



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

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Abstract: The main objective of the study was to determine the influence of advertising on consumer purchase decision of sport betting among students in university campuses in Nakuru town. A sample of 367 students was selected to assess the influence of various elements of advertising on consumer purchase decision. Regression analysis was used to test the hypotheses. The study revealed a significant relationship between advertising and consumer purchase decision and can be effectively used by marketers to influence consumers to buy their product/services.

Keywords: Advertising, Consumer Purchase Decision, Sport Betting

Introduction

Advertising is the means of informing as well as influencing the general public to buy a product or services through visual or oral messages. A product is advertised to create awareness in the minds of potential buyers through various advertising mediums such as Newspaper, Magazines, Television, Radio, Posters, Hoardings, Billboard and in recent time internet and web advertising. It is a promotional activity for marketing a product. Advertising serves as a powerful tool in the marketing process in communicating business information to customers.

Advertising is a pervasive method of marketing which encourages people to purchase goods and services. Marketers spend a large sum of money on advertising and face a major challenge in influencing the purchase decision of consumers favorably towards their product or service. The final goal is to influence the purchase decision of consumers as most marketers realize that purchase decision is the end result of a long process of consumer decision making. Advertising is defined as "Any paid form of non-personal presentation & promotions of idea, goods, or services by an identified sponsor (Kotler, 2009). The American Marketing Association defines advertising as "any paid form of non-personal presentation and promotion of goods, services and ideas by an identified sponsors" (Kazmi and Batra, 2008). Advertising is a potent communication tool which plays a very important role in consumer decision making. Advertising is meant to convey a message to the prospective customer or the audience. Advertising acts as an advisor and the message is the factor of conversion meant to bring about the person towards the product and its purchase.

The different types of advertising media are: Print, which includes Newspapers, Magazines, Journals and other publications; Broadcast, which includes Radio and TV; Non-Broadcast, which includes Video, Cable/Closed Circuit TV and Cinema; Outdoor, which includes Posters, Hoardings, Neon Signs, Sky Advertising, and so on; Transit/ Vehicular, which includes Railway trains, Buses and Trams, Taxis and Auto-rickshaws, and Private Vehicles; Point of purchase, which includes Banners,

Hangings, Packaging, Stickers, Painted Signs, Window Display, and so on; Specialty Media, which includes T-shirts, buttons, caps, stickers, diaries, key-chains, calendars, and so on; and others, such as Direct mail advertising, Trolleys at airports, etc.

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

It involves the process buyers use to select, secure, utilize and dispose products or services. There are several factors that affect consumer behavior and these include; attitude, demographic, personality, belief and perception among others. Consumer behavior is important to organizations because it forms the basis of their marketing strategies. Gambling is the wagering of the money or something of value (referred to as the stakes) on an event with uncertain outcome with the primary intent of winning additional money or material goods (Matilainen, 2017). Gambling requires three elements; consideration, chances and price. The outcome of wager is often immediate such as single roll of dice but longer time frame are also common, allowing wagers on the outcome of a future sports contest or even an entire sport season (Bingo, Dice, & Roulette, 2004). Gambling activities to the public may be regulated by one of the many control boards for example in Kenya it's controlled by betting, control and licensing board of Kenya.

Sport betting is the oldest known form of gambling on the planet .In the early days, it was played only as a simple pastime activity, and nowadays it's a multi-billion dollar business. Greek was known as true sports lovers and events like, Olympic, Corinthian and Delphic games were great occasion for people. The Romans soon adopted this habit from Greeks and they turned it into a real business. The most common betting activity in the Romans time was famous gladiator games. A sport betting is the activity of predicting sports results and placing a wager on the outcome. The frequency of sports bet upon varies by culture, with the vast majority of bets being placed on association football, American football, basketball, baseball, hockey, track cycling, auto racing, mixed martial arts, and boxing at both the amateur and professional levels. Sports betting can also extend to non-athletic events, such as reality show contests and political elections, and non-human contests such as horse racing, greyhound racing, and illegal, underground cockfighting. It is not uncommon for sports betting websites to offer wagers for entertainment events such as the Grammy Awards, the Oscars, and the Emmy Awards.

Betting on the result of sporting events has a similar structure. The gambler may choose between the different outcomes, which are specific to every sport: the winner of a tennis match (two outcomes), the result of a soccer game (three outcomes as draws are possible) or first place of a horse race (many possible outcomes). However, as already stated, the probabilities for all of the possible outcomes are not exactly known, so the house has to come up with its own estimate for them. It will then offer payouts according to those estimates, but slightly adjusting them down for every selection to provide the house edge. The goal for the house is to manage its payout liabilities properly so that it secures a profit regardless of the final outcome of the sporting event. Again, this difference is the house edge over the gambler and provides the expected profit after a series of sporting events. It is important to

note that sports gambling use its own terminology and definitions for many of these concepts, but are kept unchanged to allow a direct comparison.

