough to be selected for this purpose. The AIDA's hierarchy of effects model is used to measure the effectiveness of advertisement for more than a century.

At the point at which it entered policy discourse, media literacy had been intended to help to address the perceived problem of media violence. By the time it entered statute, it had been repositioned as a solution to the problem of deregulation and the need to 'arm the consumer' (Wallis & Buckingham 2013). Media is a power tool that brings unknown products in the limelight. It is through the media that we get to know how a product or service is used. What is important in this case is the ability to analyse the messages portrayed in advertisement.

2.4.8 Problem Gambling and the Youths

Gambling is increasingly a global phenomenon, derided by some as exploitative and viewed by others as entertainment (Lindridge, Beatty & Northington, 2018). Problem gambling (PG) is recognized in many countries as a public health issue that needs to be addressed through regulation of the gambling market and preventive initiatives (Binde, Romild & Volberg, 2017). This is because if not controlled then more and more youth will find themselves in the deluge of gambling.

Some individuals who bet on sports do so because they enjoy gambling, and they seek out this activity on their own (Houghton, Nowlin, & Walker, 2019). What begins as a pastime ends up becoming additive leading to serious health implications. Some individuals who eventually embezzle have long had an interest in gambling and have gambled without any major problems (Binde, 2016). An important question when designing such regulations and initiatives is whether some forms of gambling are more harmful and riskier than others; if so, regulations and initiatives should focus on these forms (Binde, Romild & Volberg, 2017). However, many are risk averse and do not seek out sports betting as part of their sports experience. Rather, they gravitate toward activities like fantasy sports, where they can engage with the sport, interact with friends, and do so without the requirement for gambling (Houghton, Nowlin, & Walker, 2019). Others have not gambled much at all. Then something happens that

makes the individual gamble more frequently and for significant amounts of money (Binde, 2016).

Sports fans who may normally experience apprehension when presented with a gambling opportunity are assuaged by promises from these companies that the games are not a form of gambling and are in fact legal (Houghton, Nowlin, & Walker, 2019). The individual develops a gambling problem, control over involvement in gambling becomes impaired and considerable money is lost. The individual begins to chase losses; illusions of being close to winning big, as well as occasional substantial wins, sustain the hope of an impending big win (Binde, 2016).

A report by Geo-poll (2019) indicates that across the age groups, it is notable that about half of low-income gambling consumers are 18-25 years. The report further indicates that it is likely that the youth are most involved given the high affinity to mobile phones, sports, and unemployment rates. Persistent media advertising persuasive strategies have remained as a constant reminder that betting is real and any one can win millions of shillings through spending as low as twenty shillings. In addition, hybrid advertising formats are characterised by specific features which include the advertising content namely; the persuasive and commercial message which is often embedded into the non-promotional media content like entertainment and information in a more or less integrated manner (Hellemans, Lievens & Valcke, 2015).

The interconnection between commercial and editorial content may have a significant societal impact. First, consumers are not be in a position to ignore the commercial message due to its inherent link with the informational element (Hellemans, Lievens & Valcke, 2015). According to Hellman, Örnberg & Livingstone (2017) Levels of harms correlate not only with level of regulation, but also tend to vary according to a logic underpinning the systemic balance between stakeholder revenues, on the one hand, and gambling-related societal costs, on the other. While the nature of gambling practices is contested, a strong evidence base demonstrates that gambling can become a serious disorder and have a range of detrimental effects for individuals, communities and societies (Bunn, et al. 2019).

2.5 Empirical Review of Relevant Studies

2.5.1 Celebrity endorsement in Advertisement

Jaikumar and Sahay (2015), conducted a study to evaluate the economic value of celebrity endorsements to Indian firms based on their branding strategy – corporate or house-of-brands and their "congruence" or "fit" with the celebrity. The findings of this study were that the effectiveness of celebrity endorsements, which form a significant part of advertising expenses, could depend on the branding techniques adopted by the firm. The findings from the study further showed that the corporate brand endorsement announcements were likely to result in higher stock returns compared to house-of-brands announcements. Other findings were that the majority of the endorsement announcements by house-of-brands majorly focused on a particular brand or product that was being endorsed rather than paying attention to the parent brand and altering the message content of endorsement announcements to focus on the future benefits of the endorsement deal.

Agnihotri, Bhattacharya and Prasad (2018) conducted a study to examine the effects of multiple brand celebrity endorsement strategies on firms' performance and different attributes that are associated with celebrities on firms' performance. The study then investigated the role of celebrity reputation and familiarity, as well as social media as a promotion platform in shaping the economic effectiveness of multiple brand endorsement strategies. The findings indicated that as the proportion of a firm's brands endorsed by celebrities increased, firm market valuation also increased. In addition, multiple brand endorsements raised the market valuation of Indian firms. The study also examined certain factors associated with celebrity endorsers that influence market valuation of firms. One of the findings showed that as celebrity reputation improved, market value of the firm also increased.

Kunkel, Walker and Hodge (2019) conducted a study on the influence of advertising appeals on consumer perceptions of athlete endorser brand image. They used MANOVAs with post hoc analyses and regression analysis to ascertain the differences between advertisement appeals and to examine the influence of consumer attitudes towards the advertisement on perceptions of the athlete endorser. The study found out

that common advertising appeals could influence consumer perceptions of athlete endorsers. In addition, the perceptions of the athlete endorser were influenced by the type of advertising appeal used. The study further found out that snowball effects existed from the advertisement appeal to the athlete endorser and that attitude towards the advertisement and attitude towards the athlete endorser prior to the advertisement influenced how the respondents evaluated the athlete endorser in some instances. Furthermore, attitude towards the advertisement influenced perceptions of the athlete's likeability and trustworthiness across all four appeals, and attitude towards the athlete endorser prior the ad influenced perceptions of expertise in the informational and warm appeal.

2.5.2 Testimonial Advertisement

Osnat and Ilan (2017) conducted a study on Values and Benefits of Israeli Sports Gambling Advertisements. This was qualitative research that included an interpretive content analysis of the key messages conveyed in the advertisements'. The study further found out that the advertisers used debt, the bane of ordinary citizens, to motivate bettors to take immediate action to alleviate their situation. Thus, key to solve the puzzle and the prize money would be transported directly to their pocket, or as the advertisement states, to their bank account.

The study also revealed an ideal of emotional appeal namely; taunting potential consumers. This came in a situation where the advertisers challenged consumers to prove their worth, presume that no one will refuse an opportunity to brag about their abilities and skills. Even though the study found out that the simplicity and clarity of sports game rules promoted fans' sense of expertise, which was reinforced by the fact that they were obsessed by sports-related information, the aspect of testimonial advertisement was left out which in a dominated many betting advert.

2.5.3 Bandwagon Strategy and Advertisement

Niesiobędzka (2018) conducted an experimental study of the bandwagon effect in conspicuous consumption and what came out was that that participant who watch advertisements that have references to significant others were willing to pay more for

a luxury product. These participants doubled the luxury brand logo on created T-shirts more often than participants who watched the advertisements without explicit references to significant others. The study also observed that the advertisements with the slogan "Feel like a movie star" encouraged respondents to place a larger luxury brand logo than the advertisements without the slogan. In summary, the individuals choose products congruent with the social image of aspirational groups.

In a different study, Hancock, Ralph and Martino (2018) conducted study on applying corporate political activity (CPA) analysis to Australian gambling industry submissions against regulation of television sports betting advertising. The research used a corporate political activity framework of analysis developed by UK tobacco public health researchers, which identified strategies and tactics used internationally by the tobacco industry, to broker pro-tobacco public policy outcomes. The study focused on gambling industry submissions to the 2013 Australian Parliamentary Committee Inquiry. The study found out that most gambling industry used identified strategies and tactics. Some of new tactics used were; new strategy of Corporate Social Responsibility, promoting responsible industry practices and pre-emptive establishment of internal responsibility units/practices. Hancock, Ralph, Martino (2018) study further found out that despite public concerns regarding sports betting advertising, the gambling industry reinforced individual choice/blame for harms and claimed it acted responsibly. The consumers were blamed for acting for gambling irresponsibly despite being persuaded by advertisers to participate in betting.

2.5.4 Message Appeals and Advertisement

Xu and Jeong (2018) conducted a study to find out the effect of message framings and green practices on customers' attitudes and behaviour intentions toward green restaurants. The aim of their study was to investigate the level of persuasiveness of attribute-based versus benefit-based appeal messages in green restaurant advertisements and their matching effect with different types of green practices in the restaurant. An online based survey was conducted where 363 responses were collected and processed. The findings showed that benefit-based messages were more persuasive than attribute-based messages in green restaurant advertisements. The

result further indicated that the restaurants with food-focused green practices, an advertising message emphasizing the benefit of food-focused green practices were more effective than an advertising message that described the tangible efforts of showing the greenness of the restaurant.

In another study, Hendriks and Strick (2019) conducted a study on how humour in alcohol advertising influences interpersonal communication and persuasion. One hundred and fourteen students from Leiden University participated in this study. The participants were recruited via convenience sampling. Pairs of two same-sex participants were then randomly assigned to one of the three between subjects' conditions namely; humorous advertising, positive advertising and no advertising. The results showed the following; first, the humour advertising led to more conversations about the advertising and about alcohol, and to longer conversations about alcohol. Second, the humour advertising led to more positive conversations about the advertising. These findings according to Hendriks and Strick (2019) offered a possible explanation for the effect of alcohol advertising on alcohol consumption, and provide an important starting point for using humour as a potentially effective behaviour change tool.

2.5.5 Argument Strategy and Advertisement

Feiz, Fakharyan, Jalilvand, Hashemi, (2013) conducted research on advertising appeals and its effects on attitude toward advertising and brand attitude in the context of communication industry. Questionnaires were distributed and an analysis of information obtained from the study revealed that the elements of advertising appeals including fear, humour, comparative, two-sided, and one-sided had significant impact on formation of attitude toward advertising and brand attitude. The study also found out that attitude toward advertising had a significant impact on brand attitude, two-sided appeal had the highest rank among other appeals. The findings further pointed out that advertising contributes to consumers' knowledge about products of good quality which in turn lead to a positive attitude towards advertisements. Other than the knowing the quality product, consumers also develop a positive attitude towards advertisement if they bring satisfying memories in their mind. The study arrived at a

conclusion that exciting advertisements attract their customers and create positive buying attitude towards the advertised product. Employing of advertisements with common appeals make advertisements more persuasive and better liked but also the effects are not especially great. The implication of these findings is that advertisers should consider carefully the cost of appeals to ensure appropriate return on investment.

Srivastava, Maheswarappa and Sivakumaran, (2017) conducted a study on Indian TV advertisements. The study revealed following patterns and trends. Advertisers in India use a mix of rational and emotional appeal rather than rational or emotional appeal alone. In addition, the presence of realistic claims in advertising along with emotional cues might help people in justifying their choices of brand based on reason and not just feelings alone. The study further found out that advertisers in India use humour appeals more often than other emotional appeals.

2.6 Critique of Existing Literature

Gbemi, Bimbo and Ekpenyong (2020), conducted a quantitative study on the relationship between the increasing involvement of youth in betting games and unemployment in Nigerian. The questionnaires were used to gather data. The respondents of the study consisted of shop owners and the employees working at the game shops, also included were the youths who played betting games. A maximum of five respondents were selected from each store to represent a large number of betting store across each area.

After analysing the data, the study found out that unemployment was primarily not the major driving force of youth involvement in betting games in Nigeria. The study found out that most of the youths who play betting games had jobs. The finding also showed that youths participated in betting games to take advantage of getting extra income. In addition, the findings indicated that the owners of these betting companies set up betting games as a way to curb idleness among the youths and enhance their jobless status, thus making betting games to be their only source of income. Technological advancement also came out contributing factor in the involvement of youth in betting games.

Looking the findings by Gbemi, Bimbo and Ekpenyong (2020), the youths engaged in betting as a way of exploiting opportunity of extra money. In addition, most of the youths who participated in betting had jobs. They further argue that the owners of these betting centres set up the betting games so as to curb idleness and enhance their jobless status of the youths by making betting games to be their only source of income. The study provided a great insight of why the youths engaged in betting by indicating that this was done not because the youths were employed but because they needed extra money. In this case, the study demystified the notion that the youths engage in betting due to lack of employment.

Though the findings gave a great insight on betting activities, there was a contradiction in that on one hand the study found out that the youths had jobs while at the same time indicating that the betting shops had been established to curb idleness among the youths. In this case therefore, it is difficult to tell whether lack of employment was a factor or not. Technological advancement also came as factor for youth engagement in betting but the study failed to show the aspect of technology that had influenced betting namely; the internet, radio, television or phones to mention but a few.

Lindridge, Beatty and Northington, (2018) conducted a study to find out if gambling game choices reflect a recreational gambler's motivations. This study applied two motivation theories, hedonic consumption theory and motivation disposition theory, and explored elements of heuristic perspectives related to gambling behaviour. Three stages of qualitative data collection were undertaken during the study. The findings indicated that gaming choice was a function of personal motives for recreational gamblers. Hence, the choice of games by gamblers reflected either their needs or motives. Thus, they focused on the game or games that best positioned them to achieve their goals and desires.

For most participants, a key outcome from their betting game choice (but not necessarily a dominant motivator to gamble), was to win money. The findings showed that participants who participated in sports betting clearly defined winning not only as making money but for various reasons. Some who participated in sports betting viewed their betting activity and the probability to win as part of a wider social engagement,

with a high level of achievement for accomplishing a goal involved. Access to sports betting key determinant to this difference.

The findings also indicated that sports gambling participants looked their gaming choice as a social opportunity to participate with their friends or as a career move. Both choices required guidance from fellow gamblers, and they often acted in tandem on their bets rather than against each other. This was due to trust they had for one another, thus betting played out as a team work rather than a game for individual.

2.7 Research Gaps

Despite numerous studies conducted on sports gambling, there exists a significant gap in knowledge about relationship between television's persuasive advertising techniques and sports gambling. Many literatures are highlighting the key indicators of betting among them leisure, social economic status (lack of jobs), peer influence and age. These studies have been conducted with the aim of answering the question "why", namely why do the youths engage in gambling? For instance, Gbemi, Bimbo and Ekpenyong (2020) conducted a study on "The nexus between the increasing involvement of youth in betting games and unemployment: the Nigerian perspective". Their focus in this case was geared towards the relationship between betting and unemployment. Another study was done by Lindridge, Beatty and Northington, (2018) gave a clear motivation of gambling but fell short of identifying the key influence of gambling such as the media, passion for sporting activities, lack of employment and level of income of those who participated in the study.

The power of television's persuasion has therefore been left out in the previous research. This gap was addressed by the general objective namely; to evaluate television's advertising persuasive strategy on sports gambling among the university students in Nairobi County, Kenya. The study thus sought to find out if television advertising persuasive messages can influence sports gambling among the youths.

Previous studies have either used qualitative or quantitative approach in collecting data. We can arguably say that the use of one data collection instrument is not enough

to yield accurate results. This study thus employed both qualitative and quantitative methods of data collection that helped in yielding reliable and accurate results.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter addresses the methodology that was used in the study. The areas that are covered include; research design, target population sampling frame, sampling and sampling technique, data collection instrument, data collection procedure, pilot test and data processing and analysis.

3.2 The Philosophical Worldview

Slife and Williams (as cited in Creswell, 2014 p.35) argue that although philosophical ideas remain largely hidden in research, they still influence the practice of research and need to be identified. Creswell (2014) see worldview as a general philosophical orientation about the world and nature of research that a researcher brings to study. The four-knowledge paradigm are illustrated in the figure 3.1 below.

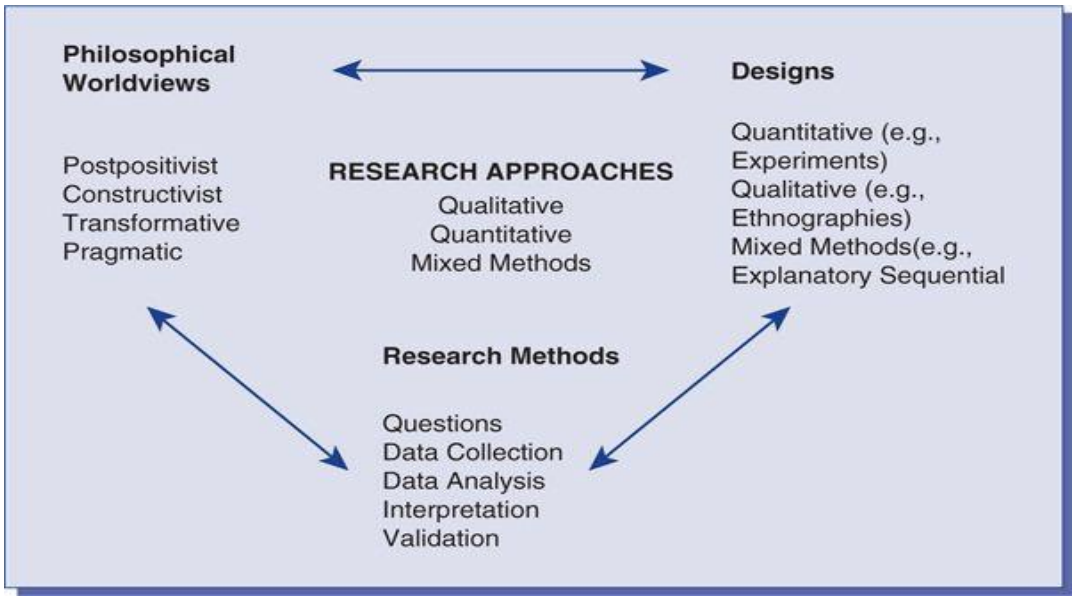


Figure 3.1: Framework for Research-Knowledge Paradigm

Source: Creswell (2014).

The philosophical worldview/research paradigm proposed in this study is positivist worldview. The justification for this is because positivism (post-positivism) is embedded on determination, reductionism, empirical observation and measurement, and theory verification. All these are in line with study under investigation.

Postpositivist worldview holds a deterministic philosophy in which causes (probably) determine effects or outcomes, thus the problems studied by positivists reflect the need to identify and assess the causes that influence outcome such as found in experiments (Creswell, 2014). Creswell (2014) further argues that positivism is reductionist in that the intent is to reduce the ideas into a small, discrete set to test such as the variables that comprise hypotheses and research questions.

3.3 Research Design

This study employed mixed method design. In this case, convergent parallel mixed methods design was employed to evaluate the effects of television's persuasive advertising strategies on sports gambling among university students in Nairobi County, Kenya. A convergent parallel mixed method is a form of mixed methods design in which the study converges or merges quantitative and qualitative data in order to provide a wide-ranging analysis of the research problem. In convergent parallel mixed method, the researcher generally collects qualitative and quantitative data almost at the same time and then integrates the data in the interpretation of the overall results. Any conflicting or inconsistent findings are explained or further probed in this design (Creswell, 2014). Hancock, Ralph and Martino (2018) conducted a similar study in relation to applying corporate political activity analysis to Australian gambling industry submissions against regulation of television sports betting advertising and completed their result successfully.

Both quantitative and qualitative data were collected at the same time after which the findings were integrated with an aim of generating overall results. The justification for using the mixed method research was because the combination of qualitative and quantitative approaches could provide a more complete understanding of research problem than either approach alone (Creswell, 2013). Descriptive survey design was also used in this study. This was to allow the study to collect quantitative data which

were then analysed using descriptive and inferential statistics. Descriptive survey is generally used to describe phenomena or characteristics associated with a subject population (Blumberg, Cooper & Schindler, 2011).

3.4 The Target Population

Population is the entire group of individuals, events or objects with similar observable characteristics (Kothari, 2004). Mugenda and Mugenda (1999) defines population as a complete set of individuals, cases or objects with some common observable characteristics. This study comprised of population from students of all the four public universities within Nairobi County, namely, University of Nairobi, Multimedia University of Kenya, Co-operative University of Kenya and Technical University of Kenya.

Table 3.1: Population

University	Population
Co-operative University of Kenya	4,810
Multimedia university	5,267
Technical University of Kenya	9,831
University of Nairobi	38,676
Total Population	**58,584**

Source: University's Registry

3.5 Sampling Frame

According to Panneersselvam (2010), a sampling frame is a complete list of all members/units of the population from which each sampling unit is selected. Sampling frame is a complete list of all the cases in the population from which your sample will be drawn (Saunders, Lewis & Thornhill 2003). This study concentrated on undergraduate students from year one to year four.

3.6 Sample and Sampling Technique

A sample is a section of a group that is obtained from the accessible population (Mugenda & Mugenda, 1999). Kothari (2004) describe a sample as the number of

subjects, items or cases that are selected from the accessible population. An equation for determining final sample size is shown below.

This study employed Yamane equation:

$$n = \frac{N}{1 + N(e)^2}$$

Where n= sample size

N= Population size.

e= Margin of error.

This was calculated at a confidence level of 95%, the margin of error (e) was 0.05.

Thus: $n = \frac{58584}{1+ 58584\ (0.05)2}$

n= 399.99

n=400.

After the sample size had been determined, the study then formulated a procedure of now getting the sample using Yamane equation as shown above. Non-probability sampling was used. In this case the study employed purposive and snowball sampling. This was because not all students in the university participated in gambling nor watched television. The study therefore narrowed down to students who had access to television, students who were participating in betting, those who intended to participate in betting and those who had participated in betting before. These were students who were well informed about sports betting. They comprised of undergraduate students from year one to year four of study.

Table 3.2: Sample Size

University	Population	Percentage	Sample
Co-operative University of Kenya	4,810	8.2%	33
Multimedia university	5,267	9.0%	36
Technical University of Kenya	9,831	16.8%	67
University of Nairobi	38,676	66.0	264
Total	**58,584**	**100%**	**400**

3.7 Research Instruments

Questionnaires and interviews were used to collect data for the study.

3.7.1 Questionnaire

Questionnaires were used to collect both qualitative and quantitative data. These questionnaires comprised of two sections. The first section comprised of demographic and general information about the respondents whilse the second section addressed five objectives of the study and the moderating variable.

The questionnaires encompassed of both open-ended and closed-ended questions. These provided the study with an opportunity to collect both quantitative and qualitative data. Closed-ended questions were used for questions that confined respondents to a list of answers (choices). A five-item Likert scale was used in numerical questions. They were in form of: strongly disagree, disagree, neutral, agree and strongly agree. The open-ended questions in this case offered a wide range of responses and answers. The respondents had an opportunity to present information in their own words. The justification for using both types of questions was because the study expected to get in depth information about gambling during analysis. Reason for using questionnaire was because all those who participate in the study were participants who were literate and therefore could read and write.

3.7.2 Interviews

In-depth interviews were used to collect qualitative data. This was done immediately after collecting quantitative data. An interview guide was formulated from the

questionnaire based on the objectives of the study to get responses from the participants.

3.7.3 Data Collection Procedure

The study was conducted in two phases. The first phase involved gathering of quantitative data while the second phase involved conducting in-depth interviews. Quantitative data was collected using self-administered questionnaires. Given that the study employed purposive and snowball sampling, the first phase involved identification of common places where students converged for leisure. These were lecture halls, students' centre, halls of residence and recreational facilities. This was done with an aim of identifying the respondents using purposive sampling.

After the respondents had been identified, the researcher then sought consent from students who were willing to participate in the study. These were students with specialised knowledge in sports betting. Once this had been accomplished, the researcher then looked for appropriate location where the respondents were given more information about the study. The respondents were also guided on the procedures for filling the questionnaires. They were then given a chance to ask for clarification in areas where they did not understand. Once everything was clear, the respondents were then given chance to fill the questionnaires.

On in-depth interview, a total of eight respondents participated in the study. These were participants who had not participated in quantitative study. In this case, two participants from each of the four public universities were picked using snowball sampling. The justification for using snowball sampling was because the study was interested in participant who had participated in betting before. Each participant was briefed on the purpose and the duration of the interview after which consent was sought. Each respondent was then assigned a unique code for the purpose of identification. This was done because some respondents were not comfortable sharing their real names. Each respondent was then requested to sign a consent form. All the interviews were conducted face to face and were recorded using the researcher's phone for the purpose of transcription. Notes were also taken concurrently. After all the interviews had been conducted, the recordings were then transcribed for analysis. The

responses were then coded manually using thematic clusters from which the findings were derived.

Given that the study was conducted at the time that the world was hit hard by covid-19 pandemic, all the participants were requested to observe covid-19 protocols. This was by observing social distancing, wearing of face masks and sanitising of hands. A sanitiser was provided for all those who participating in the study. After filling the questionnaires, each participant was requested to invite at least one student they knew participated in betting. This was done through inviting them through phone calls and face to face. This procedure was repeated for several days until the required sample was attained in the respective universities.

The second phase of the study involved collection of qualitative data. The researcher used the same procedure to identify the respondents. Each respondent had their convenient time for the interview.

3.8 Pilot Test

According to Bryman and Bell (2011), A pilot test helped to determine the validity and reliability of the data collection instrument. Validity is the most criterion and indicates the degree to which an instrument measures what it is supposed to measure (Bryman & Bell, 2011; Saunders et al., 2009). A pilot study was conducted among students of Multimedia University. Students who participate in the pilot study did not take part in the final study. A total of 42 students participated in this study.

3.8.1 Validity of Research Instruments

Validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. Validity can also be thought of as utility. In other words, validity is the extent to which disparities found with a measuring instrument reflect true differences among those being tested (Kothari, 2004). In order to conduct a research that could provide a valid result, content validity and construct validity were employed. According to Kothari (2004), content validity is the extent to which a measuring instrument provides adequate coverage of the topic under study. If the instrument contains a representative sample of the universe, the content validity is

good. Its determination is primarily judgemental and intuitive and can also be determined by using a panel of persons who shall judge how well the measuring instrument meets the standards, but there is no numerical way to express it.

In this study, content validity was conducted through experts' judgement. Five experts participated in the process. They then gave their opinion based on terminologies used in the questionnaire where emphasis was on using terms that could be understood by all respondents, grouping the question in a thematic order and including Y questions in the questionnaire. Consistency was another area that was highlighted. Other areas were clarity and ambiguity. Upon correction of the highlighted areas, the instrument was then considered valid and could therefore be applied in the study.

Construct validity indicates the extent to which observed variables do not measure any latent variable other than what they are connected to in the conceptual model. To determine construct validity, confirmatory factor analysis (CFA) was used and this was done by making use of fit indices. Lower values of fit indices suggest that the measurement model is not good enough since scales employed to measure the dimensions of conceptual framework will not be validated. For a good measurement model to be realised, each factor loadings of the confirmatory factor analysis should be greater than 0.50. Factor loading is generally described as the standardised value of each coefficient within the measurement model. Factor loading above 0.50 is evidence of convergent validity of research instrument.

3.8.2 Reliability of Instruments

Kothari (2004) posits that the test of reliability is another important test of sound measurement. A measuring instrument is reliable if it provides consistent results. Reliable measuring instrument does contribute to validity, but a reliable instrument need not be a valid instrument. Kothari (2004) further states that reliability is not as valuable as validity, but it is easier to assess reliability in comparison to validity.

If the quality of reliability is satisfied by an instrument, then while using it we can be confident that the transient and situational factors are not interfering. As of this study, Cronbach's alpha was used to test reliability of questionnaires. Ideally, if the

Cronbach's alpha result is negative then that indicates that there is something is wrong with the data.

3.9 Ethical Consideration

A letter from National Commission for Science, Technology and Innovation (NACOSTI) was applied for, immediately after the researcher was cleared by the university to collect data. After receiving a letter from NACOSTI, Permission was then obtained from the respective universities. Consent was sought from all the respondents who participated in the study. Confidentiality was also upheld during data collection process. As mentioned earlier, the study was conducted during covid-19 pandemic, and for this case, the ministry of health protocols was strictly observed.