Monaghan and Derevensky (2008), in today's youth more so University students are the first generation to grow-up in a society where gambling is legal, easily accessible, easily available and in most cases government supported. The youth especially University students have resulted into betting and at times they do it at the expense of education. In several instances university students have committed suicide after losing on bets, some have failed to do exams and even totally failed to continue with university education because they used the money that was meant for fee to bet and lost (Koross, 2016). It is established that about 67% of all college students bet on sports (Weinstock, Whelan, Meyers, & Watson, 2007). Governments throughout the world view gambling as a relatively easy way to increase revenues with only minimal attention being paid to the individual and societal costs. It is generally projected in a positive light in which fantastic wins, happy endings, success, entertainment, good friendship and attractive living predominate (Monaghan & Derevensky, 2008).

Statement of the problem

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

Objective of the Study

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

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

Research Hypothesis

- H0₁:** Television advertising has no significant influence on University Campuses Students decision to purchase sport bet in Nakuru Town.
- H0₂:** Internet advertising has no significant influence on University Campuses Students decision to purchase sport bet in Nakuru Town.
- H0₃:** Print (newspaper) advertising has no significant influence on University Campuses Students decision to purchase sport bet in Nakuru Town
- H0₄:** Outdoor (billboard) advertising has no significant influence on University Campuses Students decision to purchase sport bet in Nakuru Town.
- H0₅:** Radio advertising has no significant influence on University Campuses Students decision to purchase sport bet in Nakuru Town
- H0₆:** The combined effect of advertising (television, internet, newspaper, billboards and radio advertising) has no significant influence on University Campuses Students to purchase sport bet in Nakuru Town

Literature Review

Advertising plays an important role in the marketing process and aims at achieving the marketing objectives, i.e., achieving target sales of the product or to increase the sales of the product not only in the short run but also over an extended period of time by changing the behavioral attitude of the consumers. The object can be achieved only if the product is widely publicized to audience – the consumers, channel members and industrial users

Empirical studies

Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services through mass media such as newspapers, magazines, television or radio by an identified sponsor (Kotler & Keller, 2009). Advertising is one of the five elements in marketing Communication mix namely sales promotion, direct marketing, personal selling, publicity and public relation. Advertisements communicate functional and emotional values (Christodoulides & Chernatony, 2010) of brands and products to the consumers which in turn creates strong, favorable and unique associations of brands in the mind of the consumers. Advertising media include TV, Radio, print and internet.

TV Advertising and Consumer Purchasing Decision

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. Advertising through television is seen as the most prominent modality for the transmission and reception of video content. Television Advertising helps to make the product appealing to a person's basic motives, and influences their behavior and attitude towards the product .Television (TV) has been seen as having superior merit over the other media as is been perceived as a mixture of audio and video features; it provides products with instant validity and fame and offers the greatest chance for creative advertising (Kavitha, 2006). TV advertising not only change emotions but give considerable message exerting a far attainment influence on the daily lives of people (Kotwal, Gupta, & Devi, 2008). It can be said that advertising is the driving force responsible for shaping consumers' perceptions and inducing a behavioral response. (Bisht, 2013)found advertisement to aspire and helps customer to take conscious product and brand decisions and TV advertisement impact the youth purchase decision. Television is often called "King" of the advertising media, since a majority of

people spend more hours watching television per day in comparison to any other medium. Television uses the combination of sight, color, sound and motion to create an effect. It makes its appeal through both the eye and the ear.

Mark and Owusu, (2017), showed that compared to print advertising media; electronic advertising media had a positive influence on the purchasing decisions of tertiary students in the Cape Coast Metropolis. Also Kumar Bishnoi and Sharma, (2009), studied the impact of TV advertising on buying behavior and the study depicted TV advertising has enhanced their involvement in product selection and purchase. Siddiqui, (2014), assessed the impact of TV ads on consumer purchase intention. The Result of the study shows that, due to quality features shown in TV advertisements of product, consumer purchase intention can be increased. The study depicted TV advertising positively influence consumer purchase intentions. Furthermore Lalitha,(2013), studied the impact of TV Advertisement on the buying behavior of rural people. It was found that the advertisements provide much knowledge to the consumers about the products and also influence them in purchasing the product.

Internet advertising and consumer purchase decision

Internet advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Examples of online advertising include contextual ads on search engine results pages, banner ads, Rich Media Ads, Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam. Online video directories for brands are a good example of interactive advertising. These directories complement television advertising and allow the viewer to view the commercials of a number of brands

Ngowi,(2015) found that internet advertising has significant relationship with purchase decision of the consumers and therefore is a key determinant in influencing consumer behavior. Similarly, Aqsa and Kartini, (2015), studied the impact of online advertising on consumer attitudes and interests buy online Results found that online advertising appearing during this disinterment got good perception of internet users. Online advertising has a significant influence on consumer attitudes. Alvin, (2017), examined the effectiveness of online advertisement on consumer decision; a case of radio Africa group limited Nairobi, Kenya. The study concluded that online advertising is important to a firm like Radio Africa that relies on communication to create interest and brand awareness.

Print advertising and consumer purchase decision

Print is one of the dominant media, and has greatly contributed to the development of media. Print media is found in many different forms, from newspapers (the most popular form) and magazines to newsletters, brochures and posters. Other forms of print media, including direct mail marketing, flyers, handbills, banners, billboards and press releases are less popular. New innovative layouts are being tried and tested in the print media rather than the traditional layouts to attract consumer's attention, particularly for food products and cellular services.

Owusu and Nyarku,(2014), examined the influence of print advertising on the decisions of tertiary students to purchase Telecom products in the Cape Coast Metropolis and found that magazine advert and not newspaper advert influenced the decisions of tertiary students to purchase telecom products. It was also revealed that price and service quality delivery moderate the relationship between print advertising and consumer purchasing decisions. Similarly, Bansal and Gupta, (2014) found that print advertising has a positive relationship with consumer purchase decision.. Lastly Janiszewski, (2012),

investigated the influence of print advertisement organization on a brand name and concludes print advertising positively affects brand name.

Outdoor (billboard) advertising and consumer purchase decision

Outdoor advertising refers to any advertisements located in open air, i.e., outdoor areas. An outdoor advertisement is the only advertisement medium to which we are exposed involuntarily. While some efforts involved for other kind of advertisements, outdoor advertising is unique in which we experience direct and involuntary exposure to messages. Outdoor advertising began with sign painting and large advertisements painted on buildings (Chan & Fung, 2013). Outdoor advertising not only increases the rate of buying, in order to increase sales. The outdoor advertising should be presented in areas where pedestrian traffic are heavy (Woodside, 1990). According to (Lopez & Bassell, 2009) outdoor advertising will continue to grow and diversify over the next decades, not only because of its cost-effectiveness, but also because it seems to be the only unavoidable realm from which to reach progressively elusive consumers, and the ideal anchor of integrated marketing communication. Billboard advertisings have great influence on customer buying behavior.

Radio advertising and consumer purchase decision

Radio advertising is one of the electronic media and is audio in nature, appealing only to the sense of sound (ears). Radio advertising has a wider coverage, which can convey messages even to remote areas. Radio advertising affords variety of programmes including entertainment and education. Radio commercials hold a marginal share among the main media categories, for example newspaper and television. However, it is still regarded as an important and useful medium in marketing and advertising. Short and informative advertisements for consumer products use radio advertising with communication appeal related to the efficacy of products. Promotional efforts by companies appear to focus on positive emotional appeal to influence consumers through radio advertisements (Yusuff & Yusuf, 2009). Radio advertising influence consumer purchase decision (Rajagopal, 2011).

Theoretical framework

The study on the influence of advertising was based on two important theories: Cognitive theory and cognitive dissonance theory.

Cognitive theory

Theory of cognitive development was proposed by Jean Piaget (1896–1980). The theory deals with the nature of knowledge itself and how humans gradually come to acquire, construct, and use it. To Piaget, cognitive development was a progressive reorganization of mental processes resulting from biological maturation and environmental experience. The cognitive theory contributes to the study of advertising and consumer purchase decision in the sense that, Information through advertising is thought to remain in short-term memory only briefly and then is either forgotten or is transferred into long-term memory. The mechanism for "writing" information from short-term into long-term memory is thought to be rehearsal, an active cognitive process in which the encoded information is mentally reviewed. Each exposure due to advertising repetition may partially elicit or cause rehearsal, which, after multiple exposures, "moves" the information into long-term memory. Due to situational distractions or because of the complexity of the message, a number of repetitions may be required before the information communicated through the advertising is fully and accurately encoded in a cognitive form by the audience.