3.10 Data Processing and Analysis

On qualitative data, the recorded audio was transcribed manually, after which the data was coded. Thematic patterns were then identified from analysis was done. The findings were then derived from each thematic cluster.

The quantitative data was coded and analysed using SPSS. In this case descriptive and inferential result were determined. Reliability was tested using Cronbach's Alpha. According to Bryman and Bell (2011), Cronbach's alpha is commonly used to rest internal reliability. Both content and construct validity were applied in the pilot study. The relationship between the variables was determined using correlation and regression analysis.

Diagnostic test was first done to ascertain if the data used was normally distributed. As for this case, the following tests were conducted; skewness and kurtosis, this was done to check symmetrical distribution, skewness which was employed to measure the deviation of distribution from symmetry and kurtosis which was used to measure the tail of the distribution. The test was meant to check if the values fell within the acceptable range of between -2 and +2.

Histogram test was conducted to check the distribution of the variables. Normality plot curve was conducted to check if the data were normally distributed. Kolmogorov

Smirnov and Shapiro Wilk test was also conducted to check if the data was normally distributed. This was done by checking if the p-value for all the variables were greater than 0.05. The Q-Q plot was also conducted to check if the data were normally distributed. Other tests included outlier test, collinearity diagnostics, correlation analysis, multicollinearity, autocorrelation, heteroscedasticity/homoscedasticity and linearity test.

The relationship between the variables was determined using regression model expressed as:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta 5 X_5 + e$$

Without the moderator

And:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta 5 X_5 + \beta_1 X_1 * z + \beta_2 X_2 * z + \beta_3 X_3 * z + \beta_4 X_4 * z + \beta 5 X_5 * z + e$$

with the moderator where:

Y = Sports Gambling

X_1 = Celebrity endorsement

X_2 = Testimonial advertisement

X_3 = Bandwagon strategy

X_4 = Message Appeals

X_5 =Argument Strategy

Z = Media Literacy (Moderator)

It is worth noting that multivariate regression analysis was employed to investigate the overall effects of independent variables on the dependent variables.

CHAPTER FOUR

RESEARCH FINDINGS AND DISCUSSIONS

4.1 Introduction

This chapter gives details of the empirical findings and results of the application of the techniques and data analysis methods as described in chapter three. The analysis was embedded on the general and specific objectives of the study. The chapter begins with a preliminary analysis which includes the publication of pilot analysis results with both reliability and validity test. Descriptive and statistical analysis of the data is then presented. This chapter further presents inferential statistical analysis which is based on the hypotheses of study variables. The chapter then concludes with the interpretation of the study findings.

4.2 Response Rate

Table 4.1: Response Rate

Response Rate	Frequency	Percent
Returned	325	81.25%
Unreturned	75	18.25%
Total	**400**	**100.00%**

In order to determine if the right sample was used in the study, a response rate analysis was conducted. Out of the 400 questionnaires distributed, 325 (81.25%) of the questionnaires were returned while 75 (18.75%) were not returned. This was sufficient for the study given that Mugenda and Mugenda (2010) proposes a response rate of 50% and above. Fincham, (2008) on his part suggests a response rate of 60% and above.

4.3 Pilot Study Report

A pilot study was conducted to establish whether the research instrument used in the study was valid and reliable for data collection. A total of 42 questionnaires were distributed and analysed.

4.3.1 Sample Adequacy Test for the pilot study

Table 4.2: KMO and Bartlett's Test

Independent/Dependant Variables	Degree of freedom	Approx. Chi-Square	Kaiser-Meyer-Olkin Measure of Sampling Adequacy	Bartlett's Test of Sphericity.
Celebrity endorsement	36	833.696	.896	.000
Testimonial advertisement	15	662.736	.883	.000
Bandwagon strategy	21	848.351	.864	.000
Message Appeals	21	818.777	.849	.000
Argument Strategy	36	1133.68	.929	.000
Media Literacy	21	797.252	.899	.000
Sports Gambling	21	775.413	.693	.000

To establish whether the sample size was sufficient to conduct principal component analysis, Kaiser-Meyer-Olkin test was conducted. Kaiser-Meyer-Olkin test is used to determine how best the data is suited for factor analysis. In this study therefore, Kaiser-Meyer-Olkin test was done with an aim of confirming if the sample size used was adequate. The recommended sample adequacy test value is 0.5 and above Karagöz (2016). In this case a common criterion is that the study should have 10 – 15 participants per variable. Fiedel (2005) posits that factor analysis is only inappropriate when the sample size is less than 50. Karagöz (2016) further recommends a value of 0.5 as minimum where values ranging between 0.7- 0.8 are also acceptable, and values more than 0.9 considered as the best. The finding as shown on table 4.3, suggest that the sample was within the acceptable range. This is because the KMO values were between 0.627 and 0.929 with the least value being 0.693. In this case therefore, the sample size was maintained.

Consequently, Bartlett test of Sphericity was performed to establish how suitable the data set was before the principal component analysis (PCA) could be conducted. If it happened that the null hypothesis was accepted then the analysis could not be conducted. Bartlett test of Sphericity normally detects relationship between variables. An identity matrix is also known as unit matrix and it is a matrix in which all the diagonal elements are ones and all off diagonal elements are zeros (Kothari,2009). The results suggest that all the correlation matrix for all the variables indicators were unit

matrices, hence there was no multicollinearity amongst the indicators for all the variables.

4.3.2 Reliability of Research Instrument

Table 4.3: Reliability Test

Variables	Cronbach's alpha
Celebrity endorsement	0.814
Testimonial Advertising	0.873
Bandwagon strategy	0.927
Message appeals	0.884
Argument strategy	0.943
Media literacy	0.859
Sports gambling	0.804
Overall	**0.839**

Reliability of research instrument is the extent to which an instrument can measure a phenomenon consistency without variation. The instrument should always measure the same thing or value under similar conditions consistently without error. If the instrument measures items under scrutiny and gives a similar finding when applied on two or more different times then a questionnaire is said to be reliable.

Reliability test is thus conducted to ensure the right instrument is used in the study. In this case, reliability test was done using Cronbach's alpa. According to Avcılar & Varinli, (2013), unidimensionality implies that variables observed must measure only one dimension. Therefore, reliability should be obtained in order to ascertain unidimensionality. As for this study, reliability of the research instrument was determined and the results were as follows: for Celebrity endorsement there were 11 items under consideration and from the finding, no item was deleted and alpha coefficient recorded was 0.814. For Testimonial advertisement, the alpha coefficient was again above the threshold. In this case, six items were tested and no item was deleted. The overall alpha coefficient was 0.873. Reliability test using Cronbach's alpha for Bandwagon strategy was also performed and out of seven items, none of the items was deleted and the overall alpha coefficient was 0.927 which was also above 0.7. Similarly, the Cronbach's alpha coefficient for Message Appeals was conducted and out of seven items, none of the items was deleted and the overall alpha coefficient

was 0.884 which was also above 0.7. For Argument strategy out of nine items tested for reliability, none of the items was deleted and the overall alpha coefficient was 0.943. Lastly, Media Literacy and Sports Gambling recorded alpha coefficient values of 0.859 and 0.804 respectively. In conclusion, alpha test for all the items were found to be reliable for measurement because the reliability coefficient was found to be 0.839 which was above the recommended threshold of 0.7. The findings are shown in Table 4.3 above.

4.3.3 Validity of Research Instrument

Validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. It refers to the accuracy of the instrument in providing the answer or solution to a problem. An instrument should measure that which it is intended to measure.

Validity can also be thought of as utility. In other words, validity is the extent to which disparities found with a measuring instrument reflect true differences among those being tested (Kothari, 2004). In order to conduct research that would provide a valid result; therefore, content validity and construct validity was employed. Content validity was conducted through experts' judgement. Five experts participated in the process. They then gave their opinion based on terminologies used in the questionnaire where emphasis was on using terms that could be understood by all respondents. The wordings were thus corrected for the sake of clarity. Consistency was another area that was highlighted where it was suggested that it was proper to use the word sports betting instead of using the word 'betting' alone. This was because this could confuse the respondents as we have some other forms of betting such as casinos. Other areas were clarity and ambiguity. The question on whether the participants had participated on sports betting was also dropped. The conclusion then was that the instrument was valid and could therefore be applied in the study.

Factor analysis was then conducted to determine construct validity/convergent validity. It was also done with the aim of determining discriminant validity. This occurs when there is no association between variables observed from other observed variables that are linked to other unobserved variables.

Construct validity indicates the extent to which observed variables do not measure any latent variable other than what they connected to in the conceptual model. To determine construct validity, confirmatory factor analysis (CFA) was used. This was done by using fit indices. Lower values of fit indices suggest that the measurement model is not good given that the scales employed to measure the dimensions of conceptual framework will not be validated. For a good measurement model to be realised, each factor loadings of the confirmatory factor analysis should be greater than 0.50. Factor loading is described as the standardised value of each coefficient within the measurement model. Factor loading above 0.5 is evidence of convergent validity of research instrument.

Besides that, critical rate value greater than 2 for every item in CFA findings suggest that the item is loaded to the factor it is connected. In this study all the items under Celebrity endorsement, Testimonial advertisement, Bandwagon strategy, Message Appeals, Argument strategy, Media Literacy, and Sports Gambling were having factor loads above 0.5 suggesting that all the factors were valid and for that reason, nothing was changed. Table 4.4 shows the findings in details.

4.4 Television's Persuasive Advertising Strategies and Sports Gambling

4.4.1 Response by Gender

Table 4.4: Distribution of Respondents by Gender

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	194	59.7	59.7	59.7
Female	131	40.3	40.3	100.0
Total	**325**	**100.0**	**100.0**	

The study sampled respondents from four public universities within Nairobi County which were the target population, namely, University of Nairobi, Multimedia University of Kenya, Co-operative University of Kenya and Technical University of Kenya. The findings showed that out of 325 respondents, 194 were male while 131 were female. This was presented as 59.7% and 40.3% respectively. The illustration is shown on table 4.5 above.

From the above findings, the study affirmed that sports betting was slowly becoming popular among the females. This is contrary to societal perception where it is viewed as a male dominant activity. This relates to the Geo poll (2019) findings which indicated that betting was an activity for both genders. This finds thus shows that sport betting has become an activity for both genders in public universities in Nairobi County.

4.4.2 Knowledge about Sports Betting

The study sought to know how the respondents got to know about betting. The findings indicated that advertisement played a key role in informing the university students about betting. These included; online advertisement, television adverting, radio advertising, social media advertising, pop up messages from betting sites on the internet, sports celebrities, billboards, newspapers and the internet in general. Television advertisements came out stronger as platform for marketing betting activities. On the flip side a few respondents, however, indicated that they came to know about betting through friends. Hancock, Ralph, Martino (2018) study found out that despite public concerns regarding sports betting advertising, the gambling industry reinforced individual choice/blame for harms and claimed it acted responsibly.

4.4.3 Frequency of Sports Betting

Table 4.5: Frequent of Sport Betting

Frequent of sport betting	Frequency	Percent
Everyday	48	14.8
A few times a week	175	53.8
Once a week	75	23.1
Once a month	25	7.7
Other	2	.6
Total	**325**	**100.0**

The respondents were also tasked to state how frequent they engaged in sports betting and the finding were as follows: 53.8% responded that they did sport betting a few times in a week, followed by 23.1% of the respondent who said that they only did sport

betting once in a week, 14.8% % of the respondents said that they did sport betting every day while 7.7% of the respondent said that they did sport betting once in a month. The rest of the respondents at 0.6% did not indicate how frequent they do sport betting.

Asked on factors that contributed to their frequency of betting, lack of enough cash for upkeep stood out as the major factor. “I participate sports betting to make extra money,” said one of the respondents. Given that these students did not have a job, the temptations to engage in betting to earn money seemed high. Some took betting as a form of employment.

Consequently, on the issue of frequency of betting, most respondents believed that betting several times increased their chances of winning. “I lost several times before winning. I never gave up.” Said one of the respondents. Other factors that were mentioned included knowledge about teams that played, leisure and expertise in the game.

Similarly, a study by Osnat and Ilan (2017) found out that a significant motive that drove the wheels of the sports gambling industry was based in the belief of sports bettors, frequency of betting and substantial control over the events on which they bet in contrast to other classic types of gambling such as lottery and roulette, which sports bettors considered pure games of luck. Financial income was also a factor to frequency of betting.

Table 4.6: Preferred Mode of Sports Betting

Preferred mode of sports betting	Frequency	Valid Percent
Online	316	97.2
In shops	3	.9
Text (sms)	6	1.9
Total	**325**	**100.0**

The respondents were further asked to state the most preferred mode of sport betting and in this case, online betting stood out as the most preferred mode of betting at 97.2%. SMS betting came second at 1.9% while shops fell at 0.9%.

The respondents argued that online platform was the most preferred mode of betting because the internet provided a variety of sites where one could check the games of the day, select the preferred teams then predict the winning teams. Another reason given was the availability of smart phones. The responds argued that availability of smart phones has made it easier for university students to bet in real time. One could participate in betting as they watched the game. This is was due to availability of free wi-fi within the university. The students majorly assembled near the hotspot area to share their expertise on the matches to be played before betting. This notion can well be attributed to the findings of Lopez-Gonzalez and Griffiths (2018) who found out that online betting using mobile phones has brought together betting and watching activities, making them both happen at the same time hence allowing a larger degree of collaborations between nearby industries.

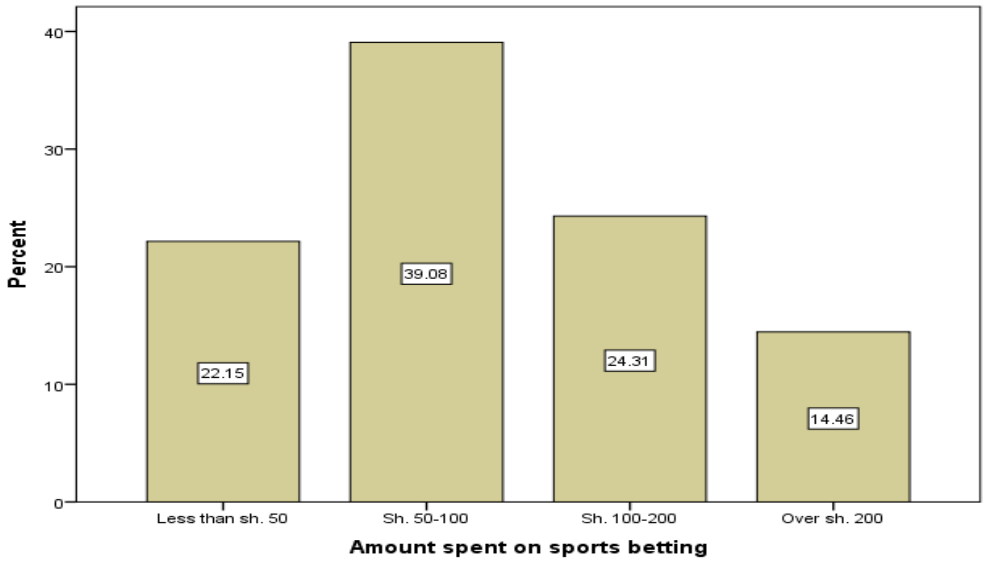


Figure 4.1: Amount Spent on Betting per Day

On the amount the respondents spent on betting, the findings indicated that 39.08% of the respondents said that they spent between Sh. 50 to Sh. 100 on sport betting. 24.31% of the respondents said that they spent between sh. 100 to Sh. 200 on sport betting, 22.15% of the respondents said that they spent less than Sh.50, while 14.46% of the respondent said that they spent over sh. 200 on sport betting. The rest of the respondent at 0.6% did not indicate how frequent they participated in sport betting.

As shown above, the high number of those who spend between Sh. 50 and Sh. 100 could be alluded to the fact that they were students with no stable source of income thus they could not spend a lot on sport betting. Low source of income stood out as a hindrance to sports betting. Some respondents argued that if they had stable source of income then they could double their spendings on betting.

4.4.4 Reasons for Participating in sports betting

On why the respondents participated in betting, perceived economic benefits stood out as the main reasons why the university students engaged in sports betting. This were expressed as; " I bet to get income for minor chores, desire to get money for rent, desire for easy money, as a form of employment and to get rich. Hobby was another reason why the university students participated in sports betting. The study found out that the reasons behind sports betting was not only motivated by money but also a hobby. Some individuals participated in sports betting as a pastime or leisure.

The findings by Gbemi, Bimbo and Ekpenyong (2020) indicated that the youths engaged in betting as a way of exploiting opportunity of extra money. Consequently, the owners of these betting centres set up the betting games so as to curb idleness and enhance their jobless status of the youths by making betting games to be their only source of income. The study provided a great insight of why the youths engaged in betting by indicating that this was done not because the youths were employed but because they needed extra money.

4.5 To Establish the Influence of Celebrity Endorsement on Sports Gambling

Table 4.7: Celebrity endorsement and sports gambling

Celebrity endorsement	Mean	Std. Deviation	Analysis N
Celebrity endorsement on TV advert help reduce tension during betting	3.64	1.215	325
Relating my winning to famous person endorsing betting encourages me to bet	3.83	1.218	325
I participate in sports betting because of the credibility of the sports celebrity	3.77	1.201	325
Sports celebrity who appears on TV betting advert introduced me to betting	3.58	1.334	325
TV presenters who appear on TV betting adverts make betting appear simple and real	3.94	1.230	325
I do sports betting because my favourite model on TV adverts encourages people	3.52	1.364	325
Messages from celebrities who appear on TV adverts make betting credible	3.82	1.274	325
What celebrity say about sports betting is in harmony with what i believe in	3.88	1.172	325
TV presenters help me understand the importance of sports betting	3.87	1.186	325

The first objective of the study was to examine whether Celebrity endorsement had a significant influence on sports gambling among the university students in Nairobi County. The respondents were tasked to rate the extent to which they disagreed or agreed with the statements on influence of celebrity endorsement on sports gambling among the university students in Nairobi County. Questions were listed on a Likert scale, and the respondents were asked to rate the extent to which they agreed with the statements on a scale of 1-5. The results are as shown on the table 4.7 above.

To establish the level to which Celebrity endorsement on TV advert helped to reduce tension and stress during sports betting, an average score of 3.64 was recorded with a standard deviation of 1.215. This indicated that majority of the respondents were in

agreement that Celebrity endorsement on TV advert helps reduce tension and stress during sports betting.

To establish the level to which relating their winning to a famous person endorsing the betting firm on TV adverts made the respondents to continue betting. The results established that an average score of 3.83 was recorded with standard deviation of 1.218. The finding further suggested that a majority of the respondents were in agreement that relating their winning to a famous person endorsing the betting firm on TV adverts encouraged them to bet. On whether the respondents participate in sports betting because of the credibility of the sports celebrity, majority of the respondents were in agreement that they participated in sports betting because of credibility of the sports celebrity. This was supported by a mean value of 3.77 and standard deviation of 1.201.

Similarly, to investigate the level to which respondents agreed or disagreed that Sports celebrity who appear on TV advertisement introduced them to betting, the findings indicated that a majority of the respondents strongly agreed to the statement that sports celebrity who appear on TV advertisement introduced them to betting. The average score was 3.58 with a standard deviation of 1.334. To measure the level to which respondents agreed or disagreed with the statement that television presenters who appear on TV betting adverts made betting appear simple, the findings suggested that a majority of the respondent strongly agreed that television presenters who appeared on TV betting adverts made betting appear simple and real. This was supported by an average score of 3.94 and a standard deviation of 1.230.

On whether the respondents participated in sports betting because their favourite model on TV adverts encouraged people to do so, a majority of the respondents were in agreement with the statement. This was represented by a mean score of 3.52 and a standard deviation of 1.364.

The study further sought to know whether messages from celebrities who appeared on TV adverts made betting credible. A mean score of 3.82 and standard deviation of 1.274 was recorded indicating that a majority of the respondents were in tandem with the statement.

Consequently, to ascertain whether what the celebrity said about sports betting brand was in harmony with what the respondents believed in, the findings demonstrated that a majority of the respondents, with a mean score of 3.88 and standard deviation of 1.172 agreed with the statement. On whether television presenters helped the respondents understand the importance of sports betting, a mean score of 3.87 with a standard deviation of 1.186 was recorded. In addition, a majority of respondents with a mean score of 3.98 agreed that sport betting was becoming easy to access because of the tips that were given by celebrities on TV adverts. This had a standard deviation of 1.273. Finally, the study sought to find out if the respondents participated in betting because of credibility of the models who featured in TV sports betting advert. A mean score of 3.18 was recorded with a standard deviation of 1.329, an indication that a majority of the respondents were in agreement with the statement.

On average, a mean score of 3.785 with a standard deviation of 1.254 was recorded. Celebrity endorsement in a way influenced the betting patterns among university students in various ways.

Consequently, an in-depth interview was conducted to ascertain how the respondents' perceived celebrities who appeared on sports betting advert and perceived awareness creation stood out as the main factor. Out of the eight respondents, seven of them believed that information on betting tips came from the celebrities. There was a prevalent feeling that the celebrities shared information about the best teams, football fixture, jack pot winners and subsequently the next draw. "I get to know about the draw curtesy of the celebrities", said respondent 001.

Love for celebrity played a critical role in the choice of betting company. All those interviewed indicated that they had love for the celebrities. words such as my favourite, "my best" and "my preferred"; all in relation to celebrity showed that a good number of the respondents chose to participate in betting due to the love they had for the celebrity. Reputation of the celebrity in the society was another perceived reason why the respondents relied on celebrities' messages. Five participants argued that celebrities who appeared on TV adverts had good name in the society.

Terms such as, credibility, good image, respected in the society, down to earth and generosity were the terms used to describe the power of a celebrity in advertisement. "Mariga is my favourite sports celebrity because he is down to earth," said respondent 004. These findings were in tandem with the findings from qualitative analysis where a mean score of 3.785 with a standard deviation of 1.254 was recorded giving an indication that celebrity endorsement had an effect on sports gambling among university students. Jaikumar and Sahay (2015) in their study found out that celebrity endorsements, regardless of congruence, were given importance and were likely to be effective in terms of generating market value for the product being advertised.

Table 4.8: Celebrity Endorsement Increases Chances of Winning

	Frequency	**Percent**	**Cumulative Percent**
Yes	265	81.5	81.5
No	60	18.5	100.0
Total	**325**	**100.0**	

On whether celebrity endorsement on TV adverts increased chances of winning among the university students in Nairobi County, Kenya, the results showed that 81.5% of the respondents agreed while 18.5% did not agree as shown on the table 4.8 above.

Those who supported the statement argued that many university students believed in what celebrities said because they wanted to become like them. Motivational role was another key term that was used by the respondents. The respondents were of the opinion that celebrities played a motivational role on their betting patterns.

The huge following on social media stood out as the major reason why celebrities influenced betting activities among university students. Findings from the in-depth interviews indicated that advertisers always looked for celebrities with huge followings to help them pass messages to their target audience. In this case, six of the repondents. "Once a celebrity appears on television, a majority of their followers easily relate with them thus ending up doing what they are tasked to do." Said respondent 006. Another respondent, however, argued that celebrities provided positive information on betting that led to his winning. "I once won because Carol Radul", said

respondent 001. “In case an individual wins, they tend to attribute their winning to the celebrity who endorsed the product”, he reiterated.

Several participants felt that ‘Trust’ was another determinant. “University students tend to create trust based on what the celebrities say, I am one of them, they become so passionate to an extend of believing in what the celebrities say about betting,” alluded participant 007. Some of the examples mentioned were; this is the most trusted betting company in the world, the number one betting company in the world. Consequently, a majority of the respondents relied on tips given by the celebrities on betting. These tips were anchored on how best one can succeed in betting. A good number of the respondents alluded to the fact that they won as a result of tips given by the celebrities.

Expertise was another factor, the respondents treated celebrities as experts. Some argued that celebrities had contributed to their expertise in sports betting. The tactics that were adopted by betting companies in advertising made celebrities influence betting patterns as they used catchy phrases that enticed the university students. Phrases such as ‘the more you play the greater chances of winning’ came out as the major factor that influenced respondents to engage in betting.

Others reasons given were as follows; celebrities provide easy tips to access betting, celebrities seduce the thinking of the comrades, most celebrities are loved and appreciated, most people are addicted to betting thus they will follow what the celebrities say blindly, students have tried what the celebrities said and won and the reason that celebrities create more awareness about betting. The respondents who were not of the opinion that celebrity endorsement had increased betting activities among university students in Kenya argued that they had tried several times to employ the tips provided by the celebrities but lost the bet.

These findings were in line with findings from qualitative data that had a majority of the respondents at 81.5% alluding to the fact that celebrity endorsement had increased their chances of winning. A study by Gnanapragash and Sekar (2013) also found out that when a brand is endorsed by a celebrity, consumers were more likely to perceive the brand in a highly favourable light and there will be a greater intention to purchase

it. The reason why celebrity endorsement is used in advertisement is always to create a better image by transferring meaning from the celebrity to the product. This perhaps was the reason why a high number of the respondents agreed that celebrity endorsement increased betting activities among university students.

Table 4.9: Sports Celebrity Who Appears on TV Advertisements Increases Chance of Winning

	Frequency	Percent	Cumulative Percent
Yes	170	52.3	52.3
No	155	47.7	100.0
Total	**325**	**100.0**	

The respondents were further asked whether Sports celebrity who appears in TV advertisements increases chances of winning. 52.3% of the respondents said yes while 47.7% said no. Those who believed that celebrity who appear in TV advertisement increased their chances of winning argued that many sports celebrities were familiar with the sporting events thus their advice were often reliable. Those who had won before attributed their winnings to the celebrities who appeared in adverts. The love for celebrity was a major factor in the choice of a betting company. For instance, McDonald Mariga, the brand ambassador for Betin played a crucial role in promoting betting activities among the university students. His name was prominent and was mentioned by all those who participated in the interview.

On the contrary, there was a considerate number of respondents who believed that celebrities who appeared on TV advertisement didn't increase chances of winning. Some of them argued that most celebrities who appeared on TV only encouraged them to bet but had nothing to do with winning or losing the bet. Individual love for the celebrity was the main factor. 'Chance', stood out as a factor. One respondent referred betting as a game of chance where individual's predictions was based on luck, this, however, was not a guaranteed. "Betting is a game of chance, you can win or lose", said respondent 008.

This finding was in tandem with the findings from qualitative data that showed a thin division between those who believed and those who didn't believe that sports celebrity who appeared on TV adverts increased chances of winning. Kunkel, Walker and

Hodge (2019) study also found out that the perceptions of the athlete endorser were influenced by the type of advertising appeal used. The snow snowball effects existed from the advertisement appeal to the athlete endorser and that attitude towards the advertisement and attitude towards the athlete endorser prior to the advertisement influenced how the respondents evaluated the athlete endorser in some instances. This could perhaps be the reason why there was a small margin between those who believed that sports celebrity who appeared on TV advert increased chances of winning and those who did not. Agnihotri, Bhattacharya and Prasad (2018) study on the effects of multiple brand celebrity endorsement strategies on firms' performance indicated that as the proportion of a firm's brands endorsed by celebrities increased, firm market valuation also increased. In addition, multiple brand endorsements raised the market valuation of Indian firms. These responses give an impression that celebrity endorsement played a crucial role in influencing betting patterns among university students.

4.5.2 Way in which Celebrity can Promote Betting Activities among the University Students

The study further sought to know ways in which celebrity could promote betting activities among the university students. In this case, two main thematic clusters emerged, namely; advertisement and the social media. Advertisement stood out as the major way in which celebrities could promote betting activities among the university students. Advertisement was described as perversive and could reach the target audience at any given time, whether they expected it or not. A key scenario highlighted was during football matches where betting adverts pops up from time to time. Another example given was during primetime news.