Cognitive Dissonance theory

Cognitive Dissonance theory was proposed by Leon Festinger in (1957); Leon Festinger proposed that human beings strive for internal psychological consistency in order to mentally function in the real world. A person who experiences internal inconsistency tends to become psychologically uncomfortable, and so is motivated to reduce the cognitive dissonance, by making changes to justify the stressful behavior, either by adding new parts to the cognition causing the psychological dissonance, or by actively avoiding social situations and contradictory information likely to increase the magnitude of the cognitive dissonance. In practice, people reduce the magnitude of their cognitive dissonance in four ways: Change the behavior or the cognition, justify the behaviors or the cognition, by changing the conflicting cognition, Justify the behavior or the cognition by adding new cognitions and Ignore or deny information that conflict with existing belief (Conner, 2012). Dissonance theory sheds new light on the role of advertising of increasing the repurchase probability of the advertised product. A seller's product advertisement reassures the consumer as to the wisdom of the purchase by emphasizing its desirable features and therefore helps to reduce post-purchase dissonance. Dissonance reduction, in turn, reinforces his purchase. Further, promotion should emphasize existing and satisfied users to reassure and congratulate them for making wise decision (Oshikawa, 2018). Provision of after-sale service (such as free transportation and installation, instruction booklets) and developing effective mechanism for handling customer complaints to ensure effective but consonant performance that promises the flow of product support and viral, Its application area was consumer behavior and more specifically, post-purchase situation.

Conceptual framework

Conceptual framework Figure 1 shows the relationship between independent variable and the dependent variable, from the empirical studies above, consumers respond effectively to advertisement when it is informative, that is, when it provides useful information to supports consumers to make decision. However, advertisement makes a strong impact when it is appealing, pleasing to the eye and shows creativity in its concept. The frequency of adverts also makes customers create some likeness for the product. The adverts that mostly attract respondents were the innovative adverts. Most of the respondent sought more information on the product before making decision to buy through advertising. Nevertheless, this study only focused on the advertising and how it influence university's students decisions to purchase a sport bet

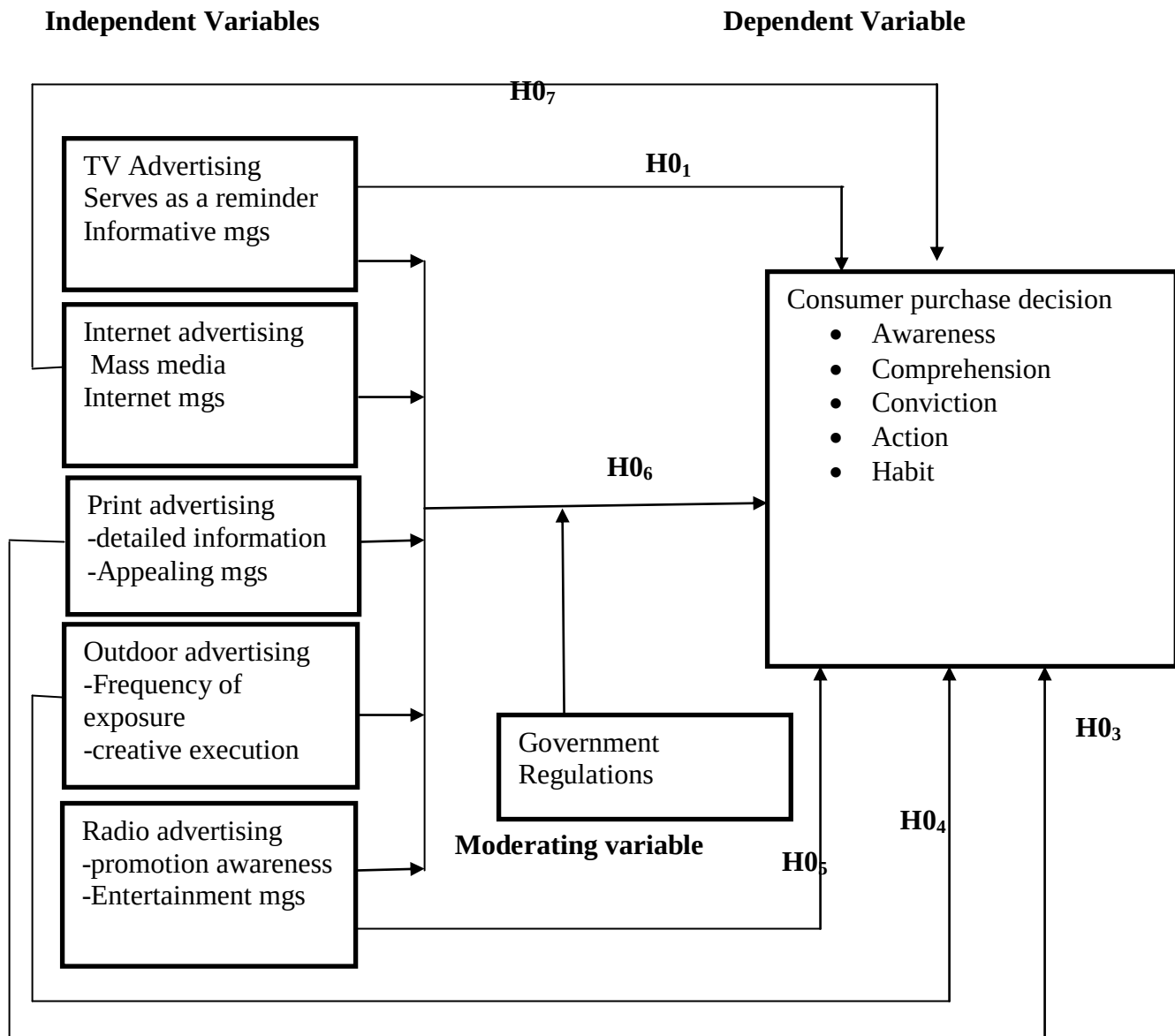


Figure 1: Conceptual Framework

Research Methodology

The study adopted a descriptive research design. The population of the study was all university campuses students in Nakuru Town. The population did not include students in their main campuses and non-students who participate in sport betting. The population was both private and public university campuses students in Nakuru town. The study targeted 8344 student of university campuses students in Nakuru town. Probability Proportion to Size (PPS) sampling design was used to select the sample of study. According to Levy and Lemeshow, (2008), PPS sampling technique allows proportionate equal opportunity to be sampled from the target population. There are Several approaches for sample size determination, the study adopted Krejcie and Morgan, (1970), sample size determination table to determine the sample size. The study used representative sample size of 367.

The study used a questionnaire consisting of closed-ended questions, appendix II. Questionnaires were used because of the simplicity in their administration, scoring of items and analysis (Mugenda and Mugenda, 2003). The questionnaire was developed thorough review of the literature. The questionnaire was made up of seven sections namely: Section A, covered questions concerning the demographic information of the respondents; Section B, contain items TV advertising, section C, contain items of internet, section D covered items of print, section E, covered items of outdoor advertising, section F, contain items of Radio and section G, covered items of consumer purchase decision. The items in Section B, C, D, E, F and G were measured using a 5-point likert scale as follows: 1 - Strongly Disagree; 2 – Disagree; 3 – Uncertain; 4 – Agree; 5 - Strongly Agree. A pilot test was conducted to test and enhance the validity and reliability of the research instrument.

The questionnaires were sorted; data was code and entered, into Statistical Package for Social Sciences (SPSS) software. Data was analyzed using both descriptive and inferential statistics. Descriptive statistics such as frequency distribution and measures of central tendency such as mean, maximum, minimum and standard deviation was used to analyze the data. Inferential statistics was used to analyze the data. The study specifically employed the relevant measures of association namely; Pearson moment correlation and simple regression analysis. Hypotheses' testing was done using regression analysis. Pearson Product-Moment correlation was used to test the strength of the relationship of advertising and consumer purchase decision. Values more than 0.05 indicated statistically insignificant relationships while value less than 0.05 indicated statistically significant relationships, the combined influence of advertising variables on the consumer purchase decision was analyzed by use of multiple regression. The model for multiple regression analysis used to determine the contribution of each of the independent variable to the dependent variables is as shown in the model below:

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

Where; β = beta coefficient, Y = consumer purchase decision; β_0 = constant; X_1 = TV advertising; X_2 = Internet advertising; X_3 = Print (newspaper) advertising; X_4 = Outdoor (billboard) advertising; e = error term

Research Findings and Discussions

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

Demographic Information

The study collected data on gender and age of respondents. Table 1 depicts that 186 (58.3%) of respondents were male while 133 (41.7%) were female. This shows that majority of the university campuses students in Nakuru town are male. The study sought to determine the age of the respondent. Table 1 shows that 75 (23.5%) of the respondents were aged between 18-20, 208 (65.2%) of the respondents were aged between 21-25, 27 (8.5%) of the respondents were aged between 26- 30 and 31 and 9 (2.8%) were aged 31 and above. Thus the majority of the respondents fall under the age category of 21-25.