Social media platforms, also came out as another platform where celebrity could promote betting activities. The justification given was that most university students were on social media and could easily access information from the platform as many of the students are their followers. Other reasons given included; by engaging in corporate social responsibilities, by giving tips on betting and encouraging students to

bet, by showing proof of winning, by promoting sporting activities in the universities and by giving the students ideas on the best teams to bet on.

Jaikumar and Sahay (2015) found out that the effectiveness of celebrity endorsement was likely to form a meaningful proportion of a firms advertising expense given the skills the celebrity had in promoting sales.

4.6 Influence of Testimonial Advertisement on Sports Gambling

Table 4.10: Testimonial Advertisement and Sports Gambling

Testimonial advertisement	Mean	Std. Deviation	Analysis N
My desire to gamble is informed by the proofs given by the winners on TV adverts	4.18	1.067	325
Brand ambassadors' messages on TV adverts makes me bet the most.	4.14	1.075	325
My desire to sports betting is as a result of the trust i have on experts	4.12	1.063	325
I am concerned about sports betting urge due to testimonials I see on TV adverts	4.08	1.058	325
Testimonials given by the winners on Tv adverts make my choice of betting firm stand out from the rest	4.05	1.188	325
Winning is real because i have witnessed it from the winners on TV adverts	4.40	1.097	325
Total	**4.164**	**1.091**	**325**

The second objective of the study was to determine the influence of testimonial advertisement on sports gambling among the university students in Nairobi County.

To explore this further, the respondents were tasked to rate the level to with some statements on testimonial advertisements. The responses were on a scale of 1-5. To start with, the respondents were asked to rate if their desire to gamble was informed by proofs given by the winners on TV advertisements, in this case, an average score of 4.18 was recorded with standard deviation of 1.067. This indicated that majority of the respondent were in agreement that their desire to gamble was informed by proofs given by the winners on TV advertisements.

To establish the level to which the respondents agree that brand ambassadors' messages on TV advertisements made them bet the most. The result suggested that a majority of the respondents were in agreement that brand ambassadors' messages on

TV advertisements made them bet the most. This was presented by an average score of 4.14 with standard a deviation of 1.075.

To investigate the level to which respondents agreed or disagreed that their desire to sport betting was as a result of the trust they had on experts, the findings revealed that majority of the respondent were in agreement that their desire to sport betting was as a result of the trust they had on experts. This was supported by a mean score of 4.12 and standard deviation of 1.063.

To measure the level to which respondents agreed or disagreed with the statement that they were concerned about sport betting urge due to testimonials they saw on TV adverts, a mean score of 4.08 and standard deviation of 1.058 was obtained, an indication that the respondents were concerned about sport betting urge due to testimonials they saw on TV adverts.

The study subsequently sought to find out if testimonials given by the winners on TV advertisements made their choice of betting firm stand out from the rest, the result showed that the respondents were in agreement that testimonials given by the winners on TV advertisements made their choice of betting firm stand out from the rest. This had a mean score of 4.05 with standard deviation of 1.188. Lastly, to confirm the extent to which respondent agreed that winning was real because they had witnessed it from the winners on television adverts, the findings obtained indicated that most of the respondents were in agreement with the statement. A mean score of 4.40 and standard deviation of 1.097 was obtained. The overall mean score for entire indicator variables was 4.164 and standard deviation of 1.091 was recorded demonstrating that the respondent was in agreement with all the items under consideration as far as testimonial advertisement was concerned. Table 4.10 shows the summary of the finding.

Table 4.11: Testimonials Advertisements can Increase Betting among University Students

	Frequency	Percent	Cumulative Percent
Yes	276	84.9	84.9
No	49	15.1	100.0
Total	**325**	**100.0**	

The respondents were asked to state if they thought testimonial advertising could increase betting activities among the university students. 84.9% said yes while 15.1% said no. This was an indicator that students were generally in agreement that testimonial advertising could increase betting activities among the university students.

The justification given by the respondents in the in-depth interview came out in in three-fold namely; wining, belief and persuasiveness. The respondents argued that the winners who are shown on television made them participate in betting in order to win as well. There was also a belief that testimonials advertising made one to believe that betting was real thus they ended up participating in it. Other reason was the persuasive nature of advertisements. "Those who had won the bet made the process of winning look very simple while in actual sense it was not", said respondent 005. Most testimonial advertising were described as persuasive and could lead students into addictive betting. "Testimonials give hope to those who wish to bet. It also gives motivation to those who have never won the bet," said respondent 005.

Findings from the quantitative data showed that a majority of the respondents at 84.9% believed that testimonial advertisement had an influence on sports betting. Similarly, the findings from the qualitative analysis indicated that there was a relation between testimonial advertisement and sports betting. These findings are in line with Akpan, Nda & Nketa (2015) who found out that the notion behind testimonial advertising is that the prospective customer tends to be influenced to try a product when it has been praised by another consumer. The logic underlying testimonial is that if someone testifies that he has used a product and that the product satisfied them, then another person would likely be willing to give the product a try.

4.6.1 Winning a Bet is Real

The respondents were tasked to explain why they thought winning a bet was real. The findings, indicated that those who had won the bet believed that winning was real. “I have won the bet severally, that is why I keep betting” said participant 003. In other words, winning once influenced her to bet again. Several participants believed in winning because they had witnessed their colleagues and the people, they know win the bet. Testimonials from the winners also played out as the reason why the respondents believed that winning was real. Television advertisements and the internet stood out as the platforms where winners showcased their cheques after winning the bet.

4.7 Bandwagon strategy and sports gambling

Table 4.12: Bandwagon Strategy

Bandwagon strategy	Mean	Std. Deviation	Analysis N
I bet because my friends participate in it	4.31	1.005	325
I bet because i have a proof from TV adverts of many people who have won before	4.34	1.050	325
I bet because I have seen many people on TV adverts who participate in it, thus I don’t want to be left out	4.24	1.105	325
I always feel that the nice messages used on adverts are directed to me	4.17	1.086	325
I bet because TV adverts encourages me not to be left out the competition as I will be the odd one out	4.02	1.134	325
I bet because TV adverts have made me believe that betting is meant for everyone	4.15	1.129	325
The more I see jack pot winners on TV, the more I feel left out of the competition	3.67	1.333	325
Average	**4.128**	**1.120**	**325**

The third objective of the study was to establish the influence of Bandwagon strategy on sports gambling among the university students in Nairobi County. The respondents were also asked to state the level at which they agreed with the following items based

on bandwagon strategy. They were to rate this on a scale of 1-5 as shown in table 4.12 above.

On whether the respondents participated in betting because their friends participated in it, an average score of 4.31 was recorded with standard deviation of 1.005. This implied that a majority of the respondents agreed that their betting behaviors were influenced by friends. The respondents were also asked if they participated in betting because of proof from TV adverts of the many people who had won before. In this case, a mean score of 4.34 was registered with standard deviation of 1.050. This was an indication that many respondents participated in betting because they had a proof from TV adverts of many people who had won before thus they wanted to be part of the bandwagon.

The study further sought to know if the respondents participated in sports betting because they didn't want to be left out. A mean score of 4.24 and standard deviation of 1.105 was recorded. Similarly, to establish the extent to which the respondents were in agreement with whether they always felt that the messages used on TV adverts were directed to them, it was established that the respondents were in agreement with the statement. This was confirmed with a mean score of 4.17 and standard deviation of 1.086.

To find out whether the respondents participated in betting due to encouragement from television advertisement for them not to be left out of the competition. An average score of 4.02 and standard deviation of 1.134 was recorded indicating that the motive behind betting was driven by the notion of individuals' desire to be part of the team. The study was also interested in establishing whether the respondents participated in betting because television adverts created a perception that betting was meant for everyone. A mean score of 4.15 and standard deviation of 1.129 were recorded respectively an indication that television adverts had created a perception that betting was meant for everyone.

To investigate if the more the respondents saw jack pot winners on TV, the more they felt left out of the competition, a means score of 3.67 and standard deviation of 1.333 was established. This was an indication that the jack pot winners played a key role in

luring university students into betting activities. In summary, a mean of 4.128 with a standard deviation of 1.120 was recorded on all the items. This is an indication that bandwagon strategy had an effect on sports gambling behavior among university students.

Peer Pressure and Betting

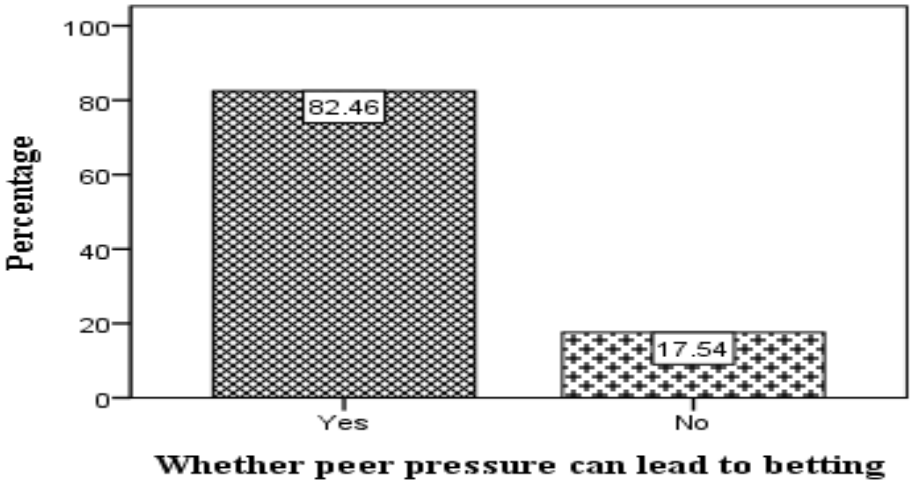


Figure 4.2: Peer Pressure can Lead to Betting

The respondents were further asked to state whether they thought peer pressure could lead to sports betting. The responses were as follows: 82.46% of the respondents said yes while 17.54% of the respondent said no.

An in-depth interview was carried on the same and four thematic clusters emerged. First, university students perceived sports betting as a form of socialization, an activity that brought them together. This was repeatedly mentioned by four of the respondents. "Betting to me is a form of socialization, I enjoy doing it in the company of friends", said participant 001. "I bet to pass time with my friends," said participant 006, "betting is a social event," said participant 008. As a result of this, no one was ready to be left out. Advertisers on their part took this as an advantage to encourage the consumers to participate in sports betting. The second was English Premier League (EPL) Clubs. Most of university students who participated in sports 'belonged' to specific clubs. These clubs brought them together and they all believed in them. Any nice messages posed by advertisers related to their teams encouraged them to participate in sports

betting. A message such as ‘Chelsea is playing Liverpool this weekend’, was cited as an example of messages that resonated well with members of these clubs thus leading them to engage in sports betting. The third one was identity, participants argued that bandwagon was a form of identity. Each individual who participated in sports betting wanted to identify themselves with a particular group. No one would like to be left out thus advertisers has made it to sound like a form of lifestyle for specific group of people. The fourth and the last cluster was based on a shared culture. Market tactics used by advertisers convinced the participants that sports betting was a shared culture among the football lovers, thus no student would like to be left out of this culture. This in itself helped to establish friendship among the football lovers.

These findings were in tandem with responses from quantitative where a majority of the respondents believed that they participated in betting because many people on TV adverts participated in it, thus I didn’t want to be left out. Consequently, a good number of the respondents always felt that the nice messages used on adverts are directed to them.

Similarly, Li, Vafeiadis, Xiao and Yang (2020) found out that participants who viewed a persuasive message with high bandwagon cues evaluated it as less threatening to their freedom, and hence they were less likely to experience anger or counterargue. Maxwell (2014) on his part found out that the general rule in bandwagon strategy was that conduct or beliefs spread among people, as fads and trends lead to any individual adopting it. As more people come to believe in an activity, others also "hop on the bandwagon" without considering the underlying evidence. Bandwagon besides affecting viewers’ cognitive evaluations, scholars have found that bandwagon cues can also influence one’s emotional response (Li, Vafeiadis, Xiao & Yang, 2020).

4.8 Message Appeals and Sports Gambling

Table 4.13: Message Appeals and Sports Gambling

Message Appeals	Mean	Std. Deviation	Analysis N
Relating my losses to advert messages appeal makes me continue betting	4.14	1.220	325
Winning once makes me believe that I will win again as displayed on TV adverts	4.26	1.167	325
Emotional appeals displayed in advertising encourages me to bet	3.80	1.380	325
Rational argument on TV adverts is the reason i believe betting is real	4.00	1.124	325
I participate in betting because of logical messages portrayed in advertising	3.92	1.244	325
Humour in advertising is a key contributor to my betting activities	3.79	1.425	325
How a message is framed on TV advert determines whether I should bet or not	3.87	1.293	325
Average	**3.970**	**1.264**	**325**

The fourth objective of the study was to investigate the influence of message appeals on sports gambling among the university students in Nairobi County. The study sought to know the extent to which relating their losses to advertising messages appeal such as “the more you play, the greater chances of winning” could make the respondents continue betting. The finding showed that, majority agreed with the statement at an average score of 4.14 and a standard deviation of 1.220.

To obtain the extent to which the respondents agreed with the statement that winning once always made them believe that they would win again as displayed on TV adverts. An average score of 4.26 with standard deviation of 1.167 was recorded. This was an indication that winning once was factor in subsequent betting patterns. The respondents were further asked to state the extent to which they agreed or disagreed with the statement that emotional appeals displayed in advertising encouraged them to bet and the findings showed that many of the respondents were in agreement with the statement at a mean score of 3.80 and standard deviation of 1.380.

With regards to the extent to which the respondents agreed or disagreed that the rational argument on TV adverts was the reason why they believe betting was real, the findings suggested that most of the respondents were in agreement with statement. This was represented by an average score rate of 4.00 and standard deviation of 1.124. The respondents also agreed that they participated in betting because of logical messages portrayed in advertising at a mean score of 3.92 and standard deviation of 1.244.

The respondents nevertheless, were in agreement that humour in advertising was a key contributor to their betting activities. This was supported by mean score of 3.79 and standard deviation of 1.425. Based on whether the respondent's agreed that the way the message was framed on TV advert determined whether they could participate in betting or not, the finding showed that the respondents were in agreement with the statement. This was supported by mean score of 3.87 and standard deviation of 1.293. The average score for all items combined was 3.970 and standard deviation 1.264 suggesting that the respondents were in agreement that message appeals had significant effect on sports gambling among the university students in Nairobi County. Messages from advertisements stood out a major factor that lured the university students to betting. The average score of 3.970 and standard deviation 1.264 suggests that message appeals put forth by advertisers had significant effect on sports gambling among the university students in Nairobi County. Table 4.13 shows the summary of the findings.

Table 4.14: Winning a Bet

Have you ever won a sports bet?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	268	82.5	82.5	82.5
No	57	17.5	17.5	100.0
Total	**325**	**100.0**	**100.0**	

The respondents were also asked to state whether they had won any sport bet before and according to the findings, 82.5% of respondents indicated that they had won sports bet before while 17.5% of the respondents had not. These findings could be the

justification why most respondents believed that winning a bet was real. Table 4.14 gives more details.

Table 4:15: Participation in Betting.

Participation in sports betting is informed by the message put across by the advertisers?				
	Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Yes	215	66.2	66.2	66.2
No	110	33.8	33.8	100.0
Total	**325**	**100.0**	**100.0**	

The respondents were asked if their participation in sports betting was informed by the messages put across by the advertisers, and from the findings, 66.2% of the respondents agreed while 33.8 % of the respondent disagreed. These findings demonstrated that many of the respondents, who participated in sport betting, did so based on the messages put across by the advertisers.

As for in-depth interview, the study sought to know how message appeals had influenced the respondents' betting patterns and for this case, five thematic clusters emerged. They were; attention, amount, millionaire, winning and humour. The message appeals used in advertisements appeared to grab attention of the respondents. The use of the word "you' stood out as a technique for grabbing attention. Examples given included; 'try your luck, you could be the next winner', 'you are our champion' and 'we value you', among others. This was an argument that was consistent with four participants. The use of the word 'you' grabbed the attention of the attention of the respondents. "Anytime I heard of the word 'you', I felt as if I am the one who was being addressed", said participant 002. They felt as if they message was tailored for them thus, they ended up participating in sports betting.

The amount spent in sports betting was also another emotional factor. All participants said that the minimum amount set for betting was affordable. One could bet with as low as twenty shillings. The messages used by advertisers compared a little amount of money to a million shilling. A case scenario given was a situation where advertiser evoked emotions of the consumers by comparing sh. 20 to one million. This was

displayed as "*Usitupe mbao*, with as little as 20bob, you could be our next millionaire". Loosely translated as do not miss a chance, with as little as KES 20 you could be our next millionaire. In such a case, the study found out that a university student who was broke could easily be tempted to try their luck with twenty shillings in order to win a million. But in the event that they didn't win, the same students would try again with high hopes of winning. They will keep trying their luck until such a time that they are left with nothing to spend.

Becoming a millionaire was another appeal that lured the university students to sports betting. The interview showed that every student's dream was to become a millionaire. Messages put across by advertisers had made it sound as if becoming a millionaire was a very simple task. An example given was, 'this could be your chance to become the next millionaire keep betting'. Those who participated in sports betting were really serious about becoming millionaires. Winning a small amount of money seemingly made them believe that their next win could be higher.

Winning was another appeal. The aim of those who were interviewed was to win the bet. The advertisers constantly reminded them that 'the more they played the greater chances they had of winning', thus many students kept participating in sports betting in the hope that they could win some day. "Anytime I saw some of my friends win I felt that I could be the next winner. I it gave me hope", said respondent 005. Lastly, humour appeal played a key role in influencing the sports betting patterns among university students. Those interviewed indicated that they participation in sports betting was informed by the humour displayed in advertisement. Such humour helped to lower the betting tension among the students.

Findings from both quantitative and qualitative study had a point of convergent in that message appeals stood out a technique that the advertisers used to lure the respondents into betting. Winning came out as the reason why the respondents engaged in betting, and for this case, the focus was on the large amount. This was perhaps the reason why a majority of the respondents believed that winning once made them believe that they could will again. This could also be equated to findings from the qualitative study which showed that winning a million or more was the ultimate goal for sports betting.

Kunkel, Walker, & Hodge (2019) found out that advertising appeals evoke positive responses to satisfy consumers' psychological needs. Consequently, consumers appear more receptive to emotional content in the brand awareness and preference phases, but then factual information helps them convert to a purchase (Harms, Bijmolt, & Hoekstra 2017).

4.9 Argument Strategy

Table 4.16: Argument Strategy and Sports Gambling

Argument strategy	Mean	Std. Deviation	Analysis N
The rational argument used in advertising help in predicting my gambling wins	4.06	1.172	325
Any loss in betting is bound to be followed by series of wins as evidenced on TV adverts	3.97	1.054	325
Advertisers' portrayal of the winners makes me continue to bet	3.98	1.066	325
The evidence provided by advertisers about winners encourages me to engage in betting	4.21	1.097	325
How I am persuaded through reasoning on TV adverts determines whether I should participate in betting or not	3.92	1.182	325
Rhetorical question paused by advertisers on betting encourages my betting pattern	4.11	1.087	325
My trust in betting is protected by ideas portrayed in advertising	4.06	1.140	325
My desire to bet is informed by the argument displayed on TV adverts	3.94	1.185	325
The arguments portrayed by TV advertisers have contributed to some of my betting wins	4.22	1.093	325
Average	**4.052**	**1.119**	**325**

The fifth objective of the study was to establish the influence of argument strategy on sports gambling among the university students in Nairobi County. The findings are illustrated in the table above.

In this case the respondents were tasked to rate the extent to which the rational arguments used in advertising helped in predicting their gambling wins. On a scale of 1-5, an average score of 4.06 with standard deviation of 1.172 was recorded. The respondents were consequently asked if they thought that any loss in betting was bound to be followed by series of wins as evidenced on TV adverts. In this case, a mean of 3.97 was recorded with a standard deviation of 1.054.

On the extent to which respondents agreed or disagreed with the statement that advertiser's portrayal of the winners made them continue gambling. A mean grade of 3.98 was recorded with a standard deviation of 1.066.

The study further sought to know the extent to which the respondents agree with the statement that evidence provided by advertisers about winners encouraged them to engage in betting. In this case, a mean of 4.21 was recorded with a standard deviation of 1.097.

The study also sought to know if how individual was persuaded through reasoning on TV adverts could determine their participation on betting. In this case, an average of 3.92 was recorded with a standard deviation of 1.182. On whether rhetorical question paused by advertisers on betting encouraged the respondents to betting, a mean of 4.11 was recorded with a standard deviation of 1.087.

The respondents were also asked to rate the level at which they agree with the statement that their trust in betting was protected by ideas portrayed in advertising. The findings indicated that a majority at a mean of 4.06 agree with the statement. This was with a standard deviation of 1.140.

The study further sought to establish if the respondents desire to bet was strongly informed by the argument displayed on TV adverts. A majority of the respondents were in agreement with the statement. This was represented by a mean of 3.94 and a standard deviation of 1.185.

Based on whether the respondent's agreed that the arguments portrayed by TV advertisers had contributed to some of their betting wins, the findings showed that the

respondents were in agreement with the statement. This was supported by mean score of 4.22 and standard deviation of 1.093. The average score for all items combined was 4.052 with a standard deviation of 1.119. These findings suggest that argument strategy had a significant influence on sports gambling among the university students in Nairobi County.

Table 4.17: Argument Displayed by TV Advertisers and Media Influences Sports Betting Patterns

	Frequency	Percent	Cumulative Percent
Yes	256	78.8	78.8
No	69	21.2	100.0
Total	**325**	**100.0**	

The respondents were asked to state if they thought the argument displayed by TV advertisers influenced their sports betting patterns. The findings showed that 78.8% respondents agreed while 21.2% disagreed. From these finding it was concluded that many of the university students in Nairobi who participated in sport betting were mainly influenced by the arguments displayed by the advertisers.

This was further elucidated by the respondents who participated in in-depth interview where their responses were categorised into four themes namely; comparison, rhetorical questions, logic and choice. The respondents argued that, by comparing betting to none-betting item, the advertisers made sense of why betting was an important activity. A case scenario given by one respondent was an advertisement where a gentleman is seen holding a twenty-shilling coin ready to buy roasted maize. A voice is then heard asking him not to buy maize but rather bet with that money for with that he could win over a million shillings. The young man then changes his mind and decides to bet. Looking at this argument, there could be a high temptation for young people with no proper source of income to engage in betting whenever they come across such advert. This could further be escalated by seeing someone who has won over a million after spending as little as KES 20 on betting.

Rhetorical question was the second technique that was identified. Many advertisers used this technique to lure university students to sports betting. Some of the examples

shared included; “You want to be a millionaire?” “Broke and need some cash?” and “Would you like to be a jackpot winner?” among others. With such questions, one would say no. This in turn came out a modest technique used by advertisers to increase betting activities among university students.

Messages such as “with 20 bob you can win a million”, usitupe mbao 2020”, “remember to be passionate as *mahindi choma* guy”, “the more you play the greater chances of winning”, “jackpot offer”, “out of 17 matches if you get 12matches or more correctly then you could be the next jackpot winner”, “I tried today and won, you could be the next winner” and “there is 100m to be won”, among others are the key arguments that influenced the respondents’ betting patterns.

Argument strategy significantly influenced the betting patterns among the university students. Both findings from quantitative and qualitative responses displayed a high level of dependant on argument strategy. Rational argument and rhetorical questions stood out as the most effective technique used by the advertisers in promoting betting activities. Pizzutti, Basso and Albornoz, (2016) found out that contrary to what is proposed in the extant literature, a two-sided message leads to stronger perceptions of sales agent trustworthiness than a one-sided message, regardless of the level of importance of the attributes linked to the remarks.

4.10 Media Literacy

Table 4.18: Media Literacy Descriptive Statistics

Media Literacy	Mean	Std. Deviation	Analysis N
My desire to bet is informed by understanding the message from the media	4.21	1.191	325
If I lose once, I am tempted to gamble again in order to win	4.22	1.029	325
I follow what the media say in regards to betting because I believe in the power of media	4.11	1.132	325
I believe in the power of media, that is why i follow what the advertisers say in matters related to betting.	4.07	1.190	325
If I do what the TV advertisers instruct, I believe I will win the bet	4.27	1.072	325
The media through advertising has constantly reminded me that betting is real and i should participate in it	4.23	1.107	325
Without the media, I wouldn't be betting	4.21	1.083	325
Average	**4.187**	**1.115**	**325**

The sixth objective was to establish the moderating effect of media literacy on sports gambling among the university students in Nairobi County. In this case, the respondents were asked to rate the extent to which their desire to gamble was informed by understanding the message from media. The responses are as shown in the table above.

On whether their desire to bet was informed by understanding the message from the media, a mean score of 4.21 was established with standard deviation of 1.191. This was an indication that respondents were in agreement that their desire to gamble was informed by understanding the messages from media.

Consequently, to establish whether losing a bet once could lead the respondents to gamble again in order to win, an average score of 4.22 and standard deviation of 1.029

was recorded. In this case therefore, the respondents had a belief that losing a bet was not an end in itself but a mean to a successful bet.

To determine the extent to which respondents agree that they followed what the media said due to belief in the power of media, an average score rate of 4.11 and standard deviation of 1.132 was recorded. Consequently, a majority of the respondents alluded to the statement that they believed in the power of media thus they followed what the advertisers said in matters related to betting. In this case a mean of 4.07 with a standard deviation of 1.190 was recorded.

On whether they believed that if they did what the TV advertisers instructed, then they would win the bet, a mean score of 4.27 with a standard deviation of 1.072 was recorded indicating that the media played a key role in influencing betting patterns among university students.

Similarly, the results suggested that the respondents were in agreement that the media through advertising had constantly reminded them that betting was real and they would participate in it. This was confirmed with mean score of 4.23 and standard deviation of 1.107.

The study further sought to know if in absence of the media the respondents wouldn't bet. A mean score of 4.21 with a standard deviation of 1.083 was recorded. This was an indication that most of the respondents had learnt about sport betting from the media. In conclusion, the average score for all items under Media Literacy recorded was 4.187 and standard deviation of 1.115. This was an indication that media literacy had a moderating effect on sports gambling among university students. This was in contrast with the study by Gillespie and Joireman (2016) who found out that once consumers become aware of the persuasive intent of a message, they were less likely to be persuaded by the message.

Table 4.19: The role of Media in Betting

Does the media play a role in your betting patterns?				
	Frequency	**Percent**	**Valid Percent**	**Cumulative** Percent
Yes	244	75.1	75.1	75.1
No	81	24.9	24.9	100.0
Total	**325**	**100.0**	**100.0**	

Consequently, the study sought to know if the media played a role in their betting patterns and in this case 75.1% of the respondents agreed while 24.9 % of the respondents disagreed. This could be an indication the media played a key role on respondents' betting patterns. It can therefore be inferred that the media as a platform has significantly influenced betting activities among university students.

4.10.1 Type of Medium that Influence Betting Activities

Consequently, the respondents were asked on the medium that influenced their betting activities the most. Television came out as a medium that most influenced betting activities among university students. This was followed by the internet. Those who relied on TV argued that the urge for betting came as they watched soccer on TV. They relied on advisements that popped up at the bottom of the screen during matches. One respondent said that he had learnt a lot about sport betting from the adverts that were aired during halftime of football matches.

The newspaper also played a key role in displaying the match fixtures. This aided the respondents in knowing the date and time of the upcoming games. "The newspapers had all the information regarding betting and could easily be found; unlike the internet and television where one had to wait" respondent 002 argued. "Football fixtures in the newspapers made the newspapers most popular platform for getting information related to betting", said respondent 003.

4.10.2 Absence of TV

In absence of TV a majority of respondents felt that betting activities won't be on the rise.

Reasons given were; because most matches that contribute to betting are usually aired on TV. Channels such as Super sports aired English Premier League which influenced a large population. Another respondent argued that many university students followed EPL on TV with the aim of enjoying the matches. The study found out that commercials displayed at the bottom of TV screen during matches contributed a lot to betting activities among university students.

Responses from qualitative analysis classified in four thematic clusters namely; the power of the media, knowledge of the media, influence and persuasion. The media stood out as powerful tool that significantly influenced the university students into betting. Through its power, the media created awareness through advertisement where a majority of the respondents felt that they ended up engaging in betting as a result of the information from the media. Knowing and interpreting advertising messages was the second factor. These findings could well explain why betting is more predominant in urban areas than in villages. Absence of television in most villages means knowing less about betting as many would not be exposed to sporting activities.

Among the respondents, there are some who interpretated the messages before acting while on the contrary, we had individual who took the messages at face value. A majority of those affected were the students who never interrogated messages from the advertisers. They took everything advertisers said as true only to realise later that winning a bet was not automatic but a game of chance. The media through advertisements therefore influenced their betting patterns. "Had it not been for the media, I doubt if I would ever have participated in betting", said respondent 005. Such sentiments portrayed the media as a platform that lured the respondents into betting using persuasive techniques. The media had the power of persuasion. The language used was kind and polite.

These findings were in tandem with the findings from quantitative study. A majority of the respondents believed that the media had played a great role in their betting patterns. Messages from the media in both cases stood out as factor that contributed to betting activities. Consequently, the constant reminder from the media about betting in both cases influenced the betting patterns of the university students.

These findings were in line with Hellemans, Lievens and Valcke (2015) who found out that the interconnection between commercial and editorial content may have a significant societal impact. First, consumers are not be in a position to ignore the commercial message due to its inherent link with the informational element. On the contrary Gillespie and Joireman (2016) found out that once consumers became aware of the persuasive intent of a message, they were less likely to be persuaded by the messages portrayed. Further, Ku and Chen (2020) found out that marketers benefited from the use of analogical strategies in communication targeted at consumers high in persuasion awareness, whereas these have no influence on the responses of less aware consumers.

4.11 Sports Gambling

Table 4.20: Sports Gambling

Sports Gambling	Mean	Std. Deviation	Analysis N
I believe that winning a bet is about knowing the best teams.	3.97	1.073	323
Winning a bet requires a systematic pattern of reasoning about the winning teams.	4.13	1.047	323
My decision making on matters of betting depends on the amount of money I have.	3.69	1.189	323
I bet anytime the idea of it comes to my mind.	3.76	.989	323
When I hear of a winner, I consider betting in order to be the next winner.	4.46	.800	323
Betting is important because it can be a source of livelihood.	3.73	1.225	323
I am so used to betting that I cannot stay for long without it.	3.65	1.195	323
Average	**3.912**	**1.074**	**325**

Sport gambling is a common phenomenon among university students. In this section, the respondents were asked to rate the extent to which they agreed with several statements as shown in the table above.

On the extent to which the respondents believed that winning a bet was about knowing the best teams. An average score of 3.97 was recorded with standard deviation of 1.073. This showed that the respondents were in agreement that winning a bet was about knowing the best teams. To know the extent to which respondents accepted the fact that winning a bet required a systematic pattern of reasoning about the winning teams. A mean of 4.13 with standard deviation of 1.047 was recorded.

Subsequently, to establish if the respondent's decision making on matters of betting depended on the amount of money they had, a mean of 3.69 and standard deviation of 1.189 was obtained. The study further sought to find out if the respondents participated in betting anytime the idea of it came to their mind. In this case, an average score of 3.76 and a standard deviation of 0.989 were established suggesting that the

respondents were in agreement that they did bet anytime the idea of it came to their minds.

The study also sought to find out if the respondents participated in betting with an aim of winning whenever they heard of winners. A mean of 4.46 and standard deviation of 0.800 was recorded, indicating that the respondents were in agreement with the statement. To confirm if the respondents were in agreement with the statement that betting was important because it could be a source of livelihood, a mean score of 3.73 and standard deviation 1.225 was realized showing that the respondents were in agreement that betting was important because it could be a source of livelihood.

Lastly, to find out if the respondents were used to betting so much that they could not stay for long without it, a mean of 3.65 and standard deviation 1.195 was established. An average of 3.912 with a standard deviation of 1.074 was recorded for all the listed items indicating that sports betting was a predominant activity among university students in Kenya.

On qualitative study, the respondents were tasked to describe that rationale behind sports betting. Based on the responses provided, it came out clearly that getting money was the major reason why the university students participated in betting. Some took betting as a form of employment where they paid bills using the proceeds from betting wins. None of the respondents gave other reasons contrary to earning money. A good number of students in public universities are mainly from a humbly background. This could perhaps be the reason why a majority of the respondents engaged in betting with the aim of winning cash. The findings by Geo-poll (2019) also found out that sports betting was predominant among the youth groups. The report attributed this to high affinity to mobile phones, sports and high unemployment rate in Kenya.

4.12 Diagnostic Tests

4.12.1 Normality Test

4.12.1.1 Skewness and Kurtosis Test for Normality

Table 4.21: Skewness and Kurtosis

Description		Statistic	Std. Error	Remarks
Celebrity endorsement	Mean	3.4526	.01860	Normally Distributed
	Std. Deviation	.33534		
	Skewness	-.035	.135	
	Kurtosis	-.176	.270	
Testimonial advertisement	Mean	3.6504	.02306	Normally Distributed
	Std. Deviation	.41578		
	Skewness	.112	.135	
	Kurtosis	.116	.270	
Bandwagon strategy	Mean	3.5601	.02387	Normally Distributed
	Std. Deviation	.43035		
	Skewness	-.004	.135	
	Kurtosis	-.030	.270	
Message Appeals	Mean	3.6348	.03011	Normally Distributed
	Std. Deviation	.54289		
	Skewness	.000	.135	
	Kurtosis	-.353	.270	
Argument Strategy	Mean	3.6283	.03074	Normally Distributed
	Std. Deviation	.55415		
	Skewness	.032	.135	
	Kurtosis	.122	.270	
Media Literacy	Mean	3.6650	.03061	Normally Distributed
	Std. Deviation	.55185		
	Skewness	-.032	.135	
	Kurtosis	-.297	.270	
Sports Gambling	Mean	3.5988	.02674	Normally Distributed
	Std. Deviation	.48203		
	Skewness	-.034	.135	
	Kurtosis	-.237	.270	

In order to establish if the distribution of the data was normal, diagnostic tests were done using various techniques. Skewness and kurtosis were employed to approximate the normality. Skewness measures the deviation of distribution from symmetry while Kurtosis measures peakness of the distribution (Ming'ala, 2002). Skewness and kurtosis values are imputed on the basis of moments. The values of Skewness and Kurtosis should be zero if the data is normally distributed. The acceptable range of values is -2 and +2 (Field, 2009). From the findings, all the variables were within acceptable range of skewness namely between -2 and +2.

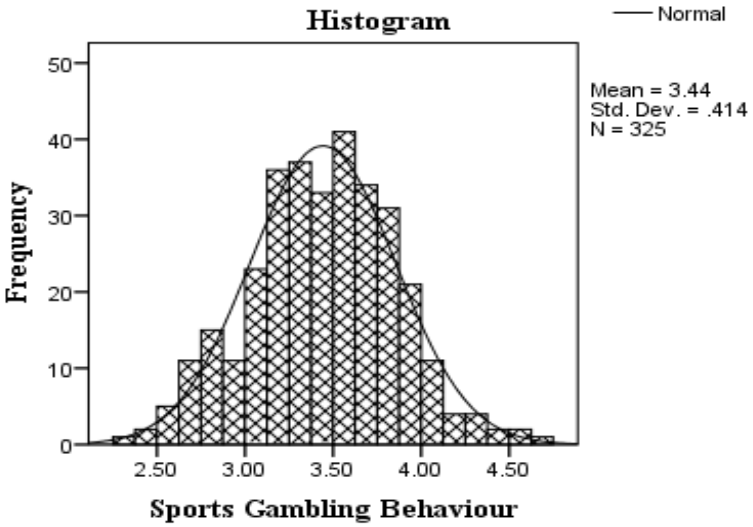


Figure 4.3: Histograms for Normality Test

In some cases, it is assumed that in multiple linear regressions the residuals are normally distributed with a mean of zero and variance sigma ($X \sim N(0,\delta^2)$. It is thus important to test for the distribution of major variables of interest (Ming'ala, 2002). This can be conducted before making final conclusions about the variables of interest. As suggested by (Field, 2009), histograms are a good way of getting an instant picture of the distribution of data. In this study therefore, a histogram was employed to test the normality of the dependent variable as shown in Figure 4.3 above.

4.12.1.2 Kolmogorov- Smirnov and Shapiro Wilk test for Normality

Table 4.22: Kolmogorov-Smirnov and Shapiro-Wilk

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	**df**	**Sig.**	**Statistic**	**Df**	**Sig.**
Celebrity endorsement	.028	325	.200*	.997	325	.853
Testimonial advertisement	.035	325	.200*	.996	325	.531
Bandwagon strategy	.033	325	.200*	.997	325	.730
Message Appeals	.031	325	.200*	.996	325	.537
Argument Strategy	.025	325	.200*	.997	325	.840
Media Literacy	.048	325	.063	.996	325	.508
Sports Gambling	.040	325	.200*	.995	325	.439

*. This is a lower bound of the true significance.
a. Lilliefors Significance Correction

Kolmogorov-Smirnov and Shapiro-Wilk tests can be conducted to test if the data set is normally distributed (Sarstedt & Mooi, 2014). Normality of a data was tested using Kolmogorov-Smirnov and Shapiro Wilk for all the variables which were under consideration. Kolmogorov-Smirnov and Shapiro Wilk compare the scores in all the samples and check whether the scores have the same mean or standard deviation (Sarstedt & Mooi, 2014). The findings for Kolmogorov-Smirnov showed that, the p-values were greater than 0.05 for all the variables namely; Celebrity endorsement, Testimonial advertisement, Bandwagon strategy, Message Appeals, Media Literacy, Argument Strategy and Sports Gambling. This was an indication that the data was normally distributed. Shapiro-Wilk test results also showed that all the seven variables were normally distributed. The details of the findings are shown in Table 4.22 above.

4.12.1.3 Normality using Q-Q plot

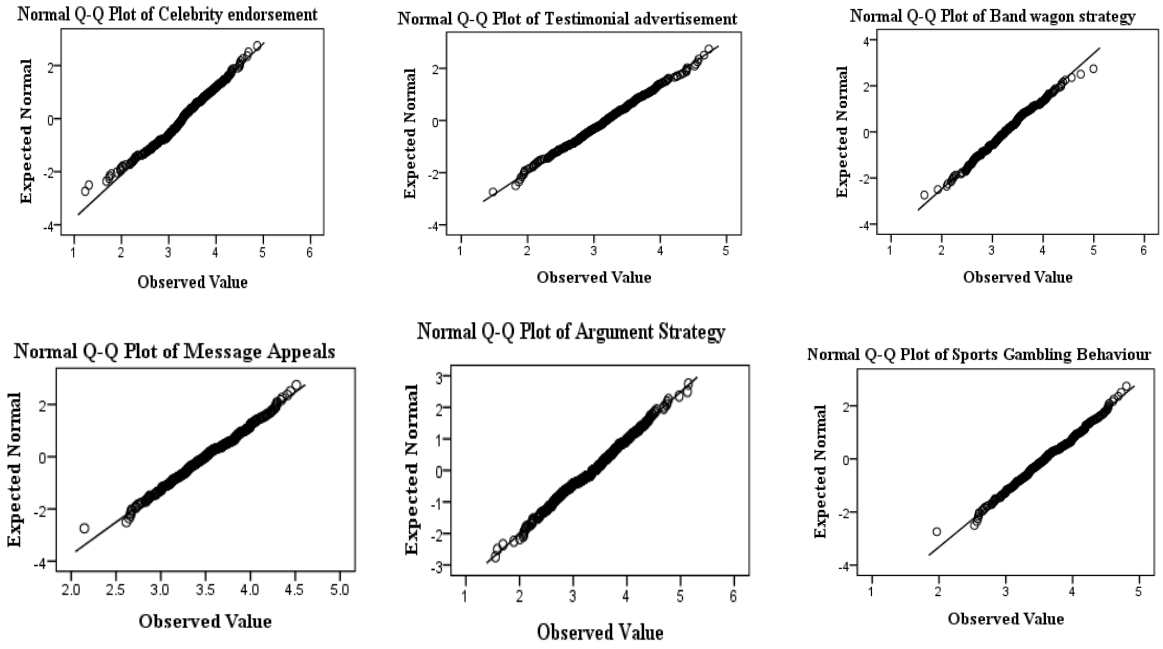


Figure 4.4: Normal Q-Q Plot of all variables

Normality of the data was also tested using quantile- quantile plot also known as Q-Q plot for the dependent variable (Sports gambling among the university students in Nairobi County). Based on the finding as shown in Figure 4.4 above, the majority of the observed values were falling along a straight line. This therefore meant that the variable (Sports Gambling) was normally distributed. An extension of Q-Q plot was also done on the other independent variables; Celebrity endorsement, Testimonial advertisement, Bandwagon strategy, Message Appeals, Argument strategy and the moderating variable Media Literacy and the results indicated that they were normally distributed. These results were consistent with the earlier findings based on skewness and Kurtosis test, Kolmogorov- Smirnov and Shapiro Wilk test.

4.12.1.4 Outliers Test

Table 4.23: Outliers Detected

Variables	Position of observed outliers	Total number of outliers
Celebrity endorsement	49, 85	2
Testimonial advertisement	49, 132	2
Bandwagon strategy	49,136	2
Message Appeals	36,	1
Media Literacy	49, 132,	2
Sports Gambling	121	1

The presence of outlier in any given data set is an indication that the data is not normally distributed. The study therefore conducted an outlier test to check if the data used in the study was normally distributed.

As shown in table 4.23 above, celebrity endorsement, testimonial advertisement and bandwagon strategy each had two outliers detected. Message appeals had one outlier detected while media literacy had two outliers detected. Sports gambling also had one outlier detected. The detected outliers were all removed.

4.12.1.5 Collinearity Diagnostic Test

Table 4.24: Collinearity Diagnostics Test (Model 1 No moderator)

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions					
				(Constant)	x1	x2	x3	x4	x5
Model 1	1	5.832	1.000	.00	.00	.00	.00	.00	.00
	2	.063	9.649	.00	.61	.10	.07	.24	.01
	3	.043	11.611	.00	.01	.04	.04	.43	.14
	4	.030	13.883	.00	.02	.05	.65	.18	.31
	5	.023	15.815	.00	.21	.65	.07	.00	.04
	6	.008	26.899	1.00	.08	.17	.16	.14	.51

a. Dependent Variable: Performance of Companies
b. Model 1:-Absence of Moderator while Model 2:- Presence of Moderator

Table 4.25: Collinearity Diagnostics Test (Model 2 With moderator)

Dim	Eig.val	Condition Index	Variance Proportions					
			(Const)	x1	x2	x3	x4	x5
1	10.809	1.000	.00	.00	.00	.00	.00	.00
2	.063	13.123	.00	.19	.08	.06	.18	.01
3	.044	15.757	.00	.02	.03	.03	.37	.28
4	.030	18.881	.00	.02	.04	.53	.14	.24
5	.024	21.383	.00	.63	.45	.09	.01	.01
6	.012	30.448	.09	.09	.34	.25	.24	.40
7	.005	46.972	.01	.00	.00	.01	.01	.00
8	.004	50.335	.67	.01	.04	.03	.04	.06
9	.004	53.217	.17	.00	.00	.00	.00	.00
10	.003	58.454	.02	.01	.00	.00	.00	.00
11	.003	63.444	.04	.03	.00	.00	.01	.00
	x1*z	**x2*z**	**x3*z**	**x4*z**	**x5*z**			
1	.00	.00	.00	.00	.00			
2	.00	.00	.00	.00	.00			
3	.00	.00	.00	.00	.00			
4	.00	.00	.00	.00	.00			
5	.00	.00	.00	.00	.00			
6	.01	.01	.02	.03	.03			
7	.01	.01	.10	.07	.89			
8	.09	.00	.30	.00	.04			
9	.01	.00	.28	.70	.00			
10	.87	.01	.17	.13	.03			
11	.97	.13	.08	.01				

Eigen values primarily are regarded as the set of scalar values that are associated with linear equations. In a situation where the eigenvalue is more than the rest, the uncentered cross products matrix can be highly influenced by small changes in the predictor variables or outcome. In cases where eigenvalues are fairly similar, then the model obtained is likely to be unchanged by small changes in measured variables (Myers & Myers, 1990).

According to the study results, both models had eigenvalues fairly greater than the rest indicating that the models obtained were likely to be changed by small changes in measured variable.

Condition index was also used to express eigenvalues. It represents square root ratio of the largest eigenvalue to the eigenvalue of interest. The condition index should be 1 for the dimension with the largest eigenvalue, however, in some cases the condition index value can be greater than 1. Large values may indicate the existence of collinearity. There is, however, no specific value or rule about how large the condition index value should be in relation to collinearity issues. According to the findings in

Table 4.26 the model had final condition index values of 26.899 for model 1 and 63.444 for 2. The values for dimensions in each model were the same with each other and therefore there was no collinearity.

The study further checked for the possibility of collinearity by looking for Predictors that had high variance proportions on the same small eigenvalues. High variance proportions in this case would indicate that the variances of their regression coefficients were dependent. The results from model 1 indicated that 61% of the variance in regression coefficient of Celebrity endorsement was associated with eigenvalue in dimension number 2, 65% of the variance in the regression coefficient of Testimonial advertisement was associated with eigenvalue in dimension 5, 65% of the variance in the regression coefficient of bandwagon strategy was associated with eigenvalue in dimension 4, 43% of the variance in the regression coefficient of Message appeals was associated with eigenvalue in dimension 3. Lastly 51% of the variance in the regression of argument strategy was associated with eigenvalue in dimension 6. Similarly, for this model 2, 87% of the variance in regression coefficient of Celebrity endorsement with moderator (Media Literacy) was associated with eigenvalue in dimension number 10, 97% of the variance in the regression coefficient of Testimonial advertisement with moderator (Media Literacy) was associated with eigenvalue in dimension 11, 30% of the variance in the regression coefficient of Bandwagon strategy with moderator (Media Literacy) was associated with eigenvalue in dimension 8, 70% of the variance in the regression coefficient of Message Appeals with moderator (Media Literacy) was associated with eigenvalue in dimension 9. Lastly, 89% of the variance in the regression coefficient of argument strategy with moderator (Media Literacy) was associated with eigenvalue in dimension 7. This indicated that there was no dependency between the four predictor variables for model 1 and model 2, respectively

4.13 Correlation Analysis of Independent Variables

Table 4.26: Correlation Analysis of Independent Variable without moderator

		Celebrity endorsement	Testimonial Advertisement	Bandwagon Strategy	Message Appeals	Argument Strategy
Celebrity endorsement	Pearson Correlation	1	.408**	-.101	-.093	.015
	Sig. (2-tailed)		.000	.069	.094	.785
	N	325	325	325	325	325
Testimonial Advertisement	Pearson Correlation	.408**	1	-.051	-.039	-.070
	Sig. (2-tailed)	.000		.359	.479	.211
	N	325	325	325	325	325
Bandwagon Strategy	Pearson Correlation	-.101	-.051	1	.193**	.146**
	Sig. (2-tailed)	.069	.359		.000	.008
	N	325	325	325	325	325
Message Appeals	Pearson Correlation	-.093	-.039	.193**	1	-.009
	Sig. (2-tailed)	.094	.479	.000		.872
	N	325	325	325	325	325
Argument Strategy	Pearson Correlation	.015	-.070	.146**	-.009	1
	Sig. (2-tailed)	.785	.211	.008	.872	
	N	325	325	325	325	325

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

Table 4.27: Correlation Analysis of Independent Variable with moderator

		Celebrity endorsement *z	Testimonial Advertisement*Z	Bandwagon Strategy*Z	Message Appeals* Z	Argument Strategy*Z
Celebrity endorsement*z	Pearson Correlation	1	.672**	.394**	.370**	.462**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	325	325	325	325	325
Testimonial Advertisement* Z	Pearson Correlation	.672**	1	.482**	.457**	.471**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	325	325	325	325	325
Bandwagon Strategy*Z	Pearson Correlation	.394**	.482**	1	.568**	.601**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	325	325	325	325	325
Message Appeals*Z	Pearson Correlation	.370**	.457**	.568**	1	.480**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	325	325	325	325	325
Argument Strategy *Z	Pearson Correlation	.462**	.471**	.601**	.480**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	325	325	325	325	325

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

To establish the extent to which the predictor variables was related with each other, correlation analysis based on Pearson product moment correlation coefficient was conducted. The findings suggested that there was some relationship between some independent variables while in some cases, there was no significant relationship among them. In this case, some p-values recordings were less than 0.05 while the remaining were more than 0.05 both in the presence and absence of the moderator. According Tobich (2005) multicollineary mainly exist when the correlation coefficient values are 0.8 and above and since in this study, all the correlation coefficient values recorded were below 0.8. It was considered that there was no problem of multicollinearity among the explanatory variables.

The findings are summarized in the tables above.

4.13.1 Multicollinearity

Table 4.28: Multicollinearity

Variables	**Collinearity Statistics without moderator (model 1)**	
(Constant)	**Tolerance**	**VIF**
Celebrity endorsement	.821	1.219
Testimonial advertisement	.828	1.207
Bandwagon strategy	.934	1.071
Message Appeals	.956	1.046
Argument Strategy	.970	1.031
Variables	**Collinearity Statistics with moderator (model 2)**	
(Constant)	**Tolerance**	**VIF**
Celebrity endorsement	.718	1.393
Testimonial advertisement	.673	1.487
Bandwagon strategy	.762	1.313
Message Appeals	.757	1.321
Argument Strategy	.731	1.368
Celebrity endorsement*z	.591	1.691
Testimonial advertisement*z	.541	1.847
Bandwagon strategy*z	.495	2.021
Message Appeals*z	.434	2.306
Argument Strategy*z	.718	1.393

Multicollinearity occurs when the independent variables within a model are correlated. In this study, multicollinearity was tested using Variance Inflation Factor (VIF) which is a reciprocal of tolerance. According to Montgomery (2001) the threshold value for existence of multicollinearity is 10 and above (VIF $\geq$ 10) with corresponding tolerance statistic values below 0.1 indicating a serious problem, while those below 0.2 indicating a potential problem. The results in table 4.28 indicate that the Variance Inflation Factor (VIF) value for celebrity endorsement was 1.219 while tolerance statistic value was established as 0.821. Testimonial advertisement was 1.207 while its tolerance statistic was 0.828, the VIF value for bandwagon strategy was established at 1.071 while its tolerance statistic was 0.934, the VIF value for message appeals was 1.046 with tolerance statistic value of 0.956 and for argument strategy, the VIF value was 1.031 with tolerance value of 0.970 was reported. This was for model 1 in absence of the moderator.

Subsequently, in the presence of moderator (model 2) The Variance Inflation Factor (VIF) value for celebrity endorsement with the moderator (media literacy) was established to be 1.393 while tolerance statistic value reported as 0.718, testimonial advertisement with the moderator (media literacy) was found to be 1.847 while its tolerance statistic was established to be 0.673, the VIF value for bandwagon strategy with the moderator (media literacy) was established to be 1.313 while its tolerance statistic was reported to be 0.762, the VIF value for message appeals with the moderator (media literacy) was established to be 1.321 with tolerance statistic value of 0.757. Lastly the VIF value for argument strategy with the moderator (media literacy) was established to be 1.368 with tolerance statistic value of 0.731 was reported. Based on these results, there was no multicollinearity between predictor variables as the reported VIF and tolerance statistics were within the accepted range for both the models.

4.13.2 Test for Autocorrelation (Independent of Errors)

Table 4.29: Overall Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.818[a]	.669	.663	.45229	1.850
2	.944[a]	.891	.888	.26141	1.681

a. Predictors: (Constant), Celebrity endorsement, Testimonial advertisement, Bandwagon strategy, Message Appeals, Argument strategy, Media Literacy Model 2 all the predictors with moderator Media Literacy
b. Dependent Variable: Sports Gambling

In regression model, one of the assumptions is that the error terms are not related with each other namely, the serial correlation does not exist or the error terms are independent of each other. In this study, this assumption was checked and tested using the Durbin-Watson test. Durbin-Watson tests for serial correlations between error terms attests whether the adjacent residuals are correlated. Durbin Watson estimator can be expressed as:

$$d_w = \frac{\sum_{i=1}^{n} (e_i - e_{i-1})^2}{\sum_{i=1}^{n} e^2}$$

A value of 2 of Durbin Watson means the residuals are not correlated, a value greater than 2 indicates a negative correlation between adjacent residuals, whereas a value below two indicates a positive correlation (Field, 2009). However, Durbin-Watson statistical values less than 1 or greater than 3 are definitely cause for concern. In this study the Durbin-Watson statistical values were 1.850 for model 1 (without moderator) and 1.681 for model 2 with moderator (see table 4.29). The findings showed that the error terms were independent of each other.

4.13.3 Heteroscedasticity and Homoscedasticity

Table 4.30: Breusch-Pagan and white test for Heteroscedasticity

Test		**Breusch-Pagan test**	**White's test**	**Breusch-Pagan test (Robust variant)**
	Hypothesis	H_0:Heteroskedasticity not present	H_0:Heteroskedasticity not present	H_0:Heteroskedasticity not present
Regression for Celebrity endorsement	Model 1	Test statistic: LM = 0.112 with p-value = P(Chi-square(1) > .1001) = 0.981	Test statistic: LM = 1.0118 with p-value = P(Chi-square(2) > 0.118) = 0.952	Test statistic: LM = 1.017 with p-value = P(Chi-square(5) > 6.981) = 0.223
Regression for Testimonial advertisement	Model 2	Test statistic: LM = 2.80134 with p-value = P(Chi-square(1) > 2.720) = 0.0841853	Test statistic: LM = 5.195 with p-value = P(Chi-square(2) > 5.195) = 0.0744	Test statistic: LM = 3.793 with p-value = P(Chi-square(1) > 3.793) = 0.0516
Regression for Bandwagon strategy	Model 3	Test statistic: LM = 3.49689 with p-value = P(Chi-square(1) > 3.596) = 0.0616	Test statistic: LM = 4.012 with p-value = P(Chi-square(2) > 4.012) = 0.133	Test statistic: LM = 4.0010 with p-value = P(Chi-square(1) > 4.0009) = 0.0455
Regression for organization climate	Model 4	Test statistic: LM = 0.1317 with p-value = P(Chi-square(1) > 0.1317) = 0.737	Test statistic: LM = 0.126 with p-value = P(Chi-square(2) > 0.126) = 0.944	Test statistic: LM = 0.124 with p-value = P (Chi-square (1) > 0.124) = 0.723
Overall regression for all variables	Model 5	Test statistic: LM = 5.812 with p-value = P(Chi-square(20) > 21.52) = 0.376	Test statistic: LM = 5.821 with p-value = P(Chi-square(5) > 5.821) = 0.313	Test statistic: LM = 6.981 with p-value = P(Chi-square(5) > 6.980) = 0.223

Heteroscedasticity in a study normally occurs when the variance of the errors varies across observation (Long & Ervin 2000). In this study, Breusch-Pagan was used to test the null hypothesis that the error variances are all equal versus the alternative that the error variances were a multiplicative function of one or more variables. Two versions of Breusch-Pagan tests were conducted, namely; Breusch-Pagan tests and Breusch-Pagan tests with robust variant. Breusch-Pagan tests the null hypothesis that heteroscedasticity is not present which will then imply that Homoscedasticity is present. If P-value is less than 0.05, the null hypothesis is rejected. A large chi-square value greater than 9.22 would indicate the presence of heteroscedasticity (Sazali, Hashida, Jegak & Raduan, 2010).