Table 1: Demographic Information

		Frequency	Percent
Gender	Male	186	58.3
	Female	133	41.7
	Total	319	100.0
Age	18-20	75	23.5
	21-25	208	65.2
	26-30	27	8.5
	31 and above	9	2.8
	Total	319	100.0

Form of betting

Respondent were asked the form of betting they mostly engaged in. Table 2 provides the findings of the study. From the Table 2, 2.2% of the university campuses students engaged in casino and gambling venues, 60.2% in sport betting, 4.7% in online betting and 32.9% do no bet. Majority of the university campuses students in Nakuru town bet 67.1% and 32.9 don't bet.

Table 2 Form of betting

	Frequency	Percent
Casino and gambling venues	7	2.2
Sport betting	192	60.2
Online betting	15	4.7
I do not bet	105	32.9
Total	319	100.0

Correlation analysis

Pearson's product moment correlations were used to examine association between advertising and consumer purchase decision. In table 3, the study sought to determine the Pearson correlation of independent variables on dependent variable where the correlation for TV advertising with consumer purchase decision was 0.284 which indicates positive and weak correlation between the two variables since the correlation value was less than 0.5 thresholds. The Pearson correlation for internet advertising and consumer purchase decision was 0.336 which indicates a positive and weak correlation between the two variables since the correlation was less than 0.5 thresholds. Print advertising and consumer purchase decision had a positive and weak correlation of 0.280 which was less than 0.5 thresholds. The Pearson correlation for billboard advertising and consumer purchase decision was 0.266 which indicates a positive and weak correlation. Lastly, Pearson correlation for radio advertising consumer purchase decision was 0.197 which indicates a positive and weak correlation.

Table 3: Correlation Matrix

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

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

Hypotheses testing

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

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

$$Y = B_0 + B_1X_1 + e$$

From the model summary in Table 4, it has a $R^2 = 0.081$. It is depicted that TV advertising explains only 8.1% variation on consumer purchase decision. This shows that 91.9 % is explained by factors not included in the model.

From Coefficients results in table 4.13, the P value (0.000) was less than 5% level of significance thus TV advertising is statistically significant on consumers purchase decision. Given that the p-value is less than 0.05, the null hypothesis is rejected and the alternative hypothesis accepted. This implies that TV advertising significantly influence consumer purchase decision of sport betting.

From the coefficients results in Table 4, $\beta_0=1.879$ and $\beta_1=0.279$

Therefore $Y=1.879+0.279X_1$

Holding TV advertising constant, the consumers purchase decision will be 1.879 units and a unit increase in TV advertising, other factors held constant, the consumer purchase decision is expected to increase on average by 0.279 units. This depicts a positive relationship between TV advertising and consumers purchase decision This line of argument concurs with the findings of a study by Amir, (2015) who concluded, most of customers are influenced by advertisements on television followed by radio then newspaper and finally online media.

Table 4: Regression Coefficients for TV advertising and consumer purchase decision

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.284 ^a	.081	.078	.64493		
a. Predictors: (Constant), TV Advertising						
Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.879	.175		10.718	.000
	TV	.279	.053	.284	5.275	.000
	Advertising					

a. Dependent Variable: Consumer Purchase Decision

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

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

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

From the model summary in Table 5, $R^2=0.113$ which depicts that Internet advertising explains only 11.3% variation on consumer purchase decision. This shows that 88.7 % is explained by factors not included in the model.

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

From coefficients in Table 5, $\beta_0 = 1.750$ and $\beta_2 = 0.317X_2$ therefore;
 $Y = 1.750 + 0.317X_2$

Holding internet advertising constant, the consumers purchase decision will be 1.750 units and a unit increase in internet advertising the consumer purchase decision is expected to increase on average by 0.317 units. This depicts a positive relationship between internet advertising and consumers purchase decision. Supporting the preceding arguments, Yasmeen and Khalid, (2016), concluded that online advertisement has an impact on the buying behavior of the university students of Pakistan and it's a considerable segment that should be targeted and a lot of revenue can be gain from this segment.

Table 5: Internet Advertising and Consumer Purchase Decision

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.336 ^a	.113	.110	.63347

a. Predictors: (Constant), Internet Advertising

Coefficient		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	1.750	.167		10.502	.000
	Internet Advertising	.317	.050	.336	6.357	.000

a. Dependent Variable: Consumer Purchase Decision

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

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

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

Model summary in Table 6, shows the $R^2 = 0.079$, this shows that print advertising tested had a variation of 7.9 % on consumer purchase decision at 95% confidence interval. The Print advertising explain only 7.9% on the consumer purchase decision, which means that there are other factors (92.1%) consider in the model for adequacy.

From coefficients in Table 6, the $P = 0.000$ was less than 5% level of significance thus print advertising is statistically significant on consumers purchase decision. Given that the p-value is less than 0.000, the study therefore rejects the null hypothesis and accepted the alternative hypothesis. The study found that print advertising significantly influence consumer purchase decision of sport betting.

From coefficients in Table 6, $\beta_0 = 2.072$ and $\beta_3 = 0.233X_3$ therefore;

$$Y = 2.072 + 0.233X_3$$

Holding print advertising constant, the consumers purchase decision will be 2.072 units and a unit increase in print advertising, the consumer purchase decision is expected to increase by 0.233 units.

This depicts a positive relationship between print advertising and consumers purchase decision. This finding contradict with the findings of Owusu and Nyarku, (2014), which concluded that newspaper adverts do not significantly influence the purchasing decisions of tertiary students with regards to the purchase of telecom products in the Cape Coast Metropolis.

Table 6: Print Advertising and Consumer Purchase Decision

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.280 ^a	.079	.076	.64563

a. Predictors: (Constant), Print Advertising

Coefficients

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

a. Dependent Variable: Consumer Purchase Decision

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

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

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

Model summary in Table 7, $R^2 = 0.071$, this shows that Billboard advertising tested had a variation of 7.1 % on the consumer purchase decision at 95% confidence interval. The Billboard advertising explain only 7.1% on the consumer purchase decision of sport betting, this imply that 92.9 % are other factors to be consider in the model for adequacy.

In Table 7, the $P = 0.000$. Given that the p-value is less than 5%, the null hypothesis is rejected and the alternative hypothesis accepted. The study found out that billboard advertising significantly influence consumer purchase decision of sport betting.

From coefficients in Table 7, $\beta_0 = 2.058$ and $\beta_4 = 0.234X_4$ therefore;

$$Y = 2.058 + 0.234X_4$$

Holding billboard advertising constant, the consumers purchase decision will be 2.058 units and a unit increase in billboard advertising, the consumer purchase decision increase on average by 0.234 units. This depicts a positive weak relationship between Billboard advertising and consumers purchase decision. This finding contradict with the findings of Kokkonen, (2017), the company was known in the area, but that deeper awareness of it was low. The outdoor advertisements locations were not visible.

Table 7: Billboard Advertising and Consumer Purchase Decision

Model		R	R Square	Adjusted R Square	Std. Error of the Estimate	
1		.266 ^a	.071	.068	.64834	
a. Predictors: (Constant), Billboard Advertising						
Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.058	.152		13.538	.000
	Billboard Advertising	.234	.047	.266	4.919	.000

a. Dependent Variable: Consumer Purchase Decision

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

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

$$Y = B_0 + \beta_5 X_5 + e$$

The result of the hypothesis five (H0₅) shown in Table 8, it has a $R^2 = 0.039$. It is depicted that Radio advertising explains only 3.9% variation on consumer purchase decision. This shows that 96.1 % is explained by factors not included in the model.

From Coefficients in Table 8, the $P=0.000$ which is less than 5% level of significance. Given that the p -value = 0.000 was less than for 5% level of significance), the null hypothesis is rejected and the alternative hypothesis accepted. The study found that Radio advertising significantly influence consumer purchase decision of sport betting.

From coefficients in Table 8, $\beta_0 = 2.100$ and $\beta_5 = 0.219X_5$ therefore;

$$Y = 2.100 + 0.219X_5$$

Holding Radio advertising constant, the consumers purchase decision will be 2.100 units and a unit increase in Radio advertising, the consumer purchase decision is expected to increase on average by 0.219 units. This depicts a positive weak relationship between Radio advertising and consumers purchase decision. This result contradicts with other research findings as posited by Owusu and Nyarku, (2015), radio advertisements do not influence the purchasing decisions of tertiary students with regards to telecom products.