In this study, the chi-square a value resulting from each regression model where every independent variable was considered individually as model indicated that heteroscedasticity was not a present for the entire models. The null hypothesis tested was that variance was Constant versus the alternative that variation was not constant. The Variables were: Celebrity endorsement, Testimonial advertisement, Bandwagon strategy, Message Appeals and argument strategy as illustrated in table 4.30 above. In overall, a value resulting from overall regression also indicated that heteroscedasticity was absent hence variance was constant.

4.14 Linearity Test

4.14.1 Celebrity endorsement Linearity Test

Table 4.31: Celebrity endorsement Correlations Coefficients

Variable		Sports Gambling	Celebrity endorsement
Sports Gambling	Pearson Correlation	1	.366**
	P-value (2-tailed)		.000
	N	325	325
Celebrity endorsement	Pearson Correlation	.366**	1
	P-value (2-tailed)	.000	
	N	325	325

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

To establish out whether there was linear relationship between Celebrity endorsement and Sports Gambling, Pearson moment's correlation coefficients was employed as suggested by Cohen, West and Aiken, (2003). The result is presented on table 4.31

above. The findings indicated that the variables Sports Gambling and Celebrity endorsement had a positive relationship indicated by a correlation coefficient value of 0.366**. This suggests that there was a linear positive relationship between Celebrity endorsement and Sports Gambling thus an increase in Celebrity endorsement would lead to a linear increase in Sports Gambling among university students in Nairobi County.

4.14.2 Linearity Test for Testimonial advertisement

Table 4.32: Testimonial advertisement Correlations Coefficients

Variable		Sports Gambling	Testimonial advertisement
Sports Gambling	Pearson Correlation	1	.417**
	P-value (2-tailed)		.000
	N	325	325
Testimonial advertisement	Pearson Correlation	.417**	1
	P-value (2-tailed)	.000	
	N	325	325

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

A test of linear relationship between sports gambling among the university students in Nairobi County and Testimonial advertisement was conducted by adopting Pearson moment's correlation coefficients. The results indicated that the variables Sports Gambling and Testimonial Advertisement had a positive relationship as represented by a correlation coefficient of .417**. This mean an increase in testimonial advertisement was subsequently followed by an increase in sports betting among university students.

4.14.3 Linearity Test for Bandwagon strategy

Table 4.33: Bandwagon strategy Correlations Coefficients

Variable		Sports Gambling	Bandwagon strategy
Sports Gambling	Pearson Correlation	1	.385**
	P-value (2-tailed)		.000
	N	325	325
Bandwagon strategy	Pearson Correlation	.385**	1
	P-value (2-tailed)	.000	
	N	325	325

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

Further analysis indicates that using correlation coefficients as suggested by Cohen, West and Aiken, (2003), there was linear relationship between independent variable (Bandwagon strategy) and, dependent variable (Sports Gambling). The findings shows that there was a positive relationship between Sports Gambling and Bandwagon strategy. This finding is backed with a correlation coefficient of 0.385**. The results are presented in table 4.33.

4.14.4 Message Appeals linearity test

Table 4.34: Message Appeals Correlations Coefficients

Variable		Sports Gambling	Message Appeals
	Pearson Correlation	1	.388**
	P-value (2-tailed)		.000
Sports Gambling	N	325	325
	Pearson Correlation	.388**	1
	P-value (2-tailed)	.000	
Message Appeals	N	325	325

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

To test if there was a linear relationship between message appeals and sport gambling, a linearity test using correlation coefficients was conducted. The finding established that there was a linear relationship between Sports Gambling and Message Appeals. The study adopted the Pearson moment's correlation coefficients as presented in table 4.34 above. In this case, the results indicated that the variables had a strong positive relationship as indicated by a correlation coefficient of 0.388**. This therefore, implies that an increase in Message Appeals would result in a linear increase in Sports Gambling.

4.14.5 Argument Strategy linearity test

Table 4.35: Argument Strategy Correlations Coefficients

		Sports Gambling	Argument Strategy
Sports Gambling	Pearson Correlation	1	.403**
	P-value (2-tailed)		.000
	N	325	325
Argument Strategy	Pearson Correlation	.403**	1
	P-value (2-tailed)	.000	
	N	325	325

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

Lastly, a linearity test on argument strategy and sports gambling was conducted. The results indicated that there was a linear relationship between Sports Gambling and Argument Strategy. The findings indicated that the variables had a strong positive relationship as indicated by a correlation coefficient of 0.403. This an indication that an increase in Argument Strategy would result in a linear increase in Sports Gambling.

4.15 Scatter Plot between Dependent Variables and Independent Variables

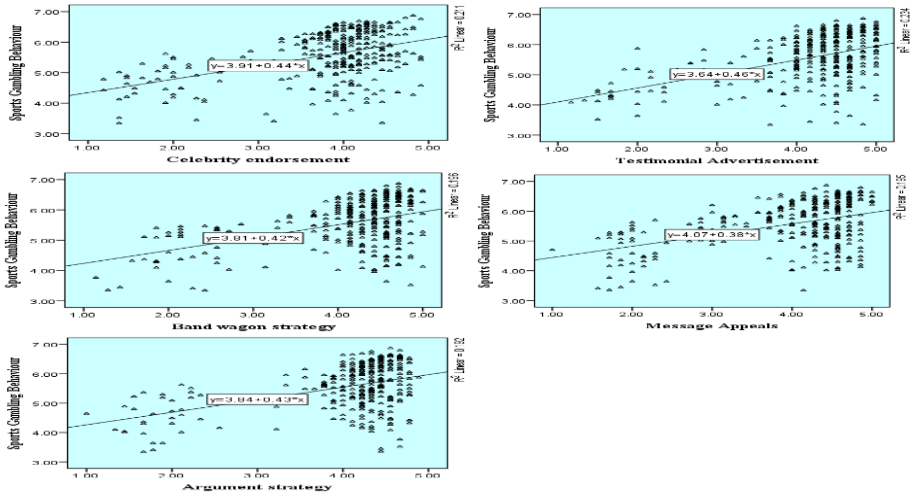


Figure 4.5: Scatter Plot between Sports Gambling, Celebrity Endorsement, Testimonial Advertisement, Bandwagon Strategy, Message Appeal and Argument Strategy

Besides product moment correlation coefficient, scatter plot between Sports Gambling and the independent variables namely; Celebrity endorsement, Testimonial

advertisement, Bandwagon strategy, Message Appeals and argument strategy was performed to test linearity between independent variables and dependent variable. The findings showed that there was a linear relationship between Celebrity endorsement, Testimonial advertisement, Bandwagon strategy, Message Appeals and Argument strategy. This implied that an increase in Celebrity endorsement, Testimonial advertisement bandwagon strategy, Message Appeals and Argument strategy will lead to increase in sports gambling among university students.

4.16 Regression Analysis

4.16.1 Regression Analysis for Celebrity endorsement and Sports Gambling

Table 4.36: Model summary: Regression Analysis for Celebrity endorsement and Sports Gambling

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.366[a]	.134	.131	.72662	1.137
2	.714[a]	.510	.507	.54754	1.419

a. Predictors: (Constant), Celebrity endorsement and Celebrity endorsement *z(moderator) model 1 and 2
b. Dependent Variable: Sports Gambling

Table 4.37: ANOVA for Celebrity endorsement (X1)

Model		Sum of Squares	Degree of freedom	Mean Square	F	P-value
1	Regression	26.415	1	26.415	50.031	.000[b]
	Residual	170.535	323	.528		
	Total	196.950	324			
2	Regression	100.413	2	50.206	167.464	.000[b]
	Residual	96.537	322	.300		
	Total	196.950	324			

a. Response Variable: Sports Gambling
b. Predictors: (Constant), Celebrity endorsement and Celebrity endorsement *z(moderator) model 1 and 2

The first objective was to determine the influence of Celebrity endorsement on sports gambling among the university students in Nairobi County. The null hypothesis stated that: Celebrity endorsement does not significantly influence sports gambling among

university students in Nairobi County, against the alternative that stated that there was a positive significant relationship between Celebrity endorsement and sports gambling among the university students in Nairobi County.

By conducting simple linear regression, preliminary findings revealed that there was a positive influence of Celebrity endorsement on sports gambling among the university students in Nairobi County. This is indicated in model summary table above where the strength of the relationship between predictor variable and the response variable is shown using correlation (R) or coefficient of determination R- square. The R-square is a value which shows how well the model fits the data. An R- square value which is nearer to 1.0 suggests that the dependent variable entirely depends on the independent variables while a value nearer to 0 indicates no relationship at all between the explanatory variables and the dependent variable (Ming'ala, 2002). From table 4.36 above, the R- square value was 0.134 was recorded implying that 13.4% of sports gambling was explained by celebrity endorsement. In addition, the value of R- square was 0.510 implying that 51.0% of sports gambling were explained by Celebrity endorsement in the presence of moderator (media literacy). The Analysis of Variance table 4.37 was further used to illustrate the findings.

In the ANOVA table, the p-value was 0.000 recorded. The value was less than 0.05 which implied that there was a significant relationship between celebrity endorsement and sports gambling among the university students in Nairobi County. These findings led to a conclusion that celebrity endorsement had an influence on sports gambling among the university students in Nairobi County.

Table 4.38: Coefficients for Celebrity Endorsement (X_1)

Model		Unstandardized Coefficients		Standardized Coefficients	T	P-value
		B	Std. Error	Beta		
1	(Constant)	4.285	.191		22.479	.000
	Celebrity endorsement	.348	.049	.366	7.073	.000
2	(Constant)	-.273	.324		-.844	.399
	Celebrity endorsement	.229	.038	.240	6.037	.000
	Celebrity endorsement*z	1.137	.072	.626	15.711	.000

a. Dependent Variable: Sports Gambling

From the coefficient Table 4.38, the t-test was also used to test the relationship between the predictor variable celebrity endorsement and sports gambling. The findings indicated that there was significant relationship between the two variables with p-value= 0.000 < 0.05 for the model. The regression equations between sports gambling and celebrity endorsement for the model was expressed as; Y=4.285+ 0. 348X1.The models indicated that for every unit of celebrity endorsement the value of sports gambling among the university students in Nairobi County changed by 0.348. Consequently, by incorporating the moderating variable (media literacy), the model obtained was Y= -.273+ 0 .229X_1 + 1.137X_{1*}z. Based on the descriptive analysis, these results were valid and with this preliminary finding, the null hypothesis was to be rejected and the alternative hypothesis be accepted. For this reason, therefore, the conclusion was that celebrity endorsement had a significant influence on sports gambling among the university students in Nairobi County. This was in tandem with this study of Jaikumar and Sahay (2015) who found out that the effectiveness of celebrity endorsements, which form a significant part of advertising expenses, depend on the branding techniques adopted by the firm. The findings from the study further showed that the corporate brand endorsement announcements were likely to result in higher stock returns compared to house-of-brands announcements. Agnihotri, Bhattacharya and Prasad (2018) also found out that as the proportion of a firm's brands endorsed by celebrities increased, firm market valuation also increased. In addition, multiple brand endorsements raised the market valuation of Indian firms. In summary, the more celebrities endorsed sports gambling, the more the respondents engaged in it.

4.16.2 Regression Analysis for Testimonial advertisement and Sports Gambling

Table 4.39: Model Summary: Regression Analysis for Testimonial Advertisement and Sports Gambling

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.417[a]	.174	.171	.70981	1.251
2	.731[a]	.534	.531	.53401	1.514

a. Predictors:(Constant), Testimonial advertisement Testimonial advertisement*z(moderator) model 1and 2
b. Dependent Variable: Sports Gambling

The second objective was to establish the effects of Testimonial advertisement on sports gambling among the university students in Nairobi County. This objective was tested using hypothesis that; Testimonial advertisement does not significantly influence sports gambling among university students in Nairobi County. Analysis using Pearson's product moment correlation statistic was applied to test the relationship between the testimonial advertisement and sports gambling among the university students in Nairobi County. An R-squared value of 0.174 was recorded showing that (17.4%) of sports gambling among the university students in Nairobi County was explained by testimonial advertisement. The inclusion of the moderator increased the R-square value to (0.531) indicating that (53.1%) of sports gambling among university students in Nairobi County was explained by testimonial advertisement Table 4.39 shows the summary model findings.

Table 4.40: ANOVA for Testimonial Advertisement (X_2)

Model		Sum of Squares	Degree of freedom	Mean Square	F	P-value
1	Regression	34.211	1	34.211	67.902	.000[b]
	Residual	162.739	323	.504		
	Total	196.950	324			
2	Regression	105.125	2	52.563	184.320	.000[b]
	Residual	91.825	322	.285		
	Total	196.950	324			

a. Dependent Variable: Sports Gambling
b. Predictors: (Constant), Testimonial advertisement and Adhocracy *z(moderator) model 1 and 2

The results of Analysis of Variance (ANOVA) as shown in Table 4.40 also suggest that models fitted to the data were good. This was supported by p-values 0.000 and 0.000 which were less than 0.05 and corresponding F-statistics values of 67.902 and 184.320. Statistically, the findings suggest that there was a significant relationship between testimonial advertisement and Sports gambling among the university students in Nairobi County both in the presence and in the absence of the moderator (media literacy).

Table 4.41: Coefficients for Testimonial Advertisement (X_2)

Model		Unstandardized Coefficients		Standardized Coefficients	T	P-value
		B	Std. Error	Beta		
1	(Constant)	3.945	.205		19.253	.000
	Testimonial advertisement	.398	.048	.417	8.240	.000
2	(Constant)	-.743	.335		-2.218	.027
	Testimonial advertisement	.218	.038	.229	5.735	.000
	Testimonial advertisement*z	1.200	.076	.629	15.769	.000

a. Dependent Variable: Sports Gambling

Based on the regression coefficient table 4.41 above, the model generated was $Y=3.945+ 0.398X_2$ in the absence of the moderator (media literacy) demonstrating that in every unit of testimonial advertisement the value of sports gambling among the university students in Nairobi County changed by 0.398 and $Y=-.743+ 0.218X_2+1.200X_2*Z$ with moderator (media literacy) indicating that, the moderator positively influences the dependent variable. The corresponding p- values were all 0.000 which were less than 0.05 significance level as shown on table 4.41 above.

These findings indicated that there was a positive significant influence of testimonial advertisement on sports gambling among the university students in Nairobi County both in the presence and absence of the moderator. However, the most appropriate model was when the moderator was present. The null hypothesis was thus rejected and the alternative hypothesis adopted. These findings were in line with Okorie and Aderogba (2011) who found out that the effectiveness of a message depends on the

expertness and trustworthiness of the source, namely the individual giving the testimonial. The main goal of advertising is the persuasive intent by the source; therefore, the winners will showcase the amount of money they have won in comparison to the amount of money they would have spent on betting.

4.16.3 Regression Analysis for Bandwagon strategy and Sports Gambling

Table 4.42: Model summery for regression Analysis for Bandwagon Strategy (X_3) and Sports Gambling

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.385[a]	.148	.146	.72060	1.013
2	.758[a]	.574	.571	.51038	1.515

a. Predictors: (Constant), Bandwagon strategy and Bandwagon strategy *z(moderator) model 1 and 2
b. Dependent Variable: Sports Gambling

To find out if there was positive relationship between bandwagon strategy and sports gambling, a simple regression analysis was conducted as in the previous cases. This was done with the aim of testing the null hypothesis which was stated as; bandwagon strategy does not significantly influence sports gambling among university students in Nairobi County; against the alternative hypothesis which was stated as; there is significant influence of bandwagon strategy on sports gambling among the university students in Nairobi County. The finding suggests that R- square value of 0.148 and 0.574 was recorded in the absence and presence of the moderator respectively. This meant that 14.8% of the sports gambling was explained by the bandwagon strategy (without a moderator) and 57.4% of sports gambling were explained by the bandwagon strategy (in the presence of the moderator). The study thus arrived to a preliminary conclusion that sports gambling among the university students in Nairobi County was explained by bandwagon strategy. See table 4.42.

Table 4.43: ANOVA for Bandwagon Strategy (X_3)

Model		Sum of Squares	Degree of freedom	Mean Square	F	P-value
1	Regression	29.228	1	29.228	**56.287**	.000[b]
	Residual	167.722	323	.519		
	Total	196.950	324			
2	Regression	113.072	2	56.536	217.034	.000[b]
	Residual	83.879	322	.260		
	Total	**196.950**	**324**			

a. Dependent Variable: Sports Gambling
b. Predictors: (Constant), Bandwagon strategy and Bandwagon strategy
*z(moderator) model 1 and 2

The details of further results showed that the F-statistic values were 56.287 and 217.034 for model 1 and 2 respectively were recorded. In this case, there was an indication that the two models were significant with p-values of 0.00 which were less than 0.05. The null hypothesis was thus rejected. The findings thus suggested that Bandwagon strategy had an influence on Sports gambling among the university students in Nairobi County.

Table 4.44: Coefficients for Bandwagon Strategy (X_3)

Model		Unstandardized Coefficients		Standardized Coefficients	T	P-value
		B	Std. Error	Beta		
1	(Constant)	4.081	.207		19.742	.000
	Bandwagon strategy	.369	.049	.385	7.502	.000
2	(Constant)	-.756	.307		-2.465	.014
	Bandwagon strategy	.174	.036	.181	4.761	.000
	Bandwagon strategy*z	1.227	.068	.684	17.941	.000

a. Dependent Variable: Sports Gambling

Further, the coefficient of regression between bandwagon strategy and sports gambling among the university students in Nairobi County was given as; Y= 4.081+ 0 .369X_3 with no moderator and Y= -.756+ 0 .174X_3 + 1.227X_{3*}z with moderator as illustrated on the coefficient Table 4.44. The p values for two models were both 0.000 which were less than 0.05. This further implied that there was a positive significant influence of bandwagon strategy on sports gambling among the university students in Nairobi County. From the analysis the null hypothesis was thus rejected and the

alternative hypothesis accepted for the two models. The second model (with moderator) however, was the most preferred model.

These findings were in line with the study of Niesiobędzka (2018) on bandwagon effect who found out that participant who watches advertisements that have references to significant others were willing to pay more for a luxury product. These participants doubled the luxury brand logo on created T-shirts more often than participants who watched the advertisements without explicit references to significant others. The study also observed that the advertisements with the slogan "Feel like a movie star" encouraged respondents to place a larger luxury brand logo than the advertisements without the slogan. In summary, the individuals choose products congruent with the social image of aspirational groups.

4.16.4 Message Appeals Regression Analysis

Table 4.45: Model summery for Regression Analysis for Message Appeals and Sports Gambling

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.388[a]	.151	.148	.71966	1.125
2	.655[a]	.430	.426	.59065	1.277

a. Predictors:(Constant), Message Appeals and Message Appeals*z(moderator) model 1& 2
b. Dependent Variable: Sports Gambling

To investigate if Message Appeals had significant influenced sports gambling among the university students in Nairobi County, a simple Regression analysis was performed between the two variables. In this case, R- square value 0.151 was published implying that 15.1% of sports gambling were explained by the message appeals as indicated on the summery Table 4.45 above. This was when R-square value was calculated in the absence of the moderator. In the presence of the moderator, however, an R-square value of 0.430 was then established. This implied that 43.0% of sports gambling was explained by the message appeals. The study concluded that media literacy played a critical role as a moderator between message appeals and sports gambling.

Table 4.46: ANOVA for Message Appeals (X_4)

Model		Sum of Squares	Degree of freedom	Mean Square	F	P-value
1	Regression	29.665	1	29.665	57.279	.000[b]
	Residual	167.285	323	.518		
	Total	196.950	324			
2	Regression	84.614	2	42.307	121.270	.000[b]
	Residual	112.336	322	.349		
	Total	**196.950**	**324**			

a. Dependent Variable: Sports Gambling

b. Predictors:(Constant), Message Appeals and Message Appeals*z(moderator) model 1& 2

Further analysis suggested that the overall model was significant for two models, that is, message appeals was a good explanatory variable for sports gambling with F-value of 57.279 with P- value of 0.000<0.05 without a moderator and F-value of 121.270 with P- value of 0.000<0.05 with moderator. This implied that the two models were fit for the study. Table 4.46 shows the results.

Table 4.47: Coefficients for Message Appeals (X_4)

Model		Unstandardized Coefficients		Standardized Coefficients	T	P-value
		B	Std. Error	Beta		
1	(Constant)	4.290	.178		24.119	.000
	Message Appeals	.330	.044	.388	7.568	.000
2	(Constant)	2.763	.190		14.536	.000
	Message Appeals	.171	.054	.201	3.183	.002
	Message Appeals*z	.875	.070	.791	12.550	.000

a. Dependent Variable: Sports Gambling

The coefficient regression equation between Message Appeals and Sports Gambling was expressed as Y= 4.290+ 0 .330X_4. Based on the model formed it was clear that for every unit of message appeals, sports gambling increased by 0.330. In addition to that, regression between message appeals and sports gambling in the presence of moderator was given as, Y= 2.763+ 0 .171X_4 + 0.875X_4*z.

Based on the findings, the p -value published was than 0.05 which implied that there was a significant influence of message appeals on sports gambling among the university students in Nairobi County. This was in line with findings by Osnat and Ilan

(2017) who found out that the simplicity and clarity of sports game rules promoted fans' sense of expertise, which was reinforced by the fact that they were obsessed by sports-related information. The advertisers therefore, choose to appeal to bettors' emotions rather than develop rational appeals.

4.16.5 Argument Strategy Regression Analysis

Table 4.48: Model summery for Regression Analysis for Argument Strategy and Sports Gambling

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.403[a]	.163	.160	.71449	1.062
2	.656[a]	.432	.426	.59054	1.133

a. Predictors:(Constant), Argument strategy and Argument strategy*z(moderator) model 1& 2
b. Dependent Variable: Sports Gambling

To find out the extent to which Argument strategy had influenced sports gambling among the university students in Nairobi County, a simple Regression analysis was conducted. The results obtained indicated that 16.3% of sports gambling (in the absence of the moderator) and 43.2% of sports gambling (in the presence of the moderator) of Sports Gambling was explained by the Argument strategy. This implied that the moderator (media literacy), played a key role on the relationship between argument strategy and sports gambling.

Table 4.49: ANOVA for Argument Strategy (X_5)

Model		Sum of Squares	Degree of freedom	Mean Square	F	P-value
1	Regression	32.061	1	32.061	62.803	.000[b]
	Residual	164.890	323	.510		
	Total	196.950	324			
2	Regression	84.657	2	42.328	121.375	.000[b]
	Residual	112.294	322	.349		
	Total	**196.950**	**324**			

a. Dependent Variable: Sports Gambling
b. Predictors:(Constant), Argument strategy and Argument strategy*z(moderator) model 1& 2

The R-square values in the ANOVA table above suggested that the overall model was significant for the two models. An F- statistics value recorded was 62.803 with corresponding P- value of 0.000<0.05 without moderator and F-statistics value of 121.375 with corresponding P- value of 0.000<0.05 with a moderator. This demonstrated that the two models were fit. Table 4.49 shows the results.

Table 4.50: Coefficients for Argument Strategy (X_5)

Model		Unstandardized Coefficients		Standardized Coefficients	T	P-value
		B	Std. Error	Beta		
1	(Constant)	4.016	.204		19.688	.000
	Argument strategy	.391	.049	.403	7.925	.000
2	(Constant)	2.617	.204		12.859	.000
	Argument strategy	.147	.060	.152	2.455	.015
	Argument strategy*z	.880	.072	.758	12.281	.000

a. Dependent Variable: Sports Gambling

The coefficient regression equation between Argument strategy and Sports Gambling was expressed as $Y=4.016+0.391X_5$. Based on this mode it was evident that for every unit of argument strategy, sports gambling increased by 0.720. In addition to this, a regression analysis in the presence of moderator was given as, $Y=2.617+0.147X_5+0.880X_5*z$. The p -value established was 0.00. This was less than 0.05 level of significance which implied that argument strategy had a significant influence on sports gambling among the university students in Nairobi County.

4.17 Multivariate Regression Analysis

Table 4.51: Overall Model Summery for Regression Analysis for Variables

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.818[a]	.669	.663	.45229	1.850
2	.944[a]	.891	.888	.26141	1.681

a. Predictors: (Constant), Celebrity endorsement, Testimonial advertisement, Bandwagon strategy, Media Literacy, Message Appeals; Model 2 all the predictors with moderator Media Literacy.
b. Dependent Variable: Sports Gambling

As was mention in chapter three multivariate regression analysis was employed to investigate the overall effects of independent variables on the dependent variable. For this reason, after performing multiple linear regression, the section displayed the results of the overall effects of all the explanatory/predictor variables which consisted of Celebrity endorsement, Testimonial advertisement, Bandwagon strategy, Message Appeals, Argument strategy and Media Literacy on the dependent variable which was sports gambling among the university students in Nairobi County. The overall models for the study were; $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta 5 X_5 + e$ without the moderator and

$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta 5 X_5 + \beta_1 X_1 * z + \beta_2 X_2 * z + \beta_3 X_3 * z + \beta_4 X_4 * z + \beta 5 X_5 * z + e$ with the moderator, where:

Y = Sports Gambling

X_1 = Celebrity endorsement

X_2 = Testimonial advertisement

X_3 = Bandwagon strategy

X_4 = Message Appeals

X_5 =Argument Strategy

Z = Media Literacy (Moderator)

The overall fitness of the model was determined using coefficient of determination also known as R-square which can also be extended to R-square adjusted. In this study, the findings indicated that the model used in the study was a good since it was supported by a coefficient of determination R-square of 0.669 (without a moderator) and R-square value of 0.891 (with the moderator). The above coefficient of determination values published demonstrate that the explanatory/independent variables explain 66.9% and 89.1% of the dependent variable (sports gambling among the university students in Nairobi County). This was without and with the moderator (media literacy) respectively.

Table 4.52: ANOVA for Media Literacy (X_6)

Model		Sum of Squares	Degree of freedom	Mean Square	F	P-value
1	Regression	131.693	5	26.339	128.753	.000[b]
	Residual	65.257	319	.205		
	Total	196.950	324			
2	Regression	175.492	10	17.549	256.805	.000[b]
	Residual	21.458	314	.068		
	Total	**196.950**	**324**			

a. Dependent Variable: Sports Gambling
b. Predictors: (Constant), Celebrity endorsement, Testimonial advertisement, Bandwagon strategy, Message Appeals, Model 2: all predictors with moderator Media Literacy.

Consequently, the overall goodness of the mode of the study was confirmed using analysis of the variance (ANOVA). In this case the main interest was to establish the fitness of the two models. Table 4.52 shows that the overall models were fit enough with F statistics values of 128.753 and 256.805. This was with a corresponding p value of 0.000 and 0.000 respectively. The results showed that the independent variables were good predictors of Sports gambling among the university students in Nairobi County.

Table 4.53: Overall Regression Coefficients

Model		Unstandardized Coefficient		Standard Coeff	t	P-value	Collinearity Statistics	
		B	Std. Err	Beta			Tole	VIF
1	(Constant)	-.800	.254		-3.150	.002		
	Celebrity endorsement	.265	.034	.279	7.847	.000	.821	1.219
	Testimonial Advertise	.344	.034	.360	10.162	.000	.828	1.207
	Bandwagon strategy	.291	.032	.304	9.108	.000	.934	1.071
	Message Appeal	.318	.028	.373	11.320	.000	.956	1.046
	Argument Strategy	.372	.032	.383	11.707	.000	.970	1.031
2	(Constant)	-4.13	.199		-20.77	.000		
	Celebrity Endorsement	.093	.021	.098	4.445	.000	.718	1.393
	Testimonial advertisement	.107	.022	.112	4.920	.000	.673	1.487
	Bandwagon strategy	.078	.020	.081	3.815	.000	.762	1.313
	Message Appeal	.111	.018	.131	6.103	.000	.757	1.321
	Argument Strategy	.109	.021	.113	5.173	.000	.731	1.368
	Celebrity Endorsement*z	.269	.044	.148	6.119	.000	.591	1.691
	Testimonial Advertisement*Z	.220	.048	.115	4.555	.000	.541	1.847
	Bandwagon strategy*Z	.285	.048	.159	5.989	.000	.495	2.021
	Message Appeals*z	.519	.056	.264	9.350	.000	.434	2.306
	Argument Strategy *z	.395	.052	.215	7.662	.000	.440	2.272

a. Dependent Variable: Y (Sports Gambling)

The overall Regression Coefficients results in Table 4.53 gives an illustration on how positive and significant relationship between Sports Gambling (dependent variable) and Celebrity endorsement, Testimonial advertisement, Bandwagon strategy, Message Appeals and Argument strategy (predictor variables) and Media Literacy as a moderator variable are. From the finding, the overall model obtained was expressed as:

$Y= -.800+0\ .265X_1+ 0.344X_2+0.291X_3+ 0.318X_4 + 0.391X_5$

In the absence of moderator and

$$Y= -4.13+ 0.265+0\ .093X_1+ 0.107X_2+0.078X_3+ 0.111X_4 + 0.109X_5+0\ .269X_1*Z + 0.220X_2*Z + 0.285X_3*Z+ 0.519X_4*Z + 0.395X_5*Z$$

in the presence of a moderator. From the model, the beta coefficients of -.800, .265, .344, .291, .318 and 0.372 in absence of moderator and .093, .107, .078, .111, .109, .269, .220, .285, .519 and 0.395 with moderator were recorded. This implied that for

every unit change in either of the response variables, there was increase in the value of sports gambling among the university students in Nairobi County.

Table 4.54: Overall Regression Coefficients (moderator absent)

No	Hypotheses	t- value	P- value	Decision
1.H_0	Celebrity endorsement does not significantly influence sports gambling among the university students in Nairobi County.	7.847	.000	Reject **H_0**
2.H_0	Testimonial advertisement does not significantly influence sports gambling among the university students in Nairobi County.	10.162	.000	Reject **H_0**
3.H_0	Bandwagon strategy does not significantly influence sports gambling among the university students in Nairobi County.	9.108	.000	Reject **H_0**
4.H_0	Message Appeals does not significantly influence sports gambling among the university students in Nairobi County.	11.320	.000	Reject **H_0**
5.H_5	Argument Strategy does not significantly influence sports gambling among the university students in Nairobi County.	11.707	.000	Reject **H_0**

Table 4.55: Overall Regression Coefficient (Moderator Present)

No	Hypotheses	t- value	P- value	Decision
1. H_0	Celebrity endorsement does not significantly influence sports gambling among the university students in Nairobi County.	6.119	.000	Reject **H_0**
2.H_0	Testimonial advertisement does not significantly influence sports gambling among the university students in Nairobi County.	4.555	.000	Reject **H_0**
3.H_0	Bandwagon strategy does not significantly influence sports gambling among the university students in Nairobi County.	5.989	.000	Reject **H_0**
4.H_0	Message Appeals does not significantly influence sports gambling among the university students in Nairobi County.	9.350	.000	Reject **H_0**
5.H_5	Argument Strategy does not significantly influence sports gambling among the university students in Nairobi County.	7.662	.000	Reject **H_0**

Based on the above analysis, the entire null hypotheses were rejected namely; Celebrity endorsement, Testimonial advertisement, Bandwagon strategy, Message Appeals and argument strategy for model 1 (without moderator).

Similarly, for model 2, all the null hypotheses were also rejected and the conclusion was that the explanatory variables; Celebrity endorsement, Testimonial advertisement, Bandwagon strategy, Message Appeals and argument strategy in the presence of Media Literacy as a moderator had significant influence on sports gambling among the university students in Nairobi County. Table 4.55 show the summary of the findings.

The key finding based on the tests conducted in this study was that the explanatory variables; Celebrity endorsement, Testimonial advertisement, Bandwagon strategy, Message Appeals, Argument strategy had influence on the response variable (Sports gambling among the university students in Nairobi County). The moderating variable (Media Literacy) was found to have a moderating effect on the relationship between predictor variables and response variable since its presence raised the effect of Sports

gambling among the university students in Nairobi County. This was supported by comparing the overall regression model 1 (without moderator) and overall regression model 2 (with moderator).

From the findings, the R square value for model 1 was less than R square value for model 2 that is $R_{m1}^2 < R_{m2}^2 = 0.669 < 0.891$. Implying that Media Literacy had a moderating effect on the overall model thus the proposed model for the study was retained as the optimal model. Figure 4.6 shows the optimal model.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the summary of key findings, general conclusion, recommendations and areas for further studies. The main objective of this study was to evaluate the influence of television's persuasive advertising strategies on sports gambling among university students in Nairobi County, Kenya. The study was guided by the following objectives; to establish the influence of celebrity endorsement on sports gambling among university students in Nairobi County, to determine the influence of testimonial advertisement on sports gambling among university students in Nairobi County, to establish the influence of bandwagon strategy on sports gambling among university students in Nairobi County, to investigate the influence of message appeals on sports gambling among university students in Nairobi County, to establish the influence of argument strategy on sports gambling among university students in Nairobi County and to establish the moderating influence of media literacy on sports among the university students in Nairobi County.

The relationship between the variables was determined using correlation and regression analysis. Diagnostic test was first done to ascertain if the data used was normally distributed. As for this case, the following tests were conducted; skewness and kurtosis, histogram and normality plot curve, Kolmogorov Smirnov and Sharpiro Wilk test and Q-Q plot. Other tests included outlier test, collinearity diagnostics, correlation analysis, multicollinearity, autocorrelation, heteroscedasticity/ homoscedasticity and linearity test.

5.2 Summary of the Key Findings

The summary of the key findings was outlined as per the study objectives as explained below.

5.2.1 Celebrity Endorsement and Sports Gambling

The first objective was to establish the influence of celebrity endorsement on sports gambling among university students in Nairobi County. Preliminary findings from the descriptive analysis indicated that celebrity endorsement technique had greatly influenced the betting patterns among university students. Credibility of the celebrity endorsing betting on adverts stood as a major reason why the university students engaged in betting. Many believed on what the celebrities said in relation to betting. Huge following on social media stood out as the reason why celebrities succeeded in convincing the youths to engage in betting. These celebrities were therefore, regarded as experts in the field of sports betting. As a result, the more the celebrity appeared on advert, the more the university students engaged in betting.

Further, the findings from linear test indicated that the variables Sports Gambling and Celebrity endorsement had a positive relationship. A correlation coefficient value of 0.366^{**} was recorded which implied that there was a linear positive relationship between Celebrity endorsement and Sports Gambling. In summary, an increase in Celebrity endorsement led to a linear increase in sports gambling among university students.

Consequently, a regression analysis on celebrity endorsement and sports gambling was also conducted to determine the relationship. The null hypothesis stated that; celebrity endorsement does not significantly influence sports gambling among university students in Nairobi County. This was against the alternative hypothesis that stated that celebrity endorsement significantly influenced sports gambling among university students in Nairobi County. By conducting simple linear regression, preliminary findings revealed that there was a positive influence of celebrity endorsement on sports gambling among university students in Nairobi County. This was presented on model summary table where the strength of the relationship between predictor variable and the response variable were shown using correlation (R) or coefficient of determination R- square. The value of R- square value was 0.134 implying that 13.4% of Sports Gambling was explained by Celebrity endorsement (in the absence of the moderator).

In addition, the value of R- square namely 0.510 was recorded implying that 51.0% of sports gambling was explained by celebrity endorsement (in the presence of the moderator). The Analysis of Variance was further used to illustrate the findings. A p-value was 0.000 was recorded. This was less than 0.05 level of significance. The null hypothesis was thus rejected. The study therefore found out that there was a significant relationship between celebrity endorsement and sports gambling among the university students in Nairobi County.

5.2.2 Testimonial advertisement and sports gambling

The second objective was to establish the influence of testimonial advertisement on sports gambling among the university students in Nairobi County. The findings from descriptive analysis showed that power of testimonial advertising was predominant among those who participated in betting. Testimonials advertising made the university students to believe that winning a sports bet was real, thus betting activities kept rising. The persuasive intent of the testimonials also increased betting patterns among the students. The respondents were therefore of the view that testimonial advertisements had significantly influenced sports gambling among university students.

Similarly, a linearity test was conducted by adopting Pearson moment's correlation coefficients and the results indicated that the variables sports gambling and testimonial advertisement had a positive relationship. This was denoted by a correlation coefficient of $.417^{**}$. The objective was tested using hypothesis that; Testimonial advertisement does not significantly influence sports gambling among university students in Nairobi County. Analysis using Pearson's product moment correlation statistic to test the relationship between the Testimonial advertisement and sports gambling among the university students in Nairobi County gave an R-squared value of 0.174, which implied that (17.4%) of sports gambling among the university students in Nairobi County was explained by Testimonial advertisement. The inclusion of the moderator lead to R-square value of (0.531) indicating that (53.1%) of sports gambling among the university students in Nairobi County was explained by Testimonial advertisement. The results of Analysis of Variance (ANOVA) also suggested that models fitted to the data were good. This was supported with p-values 0.000 and 0.000

which were both less than 0.05 and corresponding F-statistics values of 67.902 and 184.320. Statistically, the findings suggested that there was a significant relationship between Testimonial advertisement and Sports gambling among the university students in Nairobi County both in the presence and the absence of the moderator. The findings thus concluded that there was a positive influence of Testimonial advertisement on sports gambling among the university students in Nairobi County.

5.2.3 Bandwagon strategy and sports gambling

The third objective was to establish the influence of bandwagon strategy on sports gambling among the university students in Nairobi County. The findings from the descriptive statistics indicated that peer pressure was the reason why the university students engaged in betting. The advertisers employed bandwagon technique to ensure that no one was left out. Some engaged in betting as a form of socialisation while others wanted to be part of the big teams in the English premier league. The findings further indicated that there was a linear relationship between independent variable (Bandwagon strategy) and, Sports Gambling. This implied that there was thus a positive relationship between Sports Gambling and Bandwagon strategy. The finding was backed with a correlation coefficient of 0.385^{**}.

To show that there was positive effect of bandwagon strategy on Sports Gambling, simple regression analysis was conducted. The null hypothesis; bandwagon strategy does not significantly influence sports gambling among university students in Nairobi County against the alternative that, bandwagon strategy significantly influence sports gambling among university students in Nairobi County were tested. An R- square value of 0.148 and 0.574 was recorded without the use of a moderator and 14.8% and 57.4% when moderator was used. The findings thus showed that sports gambling among the university students in Nairobi County was explained by bandwagon strategy.

The details of further results showed that the F-statistic values were 56.287 and 217.034 for model 1 and 2. In this case, there was an indication that the two models were significant each with a p-value of 0.00 which were less than 0.05. In this case therefore, the two models were considered sufficient thus the null hypothesis was

rejected. The finding further suggested that there was an effect of bandwagon strategy on the Sports gambling among the university students in Nairobi County. In summary, the null hypothesis was rejected and the alternative hypothesis accepted for the two models.

5.2.4 Message Appeals and Sports Gambling

The fourth objective was to investigate the influence of message appeals on sports gambling among the university students in Nairobi County. The preliminary results from the descriptive analysis indicated that message appeals such as humour had a significant influence on sports betting among university students. These messages grabbed the attention of the students whenever they were displayed on television adverts. Appeals on the little amount spend on betting in relation to the huge amount to be won came out as a major factor that contributed to rampant betting patterns among the students. A majority of students did this with the aim of becoming millionaires.

A linearity test using correlation coefficients was conducted to find out if there was a linear relationship between sports gambling and message appeals. The results indicated that the variables (message appeals and Sports gambling) had a strong positive relationship as indicated by a correlation coefficient of 0.388**. This implied that an increase in Message Appeals would result in a linear increase in sports gambling among university students.

To further investigate if message appeals had significant influence on sports gambling among the university students in Nairobi County, a simple regression analysis was performed between the two variables. In this case, R- square value 0.151 was published implying that 15.1% of sports gambling were explained by the message appeals. In this finding, R-square value was calculated in the absence of moderator. Besides this, an R-square value of 0.430 was also imputed in the presence of moderator implying that 43.0% of sports gambling were explained by the message appeals (in the presence of moderator). The finding showed that model two was much better than model one. Further analysis suggest that the overall model was significant for two models that is, the independent variable message appeals was a good explanatory

variable for sports gambling with F-value of 57.279 with P- value of 0.000<0.05 when there is no moderator and F-value of 121.270 with P- value of 0.000<0.05 when moderator was available showing that the two models were fit. The p -value published was less than 0.05 which implied that there was a positive influence of message appeals on sports gambling among the university students in Nairobi County.

5.2.5 Argument Strategy and Sports Gambling

The fifth objective was to establish the influence of argument strategy on sports gambling among the university students in Nairobi County. The findings from descriptive analysis showed that there was a positive relationship between argument strategy as used in advertising and sports gambling among university students. It came out that the rational argument used in advertising contributed hugely to gambling wins. Comparison, rhetorical questions and use of logic stood out as the most effective argument strategy that helped in increasing betting activities among university students.

A linearity test based on correlation coefficients value established that there was a linear relationship between sports gambling and argument strategy. The findings indicated that the variables had a positive relationship as indicated by a correlation coefficient of 0.403. This implies that an increase in argument strategy in advertisements would result in a linear increase in sports gambling.

A simple regression analysis was further conducted and the results obtained indicated that 16.3% and 43.2% of sports gambling was explained by the argument strategy both absence and presence of the moderator respectively. Besides R-square values, the ANOVA suggest that the overall model was significant for the two models, and this was evident F- statistics values recorded were: 62.803 with corresponding P- value of 0.000<0.05 with no moderator and F-statistics value of 121.375 with corresponding P-value of 0.000<0.05 when moderator was included, demonstrating that the two models were fit.

The summary for this finding was that for every unit of argument strategy, sports gambling increased with a unit of 0.720. The p–value was less than 0.05 which implied that Argument strategy significantly influenced sports gambling among university students in Nairobi County.

5.2.6 Media Literacy

The sixth objective was to establish the moderating effect of media literacy on sports gambling among university students in Nairobi County. In this case, the respondents were asked to rate the extent to which their desire to gamble was informed by understanding the message from media. The findings showed that the desire to bet was informed by understanding the message from the media. In addition, losing a bet once lead the respondents to gamble again in order to win. The power of the media came out as the reason why most respondents engaged in betting.

The media through advertising consistently reminded the respondents that betting was real thus they should participate in it. Absence of the media was also described as a factor that could lower betting activities among university students.

Consequently, the overall goodness of the mode of the study was confirmed using analysis of the variance (ANOVA). The findings showed that the overall models were fit enough for the study. All the null hypotheses were therefore, rejected namely; Celebrity endorsement, Testimonial advertisement, Bandwagon strategy, Message Appeals and argument strategy.

Media Literacy as a moderator therefore had a significant influence on sports gambling among university students in Nairobi County.

5.3 Conclusions

The following conclusions were drawn from the study findings:
The study concluded that celebrity endorsement influenced sports gambling among the university students in Nairobi County. The more the celebrities appeared on television adverts, the more the university students participated in betting. Some of the

qualities that the respondents looked at included; attractiveness, number of followers on social media, trust and expertise.

Testimonial advertisement subsequently had a significant influence on sports gambling among the university students in Nairobi County. The more they saw the winners testifying about their winning, the more the respondents engaged in betting. Testimonials convinced the respondents that betting was real. Thus, the more the winners were displayed on TV the more the respondents engaged in betting.

Bandwagon strategy used by advertisers had a positive influence on sports gambling among the university students in Nairobi County. Most students belonged to specific clubs in the English Premier League (EPL). Advertisers in this case packed their messages by mentioning these teams. The university students on their part identified each other with specific clubs making them bet whenever their respective teams played.

Message appeals significantly influenced the betting patterns among the university students in Nairobi County. Messages displayed by the advertisers especially, emotional appeal played a key role in increasing betting activities among the university students. Such messages grabbed the attention of the university students thus making the vulnerable to betting. Consequently, there was perceived notion that the higher amount (millions of shillings) portrayed by the advertisers significantly lured the students to betting. These amounts were blended with humour.

Argument strategy had an influence on sports gambling among the university students in Nairobi County. Advertisers use of comparison and rhetorical questions stood out to be more effective in increasing betting activities. The study further found out that the rational argument used in advertisements contributed hugely to gambling wins.
In overall media literacy played a key role as a moderating factor on the relationship between TV persuasive advertising strategies (celebrity endorsement, testimonial advertisement, bandwagon strategy, message appeal and argument strategy) and sports gambling among university students in Nairobi County. The media stood out as a powerful tool in increasing betting activities among the university students.

This study was informed by theory of planned behaviour, attribution theory and elaboration likelihood theory. Looking at the theory of planned behaviour, the co-assumption is that there is a link between human belief and a behaviour. This theory helped to explain all the six objectives. Students who believed that winning a sports bet was real ended up engaging in sports betting activities. The students also took seriously the messages that were passed to the consumers by advertisers. Their attitudes towards betting were embedded on the extent to which they liked or disliked sports betting. This is why this theory has often been used to predict individual's behaviour in various context such as consumer choice (Paul et al., 2016).

The study was also informed by attribution theory which looks at how people infer casual explanation. The path of attribution follows the steps of liking a product, rationalization then brand purchase. This theory was used to address the first and the second objectives namely; to establish the influence of celebrity endorsement on sports gambling among university students in Nairobi County and to determine the influence of testimonial advertisement on sports gambling among university students in Nairobi County respectively. It is out of this that the advertisers ensure that they succeed in their sales by ensuring that the information displayed in sports betting advertising captures the attention of the consumers. The study found out that the students would always make an assessment on their chances of winning before placing the bet. This was based on expertise of the celebrity or the individual giving the testimony. This came out clearly from the study by when the respondents talked of argument strategy, rhetoric question, celebrity endorsement, messages used by advertiser and the testimonial given by the winners.

Elaboration likelihood model also informed the study. The model has two core assumption. (Two routes of communication process). They are the central route and peripheral route. This theory explains why some respondent relied on interpretation of the betting tricks from the experts before engaging in sports betting activities. These are the individuals who were guided by the central route of communication process. On the contrary, there are some respondents who picked the information as relayed by the advertisers. These are individuals used the information given without interpretation (peripheral route). The advertisers understand well the needs of their consumers.

Messages are tailored well in manner that will convince the consumers (university students) to engage in sports betting. This is the reason why the advertisers opted for celebrities and experts in passing information to the audience.

In summary the study arrived at the conclusion that television's advertising persuasive strategies significantly influenced sports gambling among the university students in Nairobi County.

5.4 Recommendations

Based on the research findings, the study came up with the following recommendations;

1. The first objective was to establish the influence of celebrity endorsement on sports gambling among university students. The study found out that celebrity endorsement significantly influenced sports gambling among university students. Some of the criteria used by advertisers in selecting endorsers included, no of followers on social media, credibility and attractiveness. The study thus recommends that all the celebrities used in endorsing betting should provide clear messages on the dangers associated with addictive sports betting. This will in away promote responsible betting.
2. The second objective was to determine the influence of testimonial advertisement on sports gambling among university students. The study found out that testimonial advertisement had a significant influence on sports gambling among university students. Testimonial stood out as one of the most powerful techniques used by advertisers in promote betting. The study thus recommends that proper legislation must be put in place to govern betting activities among the university students, key among them the frequency of testimonials after a winner has been announced.
3. The third objective was to establish the influence of bandwagon strategy on sports gambling among university students. The study found out that bandwagon strategy significantly influenced sports gambling activities among university students. Given the high power of bandwagon strategy on advertisement, the study therefore recommends that proper sensitisation

programs should be made available in the universities on techniques used by advertisers to prevent the students from addictive sports betting.

4. The fourth objective was to investigate the influence of message appeals on sport gambling among university students. The study found out that message appeal had significant influence on sports gambling among university students. This study recommends that proper legislations should be put in place to regulate messages used by the advertisers in advertising.
5. The firth objective was to establish the influence of argument strategy on sports gambling among university students. The study found out that arguments used by advertisers significantly influenced gambling activities among university students. This adverts usually mislead and often leave students in a desperate situation after losing their cash to betting. This study therefore recommends that all advertisements that glorifies gambling should be banned from airing in Kenya.
6. The sixth objective was to establish the moderating influence of media literacy on the relationship between television's persuasive advertising strategy and sports gambling behaviour among university students. The study found out that media literacy as a moderator contributed significantly to betting activities among university students. This study recommends that the law should be enacted to ensure that all betting adverts are only aired during the watershed period to mitigate its influence on betting patterns.

5.5 Areas for Further Research

This study focussed on television's advertising persuasive strategies on sports gambling among university students in Nairobi County. The study suggests the following areas for further research:

1. A similar study should be conducted to ascertain television's advertising persuasive strategies on sports gambling among private university students in Kenya.

2. A study should conducted ascertain the influence of other forms of advertisement such as the internet, the radio and print advertisement on sports gambling among university students.
3. A study should be conducted on a relationship between gambling addiction and income level among the university students in Kenya.

REFERENCES

Adams, D., & Hamm, M. (2001). *Literacy in a multimedia age*. Norwood, MA: Christopher- Gordon Publishers.

Agnihotri, A., Bhattacharya, S., & Prasad V. K. S. (2018) Are multiple brand endorsements economically effective? *Journal of Product & Brand Management,* 27*(5),* 523-533.

Ahluwalia, R., & Burnkrant, R. E. (2004). Answering questions about questions: a persuasion knowledge perspective for understanding the effects of rhetorical questions. *Journal of Consumer Research, 31*(1), 26-42.

Ajzen, I. (2011). The theory of planned behaviour: Reactions and reflections, *Psychology & Health, 26*(9), 1113-1127.

Ajzen, I. (1991), "The theory of planned behavior", *Organisational Behaviour and Human Decision Processes, 50*, 179-211.

Ajzen, I. & Madden, T.J. (1986). Prediction of goal-directed behaviour: attitudes, intentions, and perceived control. *Journal of Experimental Social Psychology, 22*, 453-74.

Akpan, U. U., Nda, I., & Nkenta, I. P. (2015). Testimonials In Television Advertising And Consumer Patronage Of Select Antiseptic Products In Uyo Urban, Akwa Ibom State Of Nigeria. *International Journal of Education and Research, 3*, 8.

Arens, W. (2006). *Contemporary advertising.* New York: McGraw-Hill Publishing Company.

Bamfo, B. A., Kraa, J. J., Asabere, P., & Atarah, B. A. (2019). Effect of television adverts on children's purchase behaviour: Evidence from Ghana. *Cogent Business & Management, 6*(1), 1614740.

Binde, P. (2016). Gambling-related embezzlement in the workplace: a qualitative study. *International Gambling Studies, 16*(3), 391-407.

Binde, P., Romild, U., & Volberg, A. R. (2017). Forms of gambling, gambling involvement and problem gambling: evidence from a Swedish population survey. *International Gambling Studies*, *17*(3), 490-507.

Blumberg, B., Cooper, D. R., Schindler, P. S. (2011). *Business Research Methods.* (3rd ed.). Berkshire: McGraw Hill.

Bramley, S., Norrie, C., & Manthorpe, J. (2018). Gambling-related harms and homelessness: findings from a scoping review. *Housing, Care and Support,* 21(1), 26-39.

Brett A. S. M., Wentzel, D., & Torsten, T. (2008). Effects of Susceptibility to Normative Influence and Type of Testimonial on Attitudes toward Print Advertising. *Journal of Advertising*, *37*(1), 29-43.

Browning, N., Gogo, O., & Kimmel, M. (2018). Comprehending CSR messages: applying the elaboration likelihood model. Corporate Communications: *An International Journal*, *23*(1), 17-34.

Bryman, A., & Bell, E. (2011). *Business Research Methods.* (3rd ed.) New York: Oxford University Press.

Bunn, C., Ireland, R., Minton, J., Holman, D., Philpott, M. & Chambers, S. (2019). Shirt sponsorship by gambling companies in the English and Scottish Premier Leagues: global reach and public health concerns. *Soccer & Society, 20*(6), 824-835.

Burke, J. D. (2002). *Advertising in the marketplace*. New York: McGraw-Hill Publishing Company.

Bylon A. B., Kraa, J. J., Asabere, P., & Bede, A. A. (2019). Effect of television adverts on children's purchase behaviour. Evidence from Ghana. *Cogent Business & Management,* 6(1), 1614740.

Cheon, J., Lee, S., Crooks, S.M. and Song, J. (2012). An investigation of mobile learning readiness in higher education based on the theory of planned behaviour. *Computers and Education, 59*(3), 1054-1064.

Chithiramohan, T. M., & Sanju, G. (2016). Gambling Addiction in Primary Care: A Survey of General Practioners in Solihul. *Internet Journal of Medical Update, 11*(2), 2-6. doi:10.4314/ijmu.V11i22.

Chiweshe, M. K. (2020). Playing the odds: The rise of soccer betting houses as a livelihood option in Harare, Zimbabwe. *Soccer & Society, 21*(3), 344-355.

Chou, F., Wang, C., Lai, M., Tung, C., Yang, Y., & Tsai, K. (2020). Persuasiveness of organic agricultural products Argument strength, health consciousness, self-reference, health risk, and perceived fear. *British Food Journal, 122(*4), 1289-1304.

Civelek, M. E. (2014). Comparison of covariance-based and partial least square structural equation modeling methods under non-normal distribution and small sample size limitations. *Eurasian Academy of Sciences Eurasian Econometrics, Statistics & Emiprical Economics Journal*, *10*, 39-50.

Cooper, R. D., & Schindler, P. S. (2008). *Business research methods.* Singapore: McGraw-Hill.

Cornelis, E., Cauberghe & De Pelsmacker, P. (2015). The credibility of refutation in two-sided anti-drug messages. *Journal of Social Marketing*, *5*(3), 241-257.

Cornelis, E., Heuvinck, N. & Majmundar, A. (2020). The ambivalence story: using refutation to counter the negative effects of ambivalence in two-sided messages. *International Journal of Advertising, 39*(3), 410-432. Doi:10.1080/02650487.2019.1624348.

Creswell, J. W. (2014). *Research Design, Qualitative, Quantitative and Mixed Methods Approaches.* London: Sage Publications.

Currie, M. (2012). Importance of Television in Advertising. Retrieved from http://www.ehow.com/m/about.

Dawkins, C.E & Frass , J.W. (2005). Decision of union workers to participate in employee involvement: an application of the theory of planned behaviour. *Employee Relations 27*(5), 511-531.

Dean, D. H. (2011). A path model of perceived financial risk in casino blackjack. *Young Consumers, 12*(1), 15-26.

Deuze, M. (2016). Living in Media and the Future of Advertising. *Journal of Advertising, 45(3),* 326–333.

D'Souza, C. & Tay, R. (2016). Advertising implications and design of messages. *Marketing Intelligence & Planning. 34*(4), 504-522. doi:10.1108/MIP-03-2015-0069.

Dwivedi, A., Johnson, L. W., McDonald, R. E. (2015). Celebrity endorsement, self-brand connection and consumer-based brand equity. *Journal of Product & Brand Management, 24*(5), 449-461.

Echebarria-Echabe, A. (2010). Effects of suspicion on willingness to engage in systematic processing of persuasive arguments. *The Journal of Social Psychology, 150(*2), 148-159.

Eisend, M. (2009). A meta-analysis of humour in advertising. *Journal of the Academy of Marketing Science*, 37(2), 191–203.

Elberse, A., & Verleun, J. (2012). The economic value of celebrity endorsements. *Journal of Advertising Research, 52*(2), 149–165.

Fiedel, E. (2005). Interpretation of factor analysis using SPSS.

Feiz, D., Fakharyan, M., Jalilvand, M.R., Hashemi, M., (2013). Examining the effect of TV advertising appeals on brand attitudes and advertising efforts in Iran,

Journal of Islamic Marketing, 4(1), 101-125. doi.org/10.1108/ 17590831311306372.

Gbemi, O., O., Bimbo., O.,A & Ekpenyong, E. U. (2020). The nexus between the increasing involvement of youth in betting games and unemployment: the Nigerian perspective. *Journal of Humanities and Applied Social Sciences.* doi:10.1108/JHASS-02-2020-0026.

Getu, T. (2018). Personal, Social and Environmental Risks of Problematic Gambling Disorder among Preparatory School Adolescence in Wollega Zonal Town. *International Researchers, 7*(4), 28-36.

Gillespie, B., & Joireman, J. (2016). The Role of Consumer Narrative Enjoyment and Persuasion Awareness in Product Placement Advertising. *American Behavioral Scientist, 60*(12), 1510-1528.

Gnanapragash, T. J., & Sekar, P. C. (2013). Celebrity-Aided Brand Recall and Brand-Aided Celebrity Recall: An Assessment of Celebrity Influence Using the Hierarchy of Effects Model. *The IUP Journal of Brand Management, 10,* 3.

Halonen-Knight, E., & Hurmerinta, L. (2010). Who endorses whom? Meanings transfer in celebrity endorsement. *Journal of Product & Brand Management 19(6),* 452–460.

Ham, C. D., Nelson, M. R., & Das, S. (2015). How to measure persuasion knowledge. *International Journal of Advertising, 34,* 17-53. doi:10.1080/02650487. 2014.994730.

Han, H. and Kim, Y. (2010), An investigation of green hotel customers' decision formation: developing an extended model of the theory of planned behaviour. *International Journal of Hospitality Management, 29*(4), 659-668.

Hancock, L., Ralph, N., & Martino, F. P. (2018). Applying Corporate Political Activity (CPA) analysis to Australian gambling industry submissions against regulation of television sports betting advertising. *13*(10).

Harms, B., Bijmolt, T. H. A., & Hoekstra, J. C., (2017). Digital Native Advertising: Practitioner Perspectives and a Research Agenda, *Journal of Interactive Advertising*, 17(2), 80-91.

Hassanat, A. B. & Al tarawneh, G. A. (2015). Gambling-free lottery, a new Islamic lending ticket. *Journal of Islamic Accounting and Business Research*, *6*(1), 42-54. doi.org/10.1108/JIABR-05-2013-0013.

Hellemans, L., Lievens, E., & Valcke, P. (2015). Playing hide-and-seek? A legal perspective on the complex distinction between commercial and editorial content in hybrid advertising formats. *Emerald Group Publishing Limited*. *17*(6), 19-34. doi:10.1108/info-05-2015-0026.

Hellman, M., Örnberg, J. C., & Livingstone, C. (2017). Gambling policy studies: a field that is growing in size and complexity, *Addiction Research & Theory, 25*(6), 433-435.

Hendriks, H. & Strick, M. (2019). A Laughing Matter? How Humor in Alcohol Ads Influences. *Interpersonal Communication and Persuasion, Health Communication,* doi: 10.1080/10410236.2019.1663587.

Hinchey, H. P. (2003). A Crash Course in Media Literacy, The Clearing House, *76*(6), 295-297. doi:10.1080/00098650309602023.

Houghton, D. M., Nowlin, E. L., & Walker, D. (2019). From Fantasy to Reality: The Role of Fantasy Sports in Sports Betting and Online Gambling: *Journal of Public Policy & Marketing, 38*(3), 332-353. Doi:10.1177/0743915619841365.

Houssi, A. A. E., Morel, K. P. N., & Hultink, E. J. (2009). Less is more when learning by analogy: the disruptive impact of attribute information on consumers' benefit comprehension of really new products. In McGill, A.L. & Shavitt, S. (Eds), *Advances in Consumer Research, Association for Consumer Research,* Duluth, MN, *36*, 467-472.

Ilyas, A. and Zaman, M. K. (2020).An evaluation of online students' persistence intentions. *Asian Association of Open Universities Journal, 15*(2), 207-222.

Jaikumar, S., & Sahay, A. (2015). Celebrity endorsements and branding strategies: event study. *India Journal of Product & Brand Management*, 24*(6),* 633–645.

Javan, H. T., Khanlari, A., Motamedi, O., & Mokhtari, H. (2016). A hybrid advertising media selection model using AHP and fuzzy-based GA decision making. *Neural Comput & Applic, 29,* 1153–1167.

Kautonen, T., van Gelderen, M. and Fink, M. (2015). Robustness of the theory of planned behavior in predicting entrepreneurial intentions and actions. *Entrepreneurship*: *Theory and Practice, 39*(3), 655-674.

Karagöz, K. (2016). Determining factors of Turkey's export performance: An empirical analysis. *Procedia economics and finance, 38,* 446-457.

Keshari, P., & Jain, S. (2016). Effect of Age and Gender on Consumer Response to Advertising Appeals. *Paradigm, 20*(1), 69–82.

Kim, S., Agrusa, J., Lee, H., & Chon, K. (2007). Effects of Korean television dramas on the flow of Japanese tourists. *Tourism Management, 28*(5), 1340-1353.

Kok, G., Peters, G. Y., Kessels, L. T. E., Hoor, G. A. T., & Ruiter, R. A. C., (2018). Ignoring theory and misinterpreting evidence: the false belief in fear appeals, *Health Psychology Review, 12*(2), 111-125. doi:10.1080/17437199 .2017.1415767.

Koo, C., Joun, Y., Han, H., & Chung, N. (2014). A structural model for destination travel intention as a media exposure. Belief-desire-intention model perspective. *International Journal of Contemporary Hospitality Management,* 28(7), 1338-1360.

Kothari, C.R. & Garg, G. (2014). *Research Methodology: Methods and Techniques* (3rd ed.). New Delhi: New Age Techno Press.

Kothari, C.R. (2004). *Research Methodology. Methods and Techniques*. (2nd.ed.). New Delhi: New Age Techno Press.

Ku, H., & Chen, M. (2020). Promotional phrases as analogical questions: inferential fluency and persuasion. *European Journal of Marketing*, *54*(4), 713-739.

Kunkel, T., Walker, M., & Hodge, C. M. (2019). The influence of advertising appeals on consumer perceptions of athlete endorser brand image. *European Sport Management Quarterly*, *19*(3), 373–395. doi.org/10.1080/16184742.2018.1530688.

Lemon, K. N., &Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing, 80*(6), 69-96.

Li, R., Vafeiadis, M., Xiao, A., & Yang, G. (2020). The role of corporate credibility and bandwagon cues in sponsored social media advertising. *Corporate Communications: An International Journal*, *25*(3), 495-513.

Lind, K., Salonen, H. A., Järvinen-Tassopoulos, J., Alho, A., & Castrén, S. (2019). *International Journal of Prisoner Health*, *15*(4) 316-331.

Lindridge, A., Beatty, S. E., & Northington, M. W. (2018). Do gambling game choices reflect a recreational gambler's motivations? *Qualitative Market Research: An International Journal, 21*(3), 296-315.

Lopez-Gonzalez, H., & Griffiths, M. D. (2018). Understanding the Convergence of Markets in Online Sports Betting. *International Review for the Sociology of Sport, 53*(7), 807–823. doi:10.1177/1012690216680602.

Maarefvand, M., Mardaneh-Jobehdar, M., Ghiabi, M., Rafimanesh, H., Mohammadi, A., Morshedi, Z… Hosseinzadeh. S. (2019). Gambling Disorder Screening Questionnaire: Addict Health. *Spring, 11,* 2. doi.org/10.22122/ahj.v11i2.235.

Mahmood A., Haider S. Z. (2020). Relationship of advertising appeals, corporate reputation and brand advocacy: the mediation role of brand loyalty. *Log Forum*, *16*(2), 287-298. doi.org/10.17270/J.LOG.2020.383.

Malle, B. F. (2011). Attribution theories: How People Make Sense of Behaviour. *Theories in Social Psychology*, 72-95.

Malthouse, E. C., Maslowska, E. & Judy Franks, J.U. (2018). Understanding programmatic TV advertising. *International Journal of Advertising*, *37*(5), 769-784. doi: 10.1080/02650487.2018.1461733.

Manthorpe, J., Bramley, S., & Norrie, C. (2017). Gambling and adult safeguarding. *Connections and evidence*, *19*(6), 333-344. doi:10.1108/JAP-03-2017-0014.

Maxwell, A. (2014). Bandwagon effect and network externalities in market demand. *Asian Journal of Management Research*, *4*(3), 527-532.

McQuarrie, E. F., & Phillips, B. (2005). Indirect persuasion in advertising: how consumers process metaphors presented in pictures and works. *Journal of Advertising*, *34*(2), 7-20.

Mehari, G. Y. & Koye, K. G. (2019). Phenomenological Study of Problem Gambling: Types, Risk Factors and Consequences in Bahir Dar City, Ethiopia. *African Journal of Social Work*, *9*(2).

Miles, C. (2013). Persuasion, marketing communication, and the metaphor of magic. *European Journal of Marketing*, 47(11/12), 2002-2019. doi.org/10.1108/EJM-11-2011-0632.

Mugenda, O. M., & Mugenda, A. G. (1999). *Research methods: Quantitative and Qualitative approaches.* Nairobi: Acts Press.

Myers, R. H., & Myers, R. H. (1990). *Classical and modern regression with applications* (Vol. 2, p. 488). Belmont, CA: Duxbury press.

Lee, M., & Johnson, C. (2005). *Principles of Advertising: A Global Perspective*. New York: The Haworth Press.

Lindridge, A., Beatty, S. E., & Northington, W. M. (2018). Do gambling game choices reflect a recreational gambler's motivations? *Qualitative Market Research: An International Journal, 21*(3), 296-315. doi.org/10.1108/QMR-10-2016-0093.

Long, J. S., & Ervin, L. H. (2000). Using heteroscedasticity consistent standard errors in the linear regression model. *The American Statistician*, *54*(3), 217-224.

Okon, E. O. (2015). Small and medium scale enterprises, employment and income generation in Nigeria: a focus on professional sports viewing and betting centres. *Journal of Gambling Issues*, *18*, 39-56.

Okorie, N., & Aderogba, A. (2011). The Role of Celebrity Advertising on Brand Patronage. *International journal of research in computer application and management, 1*(1), 27-34.

Olayinka, A., & Kolade T., F. (2019). European football clubs and football betting among the youths in Nigeria, *Soccer & Society, 20(*1), 1-20.

Orford, J. (2011). *An Unsafe Bet? The Dangerous Rise of Gambling and the Debate we Should be Having.* Chichester: John Wiley and Sons Ltd.

Osnat R. & Ilan, T. (2017). The Winner Takes it All: Values and Benefits of Israeli Sports Gambling Advertisements. *The International Journal of the History of Sport, 34*, 7-8 & 639-655.

Panneerselvam, R. (2011). *Research Methodology.* New Delhi: Print Pack Private Limited.

Paul, J., Modi, A. and Patel, J. (2016). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services*, *29*, 123-134.

Pizzutti, C., Basso, K., Albornoz, M. (2016). The effect of the discounted attribute importance in two-sided messages. *European Journal of Marketing, 50*(9/10*),* 1703-1725.

Petty, R. E., Cacioppo, J. T., & Schumann, D. (1986). Central and Peripheral Route to Advertising Effectiveness, the Moderating Role of Involvement. *Journal of consumer Research, 10*, 34-46.

Rickwood, D., Blaszczynski, A., Delfabbro, P., & Dowling, K. H. (2010). The Psychology of Gambling; *APS final review paper.*

Roy, S., & Jain, V. (2016). Exploring meaning transfer in celebrity endorsements: measurement and validation. *Asia-Pacific Journal of Business Administration*, 9(2), 87-104.

Reece, T. (2000). Using Testimonials to Increase Sales. Retrieved from http://www.sitepoint.com/article/testimonials - increase – sales

Russell, C. A., & Rasolofoarison, D. (2017). Uncovering the power of natural endorsements: a comparison with celebrity-endorsed advertising and product. *International Journal of Advertising. 36*(5), 761-778. doi.org/10.1080/02650487.2017.1348033

Sanju, G., & Jaisoorya T. S. (2016). Gambling addiction in India: A survey of Indian psychiatrists. *Internet Journal of Medical Update, 11*(2), 7-10.

Saunders, M., Lewis, P., & Thornhill, A. (2003). *Research Methods for Business Students (3rd .ed.)* New Delhi: Pearson Education Ltd.

Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research Methods for Business Students (3rd .ed.)* London: Pearson Education Ltd.

Seno, D., & Lukas, B. A. (2007). The equity effect of product endorsement by celebrities. A conceptual framework from a co-branding perspective. *European Journal of Marketing, 41*(1/2), 121-34.

Severin, W. J., & Tankard, J. W. (2001). *Communication Theories. Origin, Methods, and Uses in the Mass Media.* (5th Ed). New York: Longman.

Shaikh, S., Malik, A., Akram, M. S., & Chakrabarti, R. (2015). Do luxury brands successfully entice consumers? The role of bandwagon effect. Retrieved from: www.emeraldinsight.com/0265-1335.htm.

Shin, E., Hong, S., & Kim, S. (2016) Changes in Public Perceptions of Apartments: Television and Newspaper Advertisements, 1960–2010, *Journal of Asian Architecture and Building Engineering*, *15*(1), 65-72. doi:10.3130/jaabe.15.65.

Shimp, T. A., Wood, S. & Smarandescu, L. (2005). Consumer Testimonials as Self-Generated Advertisements: Evaluative Reconstruction Following Product Usage. *MSI Reports*, *2*(05-109), 91-113.

Silver, A. (2014, November 13). Legalize and regulate sports betting. *The New York Times.* Retrieved from http://www.nytimes.com/2019/11/14/opinion/nba-commissioner-adam-silver-legalize-sports-betting.

Srivastava, E., Maheswarappa, S. S., Sivakumaran, B., (2017). Nostalgic advertising in India: a content analysis of Indian TV advertisements. *Asia Pacific Journal of Marketing and Logistics*, *29*(1), 47-69. doi.org/10.1108/APJML-10-2015-0152.

Ssewanyana, D., & Bitanihirwe, B. (2018). Problem Gambling among Young People in Sub-Saharan Africa. Front. *Public Health, 6(23).* doi: 10.3389/ fpubh.2018.00023.

Sundali, J., & Croson, R. (2006). Biases in casino betting: the hot hand and the gambler's fallacy, *Judgment and Decision Making, 1*(1), 1-12.

Tellis, J. G. (2004). *Effective Advertising: Understanding When, How and Why Advertising Works.* London: Sage Publications.

Usman, M., Ilyas, S., Hussain, M. F., & Qureshi, T. M. (2010). General attitude towards advertising: cultural influence in Pakistan. *International Journal of Marketing Studies, 2*(2), 124-34.

Varinli, İ., Erdem, E., & Avcılar, M. Y. (2016). Exploring the factors affecting purchase intention of halal certified foods in Turkey: A pls-path modeling study. *European Journal of Business and Management*, *8*(4), 68-78.

Voorhees, C. M., Fombelle, P. W., Gregoire, Y., Bone, S., Gustafsson, A. & Sousa, R., et al. (2017). Service encounters, experiences and the customer journey: defining the field and a call to expand our lens. *Journal of Business Research, 79*, 269-280.

Wallis, R., & Buckingham, D. (2013). Arming the Citizen-consumer: The Invention of 'Media Literacy' Within UK Communications Policy. *European Journal of Communication, 28,* 527–540.

Wang, C., Chen, Y., Nie, P., & Wang, X., H. (2019). Effects of celebrity endorsement on firms' competition: from industrial organisation perspective, *Economic Research-Ekonomska Istraživanja, 32*(1), 3230-3252. doi:10.1080/1331677 X.2019.1661002.

Weiner, B. (2000). Intrapersonal and interpersonal theories of motivation from an attributional perspective. *Educational Psychology Review*, *12*(1), 1-14.

Winterich, K. P., Gangwar, M., & Grewal, R. (2018). When celebrities count power distance beliefs and celebrity endorsements. *Journal of Marketing*, *82*(3), 70–86. doi:10.1509/jm.16. 0169

Yamane, T. (1967). *Statistics. An Introductory analysis* (2nd.ed.). New York: Harper and Row.

Yeshin, T. (2006). *Advertising.* London: Thomson Publishers.

APPENDICES

Appendix I: Questionnnaire

My name is Nicholas Ochieng Oduor, I am a PhD student at JKUAT. I am conducting a research on television's persuasive advertising strategies and sports gambling among the university students in Nairobi County, Kenya. You are requested to participate in this study by kindly answering the following questions. The information you provide will be treated with confidentiality and will only be used for academic purposes.

SECTION A: Demographics (please tick the appropriate answer)

1. (a) Gender Male ( ) Female ( )

SECTION B: Television's Persuasive Advertising Strategies and Sports Gambling among the University students in Nairobi County, Kenya.

Please tick the appropriate answer.

1. (a) Have you ever participated in sports betting? Yes ( ) No ( )
   (b) How did you get to know about sports betting?

   _____

   _____

   (c) How frequent/often do you do sport betting?
   Tick the appropriate

   Everyday ( ) A few times a week ( )

   Once a week ( ) Once a month ( )

   Other _____

   (d) What is your most preferred mode of sports betting?
   Tick the appropriate

   Online ( ) In shops ( )

   Text (sms) ( ) Other _____

   (e) How much do you spend on sport betting each day?
   Tick the appropriate

   Less than 50 ( ) 50-100 ( )

   100-200 ( ) Over 200 ( )

(f) Why do you participate in sports betting?

_____

_____

_____

2. (a) To establish the influence of celebrity endorsement on sports gambling among the university students in Nairobi County.

On the scale of 1-5, indicate the extent to which you agree with the following statements

1-Strongly Disagree; 2- Disagree; 3 -Neutral; 4- Agree;

5-Strongly Agree.

	1	**2**	**3**	**4**	**5**
Celebrity endorsement on TV advert helps reduce tension and stress during sports betting.					
Relating my winning to a famous person endorsing the betting firm on TV adverts makes me continue betting.					
I participate in sports betting because of credibility of the sports celebrity.					
Sports celebrity who appear on TV advertisement introduced me to betting.					
Television presenters who appear on TV betting adverts make betting appear simple and real.					
I do sports betting because my favourite model on TV adverts encourages people to do so.					
Messages from celebrities who appear on TV adverts makes betting credible					
What the celebrity say about sports betting brand is in harmony with what I believe in.					
Television presenters help me understand the importance of sports betting.					
Sport betting is becoming too easy to access because of the tips given by the celebrities on TV adverts					
I bet because of credibility of the models who appear on TV sports betting advert.					

(b) Do you think celebrity endorsement on TV adverts has increased betting activities among the university students in Kenya?

Yes ( ) No ( )

Explain your answer above

_____

_____

(b) Sports celebrity who appear in TV advertisements increases chances of winning.

Yes ( ) No ( )

If yes, why do you think this is the case?

_____

_____ _____

(C) What are some of the attributes of a celebrity that can influence betting activities among the university students. *(Tick the appropriate).*

Credibility ( ) Likability ( )

Personality ( ) Attractiveness ( )

Expertise ( )

Other_____

(d) In what ways do you think a celebrity can promote betting activities among the university students?

_____

_____

_____

_____

3. **(a) To determine the influence of testimonial advertisement on sports gambling among the university students in Nairobi County.**

On the scale of 1-5, indicate the extent to which you agree with the following statements

1-Strongly Disagree; 2- Disagree; 3 -Neutral; 4- Agree; 5-Strongly Agree.

	1	**2**	**3**	**4**	**5**
My desire to gamble is informed by proofs given by the winners on TV advertisements					
Testimonials given by the winners on TV advertisements makes my choice of betting firm stand out from the rest.					
Winning is real because I have witnessed it from the winners on Television adverts.					
Brand ambassadors' messages on TV advertisements makes me bet the most.					
My desire to sport betting is as a result of the trust I have on experts.					
I am concerned about sport betting urge due to testimonials I see on TV adverts.					

(b) Do you think testimonial advertising can increase betting activities among the university students?

Yes ( ) No ( )

If yes, explain your answer above _____

_____

_____

_____

(c) What are some of the messages in a testimonial advert that can influence your betting activities? *(Please tick the appropriate).*

I have won, you could be the next winner ( )

I would like to inform you that betting is real ( )

Try your luck you could be the next winner ( )

I did not believe that betting is real until I won ( )

(d) Explain why you think winning a bet is real.

_____

_____

_____

_____

(a) To establish the influence of bandwagon strategy on sports gambling among the university students in Nairobi County.

On the scale of 1-5, indicate the extent to which you agree with the following statements

1-Strongly Disagree; 2- Disagree; 3 -Neutral; 4- Agree; 5-Strongly Agree.

	1	**2**	**3**	**4**	**5**
I bet because I have a proof from TV adverts of many people who have won before.					
I always feel that the nice messages used on TV adverts are directed to me.					
I bet because all my friends participate in it.					
I bet because TV adverts encourages me not to be left out of the competition as I will be the odd one out.					
I bet because TV adverts have made me to believe that betting is meant for everyone.					
The more I see jack pot winners on TV, the more I feel left out of the competition.					
I bet because I have seen many people on TV adverts who participate in it, thus I don't want to be left out.					

(b) Do you think peer pressure can lead to betting?

Yes ( ) No ( )

If yes, explain your answer above_____

_____

_____

(c) How does bandwagon strategy influence your betting activities?

(Tick the appropriate).

By showing the list of winners ( )

Using messages that makes me feel isolated from the rest ( )

Other (s) _____

(d) What are some of the techniques used by the advertisers that could make you feel left out if you don't participate in betting.

Many have won you can also be a winner ( )

Try your luck today, you could be our next winner ( )

Do not be left out winning is real ( )

Be our next millionaire ( )

4. (a) To investigate the influence of message appeals on sports gambling among the university students in Nairobi County.

On the scale of 1-5, indicate the extent to which you agree with the following statements

1-Strongly Disagree; 2-Disagree; 3 -Neutral; 4- Agree; 5-Strongly Agree.

	1	**2**	**3**	**4**	**5**
Relating my losses to advertising messages appeal such as "the more you play, the greater chances of winning" makes me continue betting.					
Emotional appeals displayed in advertising encourages me to bet.					
Humour in advertising is a key contributor to my betting activities.					
Winning once makes me believe that I will win again as displayed on TV adverts.					
How a message is framed on TV advert determines whether I should participate in betting or not.					
Rational argument in TV adverts is a reason why I believe betting is real.					
I participate in betting because of logical messages portrayed in advertising.					

(b) Have you ever won a sports bet? Yes ( ) No ( )

If yes, what kind of messages in advertising do you think contributed to your win?

_____

_____

(c) What kind of message appeals from advertisers do you think are relied on by the students who participate in sports betting?

_____

_____

_____

(d) Do you think your participation in sports betting is informed by the messages put across by the advertisers? Yes ( ) No ( )

If yes, explain your answer,

_____

To establish the influence of argument strategy on sports gambling among the university students in Nairobi County.

On the scale of 1-5, indicate the extent to which you agree with the following statements

1-Strongly Disagree; 2- Disagree; 3 -Neutral; 4- Agree; 5-Strongly Agree.

	1	**2**	**3**	**4**	**5**
The rational arguments used in advertising help in predicting my gambling wins					
Any Loss in betting is bound to be followed by series of wins as evidenced on TV adverts.					
Advertisers portrayal of the winners make me continue gambling.					
The evidence provided by advertisers about winners encourages me to engage in betting.					
How I am persuaded through reasoning on TV adverts determines whether I should participate in betting or not.					
Rhetorical question paused by advertisers on betting encourages my betting behaviour.					
My trust in betting is protected by ideas portrayed in advertising.					

My desire to bet is informed by the argument displayed on TV adverts.					
The arguments portrayed by TV advertisers have contributed to some of my betting wins.					

(a) Do the argument displayed by TV advertisers influence my sports betting patterns?
Yes ( ) No ( )

If yes, please explain your answer

_____

_____

_____

_____

(b) List the type of arguments that have encouraged you to engage in sports betting.

_____

_____

_____

_____

_____

_____

_____

5. To establish the moderating influence of media literacy on the relationship between TV advertising strategy and sports gambling among university students in Nairobi County.

(a) Does the media play a role in your betting patterns? Yes ( ) No ( )
If yes, explain your answer

_____

_____

_____

On the scale of 1-5, indicate the extent to which you agree with the following statements

1-Strongly Disagree; 2-Disagree; 3 -Neutral; 4- Agree; 5-Strongly Agree.

	1	**2**	**3**	**4**	**5**
My desire to gamble is informed by understanding the message from media.					
If I lose once, I am tempted to gamble again in order to win.					
I follow what the media say in regards to betting because I believe in the power of media.					
I believe in the power of media, that is why I follow what the advertisers say in matters related to advertising.					
If a do what the TV advertisers instruct, I believe I will win the bet.					
The media through advertising has constantly reminded me that betting is real and I should participate in it.					
Without the media, I wouldn't be betting.					

(b) Which type of medium do you think has influenced your betting activities?

_____

_____

_____

_____

(c) In the absence of television advertisement, do you think betting activities can be on the rise? Yes ( ) No ( )
Please explain your answer

_____

_____

_____

6. Sports gambling among university students

1-Strongly Disagree; 2- Disagree; 3 -Neutral; 4- Agree; 5-Strongly Agree.

	1	**2**	**3**	**4**	**5**
I believe that winning a bet is about knowing the best teams.					
Winning a bet requires a systematic pattern of reasoning about the winning teams.					

My decision making on matters of betting depends on the amount of money I have					
I bet anytime the idea of it comes to my mind.					
When I hear of a winner, I consider betting in order to be the next winner.					
Betting is important because it can be a source of livelihood.					
I am so used to betting that I cannot stay for long without it.					

Appendix II: Consent Form

My name is Nicholas Ochieng Oduor, I am a PhD student at JKUAT. I am conducting research on television's persuasive advertising strategies and sports gambling among university students in Nairobi County, Kenya. You are requested to be part of this study by participating in this interview. The information you provide will be treated with confidentiality and will only be used for academic purposes. The interview will take less than an hour and it is going to be audio recorded for the purpose of analysis. Please provide consent by appending your signature below if you agree with the terms stated above.

Name (Optional)/Code _____

Signature_____ Date _____

Appendix III: Interview Guide

1. How did you get to know about sports betting?
2. How frequent do you participate in sports betting?
3. What is your most preferred mode of betting and why?

Influence of celebrity endorsement on sports gambling among university students

1. Describe how you perceive celebrity who appear in sports betting adverts?
2. Explain why you think there a relationship or no relationship between winning a sport bet and the celebrity who endorsed the product.
3. Who introduced you to sports betting?
4. Explain how the celebrity who appear on TV sports betting advert help in betting?
5. Explain why you think the celebrity who appear on TV adverts increase or do not increase betting activities among university students.
6. How then does the celebrity who appear on TV advert increase or decrease chances of winning?
7. What are some of the attributes of celebrity that can influence betting activities among university students?
8. In what ways can a celebrity promote betting activities among university students?

Influence of testimonial advertisement on sports gambling among university student.

1. How can the proof given by the winners in advertisements lead you to betting?
2. Explain why winning a bet is real.
3. In what ways can brand ambassadors who appear on TV adverts influence your betting patterns?
4. Describe ways by which testimonials can increase sports betting urge.
5. How can testimonials given in adverts increase betting activities among university students?
6. What are some of the testimonial messages that can influence your betting patterns?

Influence of bandwagon strategy on sports gambling among university student.

1. Explain why you think peer pressure can lead to betting.
2. How does bandwagon strategy in adverts lead to increase in sports betting?
3. What are some of the techniques used by the advertisers that make you feel left out if you don't engage in sports betting.
4. How can peer pressure lead to betting?

5. Do you think being a member of football club can contribute to your betting activities? How?

Influence of message appeals on sports gambling among university student.

1. How can emotional messages used in advertisement lead to betting?
2. How can humour in advert contribute to betting activities.
3. Have you ever won a bet? What kind of messages in advertisings have contributed to you win?
4. Dou you think Winning once makes you believe that you will win again as displayed on TV adverts?
5. What kind of message appeals from advertisers do you think are relied on by the students who participate in sports betting?
6. Do you think your participation in sports betting is informed by the messages put across by the advertisers? Explain your answer.

To establish the influence of argument strategy on sports gambling among the university students in Nairobi County.

1. The rational arguments used in advertising help in predicting my gambling wins. Why do you think this is the case?
2. Do the argument displayed by TV advertisers influence my sports betting patterns? Explain your answer.
3. List the type of arguments that have encouraged you to engage in sports betting.
4. The arguments portrayed by TV advertisers have contributed to some of my betting wins. How true is this statement.
5. Does message framing influence your betting patterns.

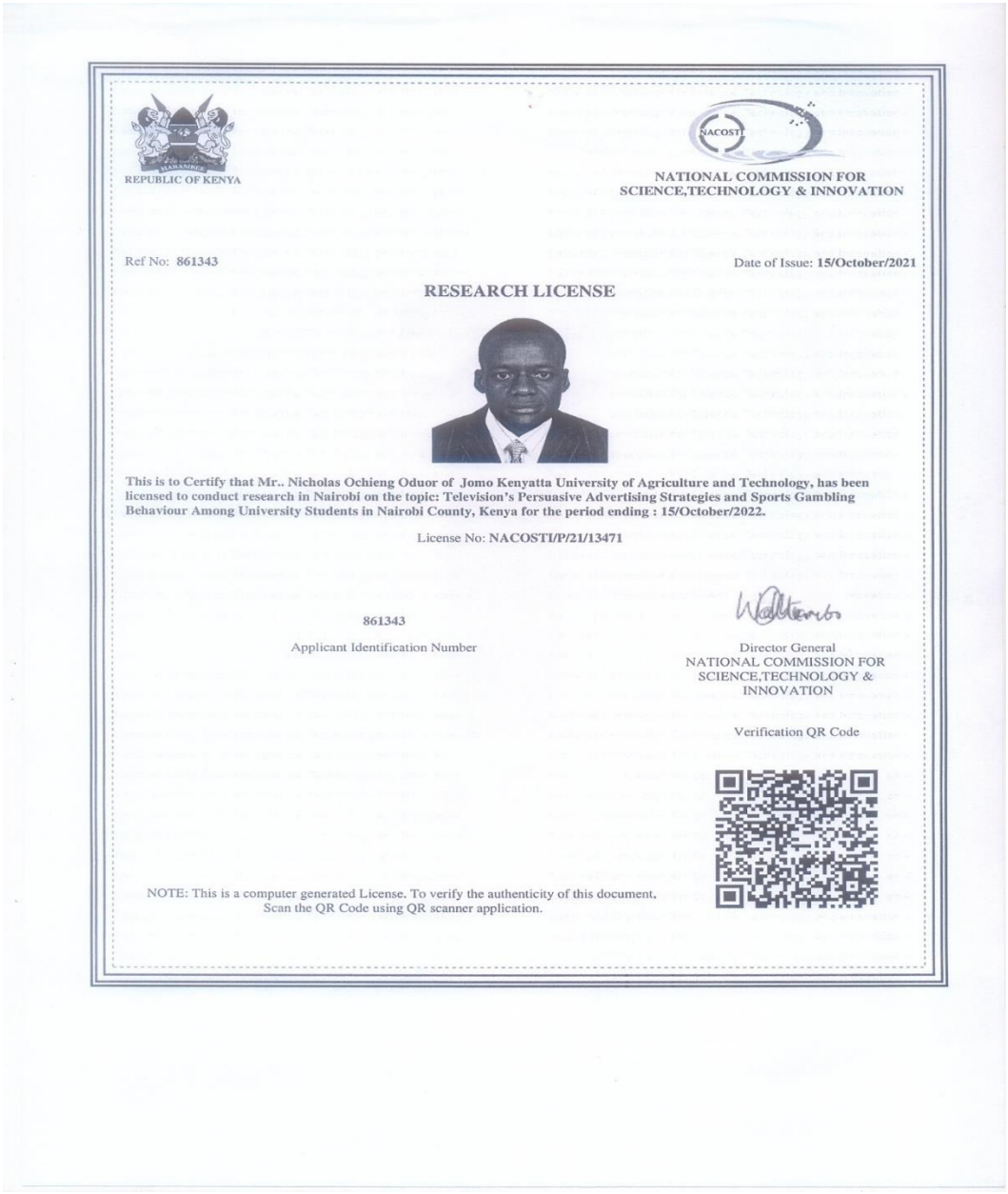
To establish the moderating influence of media literacy on the relationship between TV advertising strategy and sports gambling among university students in Nairobi County.

1. Does the media play a role in your betting patterns? How is this?
2. Is your desire to gamble informed by understanding the message from media? Explain.
3. Do you follow what the media say in regards to betting because you believe in the power of media? Why is this the case?
4. Has the media through advertising constantly reminded you that betting is real? How has the media achieved this?
5. Which type of medium do you think has influenced your betting activities?

Sports gambling among university students

Describe the rationale behind sports gambling among university students.

Appendix IV: Research License



REPUBLIC OF KENYA

NATIONAL COMMISSION FOR SCIENCE,TECHNOLOGY & INNOVATION

Ref No: **861343**

Date of Issue: **15/October/2021**

RESEARCH LICENSE

This is to Certify that Mr.. Nicholas Ochieng Oduor of Jomo Kenyatta University of Agriculture and Technology, has been licensed to conduct research in Nairobi on the topic: Television's Persuasive Advertising Strategies and Sports Gambling Behaviour Among University Students in Nairobi County, Kenya for the period ending : 15/October/2022.

License No: **NACOSTI/P/21/13471**

861343

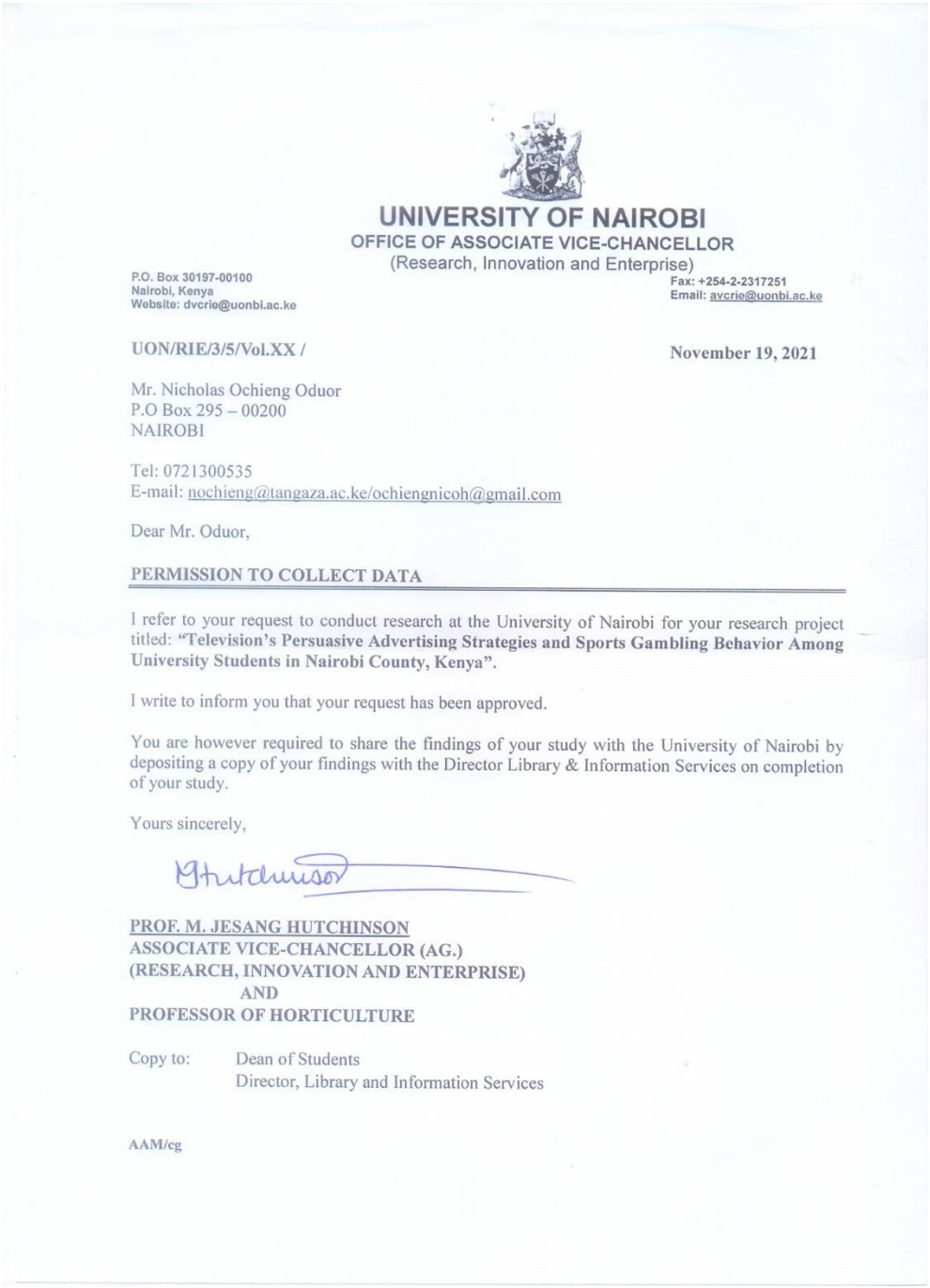
Applicant Identification Number

Director General
NATIONAL COMMISSION FOR SCIENCE,TECHNOLOGY & INNOVATION

Verification QR Code

NOTE: This is a computer generated License. To verify the authenticity of this document, Scan the QR Code using QR scanner application.

Appendix V: Research Permit University of Nairobi



UNIVERSITY OF NAIROBI
OFFICE OF ASSOCIATE VICE-CHANCELLOR
(Research, Innovation and Enterprise)

P.O. Box 30197-00100
Nairobi, Kenya
Website: dvcrie@uonbi.ac.ke

Fax: +254-2-2317251
Email: avcrie@uonbi.ac.ke

UON/RIE/3/5/Vol.XX /

November 19, 2021

Mr. Nicholas Ochieng Oduor
P.O Box 295 – 00200
NAIROBI

Tel: 0721300535
E-mail: nochieng@tangaza.ac.ke/ochiengnicoh@gmail.com

Dear Mr. Oduor,

PERMISSION TO COLLECT DATA

I refer to your request to conduct research at the University of Nairobi for your research project titled: **"Television's Persuasive Advertising Strategies and Sports Gambling Behavior Among University Students in Nairobi County, Kenya".**

I write to inform you that your request has been approved.

You are however required to share the findings of your study with the University of Nairobi by depositing a copy of your findings with the Director Library & Information Services on completion of your study.

Yours sincerely,

PROF. M. JESANG HUTCHINSON
ASSOCIATE VICE-CHANCELLOR (AG.)
(RESEARCH, INNOVATION AND ENTERPRISE)
AND
PROFESSOR OF HORTICULTURE

Copy to: Dean of Students
Director, Library and Information Services

AAM/cg

Appendix VI: Research Permit Multimedia University of Kenya

MULTIMEDIA UNIVERSITY OF KENYA
P.O. BOX 15653 - 00503, NAIROBI, Kenya
(MMU is ISO 9001:2015 Certified)

OFFICE OF THE DEPUTY VICE CHANCELLOR (AA, R&I)

REF: MMU/DVC AA R&I/RESEARCH/VOL.2 22nd October, 2021

Mr. Nicholas Ochieng Oduor
P O Box 295 - 00200
NAIROBI

Dear Mr. Ochieng

RE: REQUEST FOR COLLECTION OF DATA IN THE UNIVERSITY

Reference is made to the above subject matter pursuant to your letter dated 4rd October, 2021 vide which you sought permission for data collection from the University.

We note that you are a registered PhD student at Jomo Kenyatta University of Agriculture and Technology and we are pleased to inform you that your request has been granted and permission approved for collection of data within Multimedia University of Kenya, Main Campus.

You are required to report to the Registrar Administration before you commence your data collection. You will be required to observe the University Rules and Regulations. Upon completion of your study, ensure that you submit a copy of your Project Report/Dissertation/Thesis to Multimedia University of Kenya.

We hope that our support will contribute to the success of your career development.

Yours faithfully,

PROF. PAUL N. MBATIA PhD.
Deputy Vice-Chancellor (AA, R&I)

C.c. Vice Chancellor
Deputy Vice Chancellor – AF&P
Reg. Administration
Ag. Registrar, (R&I)
Ag. Librarian
Chief Security Officer

Magadi Road, off Bomas of Kenya
P.O. Box 15653 – 00503, Nairobi, Kenya.
Tel: +254 20 207 2391
Cell: 0724-257083

Riding on Technology, Inspiring Innovation

Email: vc@mmu.ac.ke
Website:www.mmu.ac.ke
Fax: +254 20 2071247

Appendix VII: Research Permit Cooperative University of Kenya

THE CO-OPERATIVE UNIVERSITY OF KENYA
P.O BOX 24814-00502, Karen-Nairobi Tel:020-2430127/2679456 0724311606
Email:dvc-cdri@cuk.ac.ke Website:www.cuk.ac.ke

OFFICE OF THE DEPUTY VICE CHANCELLOR
CO-OPERATIVE DEVELOPMENT, RESEARCH & INNOVATION

Ref: CUK/CDRI/08/ Vol. II (168) **Date:** 22nd November, 2021

Nicholas Ochieng Oduor
Tangaza University College
P O Box 3900
ELDORET

Dear Mr. Oduor,

RE: AUTHORIZATION TO COLLECT DATA

Reference is hereby made to your letter dated 22nd October, 2021 which you sought permission to collect data for your PhD research entitled ***"Television's Persuasive advertising Strategies and Sports Gambling Behaviour Among University Students in Nairobi County, Kenya".***

Approval has been granted on the understanding that all raw data collected will be kept confidential throughout the research and even after completion of the research and that you have ethical clearance from a relevant body.

You are required to submit a copy of your final research report to the University.

Yours sincerely,

Prof. Isaac K. Nyamongo
DVC - CDRI & Professor of Anthropology

Copy to: Vice Chancellor
Deputy Vice Chancellor, AA
Deputy Vice Chancellor, FPA
Finance Officer
PHRM
Librarian

QUALITY CO-OPERATIVE TRAINING
CUK is ISO 9001:2015 CERTIFIED

Appendix VIII: Student Population Multimedia University of Kenya

MULTIMEDIA UNIVERSITY OF KENYA
STUDENTS PER PROGRAMME
SEM1&2 21/22

S/No.	Programme Code	Description	GOK			SSP			All Students
			Male	Female	Total	Male	Female	Total	
1	BUS-241	Bachelor of Commerce	511	388	899	6	1	7	906
2	BUS-242	Bachelor of Business Information Technology	147	95	242	4	2	6	248
3	BUS-244	Bachelor of Science (Actuarial Science)	117	75	192	1	1	2	194
4	BUS-245	Bachelor of Procurement and Logistics Management	171	136	307	14	3	17	324
5	BUS-246	Bachelor of Science in Economics	134	84	218	1	0	1	219
6	CIT-222	Bachelor of Science (Computer Technology)	187	38	225	1	0	1	226
7	CIT-223	Bachelor of Science in Computer Science	131	32	163	5	2	7	170
8	CIT-227	Bachelor of Science Software Engineering	113	37	150	13	2	15	165
9	ENG-217	Bachelor of Science in Civil Engineering	108	30	138	12	0	12	150
10	ENG-218	Bachelor of Science In Mechanical and Manufacturing Engineering	140	23	163	4	0	4	167
11	ENG-219	Bachelor of Science in Electrical and Telecommunication Engineering	126	48	174	27	12	39	213
12	MCS-231	Bachelor of Film Production and Animation	91	38	129	54	21	75	204
13	MCS-233	Bachelor of Applied Communication	149	186	335	41	94	135	470
14	MCS-234	Bachelor of Journalism	77	92	169	47	57	104	273
17	SCT-224	Bachelor of Science in Mathematics and Computer Science	187	88	275	0	1	1	276
18	SCT-251	Bachelor of Science Industrial Chemistry	99	30	129	0	0	0	129
19	SCT-252	Bachelor of Science in Analytical Chemistry	77	41	118	2	0	2	120
20	SCT-253	Bachelor of Science in Applied Physics and Computer Science	130	23	153	1	0	1	154
21	SCT-255	Bachelor of Science in Applied Optics and Lasers	76	33	109	0	0	0	109
22	SCT-256	Bachelor of Science in Renewable Energy and Technology	104	31	135	0	1	1	136
23	SCT-258	Bachelor of Science Instrumentation and Control	81	21	102	0	0	0	102
24	SST-261	Bachelor of Arts (Sociology, Psychology and Political Science)	131	179	310	2	0	2	312
	Totals		2956	1569	4835	233	197	432	5267

Appendix IX: Student Population Technical University of Kenya

Table 1: Student Enrolment

Student Enrolment per Academic Programme by Year

Programmes	Year 1			Year 2			Year 3			Year 4			Year 5			Year 6			TOTAL		
	F	M	Total	F	M	Total	F	M	Total	F	M	Total	F	M	Total	F	M	Total	F	M	Total
BELOR OF ENGINEERING (Civil Engineering)	22	80	102	17	66	83	16	62	78	20	90	110	24	125	149	0	0	0	99	423	522
BELOR OF ENGINEERING (Electrical and Electronic Engineering)	8	49	57	3	38	41	7	38	45	13	68	81	14	98	112	0	0	0	45	311	360
BELOR OF ENGINEERING (Mechanical Engineering)	11	54	65	2	42	44	14	29	43	17	63	80	8	82	90	0	0	0	48	269	317
BELOR OF ENGINEERING (Land and Administrative Engineering)	7	29	36	8	19	27	7	15	22	13	51	64	5	34	39	0	0	0	40	158	198
BELOR OF ENGINEERING (Geospatial Engineering)	9	47	56	2	24	26	6	32	38	18	58	76	4	23	27	7	27	34	55	198	253
BELOR OF ENGINEERING (Agricultural Engineering)	15	29	44	7	29	36	11	13	24	16	33	49	3	15	18	0	0	0	44	89	133
BELOR OF ARCHITECTURAL STUDIES/BACHELOR OF ARCHITECTURE	9	13	22	5	15	20	4	18	22	7	42	49	4	12	16	0	0	0	33	98	131
BELOR OF ENGINEERING (Chemical Engineering)	12	11	23	6	15	21	58	74	132	55	79	134	0	0	0	0	0	0	224	320	544
BELOR OF APPLIED SCIENCE (Geoinformatics)	50	87	137	61	80	141	24	58	82	16	36	52	0	0	0	0	0	0	82	245	327
BELOR OF COMMERCE	8	29	37	34	122	156	24	55	69	16	53	69	0	0	0	0	0	0	80	101	181
BELOR OF QUANTITY SURVEYING	16	57	73	35	181	216	23	33	56	17	49	66	0	0	0	0	0	0	80	101	181
BELOR OF TECHNOLOGY (Civil Engineering Technology)	16	6	22	24	93	117	15	41	56	12	53	65	0	0	0	0	0	0	66	191	257
BELOR OF TECHNOLOGY (Nutrition and Dietetics)	1	3	4	38	106	144	14	40	54	5	63	68	0	0	0	0	0	0	45	284	329
BELOR OF TECHNOLOGY (Surveying Technology)	8	55	63	18	126	144	16	35	51	1	0	1	0	0	0	0	0	0	25	49	74
BELOR OF TECHNOLOGY (Mechanical Engineering Technology)	4	4	8	4	10	14	16	33	49	17	33	50	0	0	0	0	0	0	66	118	184
BELOR OF TECHNOLOGY (Environmental Resource Management)	18	28	46	15	15	30	11	38	49	14	46	60	0	0	0	0	0	0	34	137	171
BELOR OF SCIENCE (Mathematics)	4	18	22	5	129	134	7	36	43	14	77	91	0	0	0	0	0	0	65	289	354
BELOR OF TECHNOLOGY (Communication and Computer Networks)	18	47	65	26	9	34	10	32	42	7	13	20	0	0	0	0	0	0	50	120	170
BELOR OF TECHNOLOGY (Electrical and Electronic Engineering Technology)	8	6	14	25	117	142	9	31	40	26	52	78	0	0	0	0	0	0	51	157	208
BELOR OF TECHNOLOGY (Institutional Catering and Accommodation Management)	10	20	30	15	34	48	9	31	40	18	63	81	0	0	0	0	0	0	51	157	208
BELOR OF SCIENCE (Medical Laboratory Science)	10	29	39	13	15	28	15	24	39	2	12	14	0	0	0	0	0	0	27	94	115
BELOR OF TECHNOLOGY (Biotechnology)	7	12	19	1	33	34	12	26	38	8	35	43	0	0	0	0	0	0	28	106	134
BELOR OF THE BUILT ENVIRONMENT (Construction Management)	0	26	26	15	37	52	12	25	37	19	106	125	0	0	0	0	0	0	45	127	174
BELOR OF TECHNOLOGY (Business Information Technology)	10	23	33	11	13	24	8	29	37	18	62	80	0	0	0	0	0	0	49	110	159
BELOR OF TECHNOLOGY (Chemical Engineering Technology)	2	25	27	25	34	60	9	25	34	12	28	40	0	0	0	0	0	0	39	92	131
BELOR OF TECHNOLOGY (Design)	13	18	31	10	16	26	13	19	32	24	46	70	0	0	0	0	0	0	67	84	151
BELOR OF ECONOMICS	14	23	37	18	21	39	13	17	30	21	23	44	0	0	0	0	0	0	21	110	131
BELOR OF THE BUILT ENVIRONMENT (Urban and Regional Planning)	7	26	33	3	31	34	5	25	30	6	28	34	0	0	0	0	0	0	37	56	93
BELOR OF SCIENCE (Information Science)	14	12	26	10	14	24	8	21	29	5	9	14	0	0	0	0	0	0	32	156	188
BELOR OF TECHNOLOGY (Technical and Applied Physics)	5	35	40	8	38	46	4	25	29	15	58	73	0	0	0	0	0	0	36	121	157
BELOR OF SCIENCE (Biochemistry)	2	20	22	17	28	45	6	23	29	11	50	61	0	0	0	0	0	0	42	93	135
BELOR OF TECHNOLOGY (Building Construction)	6	20	26	17	28	45	8	19	27	11	26	37	0	0	0	0	0	0	58	36	94
BELOR OF TECHNOLOGY (Geoinformation Technology)	7	4	11	26	10	36	15	12	27	10	10	20	0	0	0	0	0	0	54	47	101
BELOR OF REAL ESTATE	13	5	18	21	5	26	6	20	26	14	17	31	0	0	0	0	0	0	45	63	108
BELOR OF TECHNOLOGY (Office Administration and Technology)	11	25	36	15	16	31	11	15	26	8	27	35	0	0	0	0	0	0	48	82	130
BELOR OF TECHNOLOGY (Hotel and Restaurants Management)	13	23	36	12	20	32	9	16	25	14	18	32	0	0	0	0	0	0	53	53	106
BELOR OF TECHNOLOGY (Science Laboratory Technology)	16	10	26	16	7	23	5	20	25	16	40	56	0	0	0	0	0	0	42	112	154
BELOR OF SCIENCE (Accountancy)	8	20	28	11	33	44	9	16	25	14	37	51	0	0	0	0	0	0	48	84	132
BELOR OF TECHNOLOGY (Community and Public Health)	8	19	27	10	15	25	11	13	24	16	15	31	0	0	0	0	0	0	66	57	123
BELOR OF TECHNOLOGY (Industrial and Applied Chemistry)	20	16	36	15	18	33	15	8	23	15	7	22	0	0	0	0	0	0	59	31	90
BELOR OF THE BUILT ENVIRONMENT (Urban Design and Development)	19	9	28	11	6	17	14	9	23	19	63	82	0	0	0	0	0	0	37	148	185
BELOR OF ARTS (International Relations and Diplomacy)	6	23	29	8	44	52	4	18	22	13	7	20	0	0	0	0	0	0	59	33	92
BELOR OF SCIENCE (Events and Convention Management)	12	13	25	19	9	28	15	4	19	11	8	19	0	0	0	0	0	0	46	30	76
BELOR OF TECHNOLOGY (Computer Technology)	0	0	0	23	15	38	12	7	19	13	11	24	0	0	0	0	0	0	55	36	91
BELOR OF SCIENCE (Hospitality Management)	12	0	12	0	38	38	12	7	19	11	13	24	0	0	0	0	0	0	48	84	132
BELOR OF TECHNOLOGY (Information Technology)	17	5	22	18	10	28	10	7	17	10	5	15	0	0	0	0	0	0	42	112	154
BELOR OF SCIENCE (Counselling Psychology)	0	0	0	1	0	1	10	7	17	1	8	9	0	0	0	0	0	0	66	57	123
BELOR OF SCIENCE (Food Nutrition and Dietetics)	3	1	4	6	9	15	8	5	13	14	26	40	0	0	0	0	0	0	21	12	33
BELOR OF TECHNOLOGY (Applied Biology)	20	14	34	18	25	43	5	4	9	13	7	20	0	0	0	0	0	0	17	28	45
BELOR OF ARTS (Journalism and Mass Communication)	0	0	0	27	22	49	3	6	9	7	14	21	0	0	0	0	0	0	60	70	130
BELOR OF TECHNOLOGY (Food Science and Technology)	15	12	27	34	12	46	0	7	7	16	20	36	0	0	0	0	0	0	45	85	130
BELOR OF TECHNOLOGY (Applied Statistics)	17	24	41	12	34	46	3	1	4	2	3	5	0	0	0	0	0	0	19	19	38
BELOR OF MUSIC	9	9	18	5	5	10	2	0	2	0	0	0	0	0	0	0	0	0	7	10	17
BELOR OF ARTS (Criminology and Security Management)	0	0	0	3	19	22	0	2	2	0	0	0	0	0	0	0	0	0	18	18	36
BELOR OF TECHNOLOGY (Textile Technology)	0	0	0	16	16	32	2	2	4	0	0	0	0	0	0	0	0	0	34	41	75
BELOR OF TECHNOLOGY (Printing)	0	0	0	4	4	8	1	1	2	0	0	0	0	0	0	0	0	0	7	14	21
BELOR OF PHILOSOPHY (Printing Technology)	5	29	34	0	6	6	0	0	0	8	13	21	0	0	0	0	0	0	11	46	57
BELOR OF SCIENCE (Construction Management)	9	0	9	0	1	1	0	0	0	1	0	1	0	0	0	0	0	0	22	22	44
BELOR OF SCIENCE (Tourism and Travel Management)	7	13	20	4	20	24	0	0	0	0	0	0	0	0	0	0	0	0	6	21	27
BELOR OF TECHNOLOGY IN APPLIED CHEMISTRY (Industrial Chemistry)	8	13	21	14	9	23	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	6	27	33	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	607	1,278	1,885	885	1,838	2,723	593	1,313	1,906	764	1,989	2,753	81	449	530	7	27	34	2,937	6,864	9,831