Table 8: Radio Advertising and Consumer Purchase Decision

Model		R	R Square	Adjusted R Square	Std. Error of the Estimate	
1		.197 ^a	.039	.036	.65944	
a. Predictors: (Constant), Radio Advertising						
Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.100	.195		10.776	.000
	Radio Advertising	.219	.061	.197	3.579	.000

a. Dependent Variable: Consumer Purchase Decision

Multiple regression

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

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

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

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

Where by; β =beta, Y= consumer purchase decision, β_0 = constant, X_1 = TV advertising, X_2 =Internet advertising, X_3 =Print (newspaper) advertising, X_4 =Outdoor (billboard) advertising, X_5 =Radio, e= error term

Model summary in Table 9 shows the output for model fitness and value of R squared was 0.166. This shows that the independent variables (Television, Internet, print, billboard and radio advertising) tested had a variation of 16.6 % on the consumer purchase decision of sport betting at 95% confidence interval. The independent variables that were studied, explain only 16.6% of the on the consumer purchase decision of sport betting as represented by the R square. This therefore means that other factors not accounted in this study contribute 83.4 % of the consumer purchase decision of sport betting. Therefore, further research should be conducted to investigate the other factors that influence consumer purchase decision. Additionally, the findings show that there was a positive relationship between advertising variables and consumer purchase decision as shown by R value of 0.408.

This study sought to determine whether the advertising had any influence on University Campuses Students decision to purchase sport bet in Nakuru Town. From the ANOVA results in Table 9, presents the analysis of variance (ANOVA) of the advertising that are included to explain the influence on the consumer purchase decision of sport betting. The findings revealed F value of 12.490, which was statistically significant at 0.000. This depicts that the model had a less than 0.05 likelihood of giving a wrong prediction. Given that the p-value is less than 0.05, the null hypothesis is rejected and the alternative hypothesis accepted. This implies that advertising in general significantly influence consumer purchase decision of sport betting. Generally, Amir, (2015) observed that most of the consumers are affected by advertisement in the buying behavior. Most of them they buy products which are mostly advert and they make them to be loyal

From the model coefficient in table 9, $B_0=1.114$, $B_1=0.146$, $B_2=0.186$, $B_3=0.121$, $B_4=0.035$ and $B_5=0.036$

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

$$Y = 1.114 + 0.14 X_1 + 0.18 X_2 + 0.121 X_3 + 0.035 X_4 + 0.036 X_5 + \varepsilon$$

From the model coefficient in Table 9, the coefficients $B_1=0.146$ (p value =0.011), $B_2=0.186$ (p value =0.002) and $B_3=0.121$ (p value =0.015) implies a positive and statistically significant influence between TV, Internet and Print advertising on consumer purchase decision on sport betting. Given that the p-values were less than 0.05, the null hypotheses were rejected and concluded that TV, Internet and print advertising separately have positive and statistically significantly influence consumer purchase decision of sport betting.

From the model coefficient in Table 9, the coefficients $B_4=0.035$, (p value == 0.538) and $B_5=0.036$ (p value =0.573) implies positive and insignificant relationship between Billboard and Radio advertising on consumer purchase decision on sport betting. Since the p values were greater than 0.05 level of significant, the null hypotheses were not rejected and alternative hypotheses rejected. It was therefore concluded that Billboard and Radio advertising separately have positive but statistically insignificant influence on consumer purchase decision of sport betting.

Table 9: Advertising on Consumer purchase decision

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.408 ^a	.166	.153	.61806		
a. Predictors: (Constant), Radio Advertising, Billboard Advertising , TV Advertising , Print Advertising , Internet Advertising						
ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.856	5	4.771	12.490	.000 ^b
	Residual	119.565	313	.382		
	Total	143.422	318			
a. Dependent Variable: Consumer Purchase Decision						
b. Predictors: (Constant), Radio Advertising, Billboard Advertising , TV Advertising , Print Advertising , Internet Advertising						
Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.114	.234		4.757	.000
	Radio Advertising	.036	.063	.032	.564	.573
	TV Advertising	.146	.057	.149	2.547	.011
	Print Advertising	.121	.050	.146	2.441	.015
	Billboard Advertising	.035	.056	.040	.617	.538
	Internet Advertising	.186	.059	.197	3.141	.002

a. Dependent Variable: Consumer Purchase Decision

Conclusion

The study concludes that TV advertising influence the decision of university campuses students to purchase sport bet in Nakuru town. TV advertising is both informative and entertaining; Repeated TV advertising messages serves as a reminder to the consumer. One of the main reasons why advertisers need to take TV advertising earnestly is because of its power to persuade and transform the consumers towards being loyal users of the betting brand, the persuasive power of TV advertising was confirmed by the findings that TV Advertising convince student of betting brand superiority.

It was observed that internet advertising was a significant factor in influencing university campuses students decision to purchase sport bet in Nakuru town. The fact that internet advertising is more informative but less entertaining, advertisers need to understand that the effort of internet advertising should be aimed at reinforcing consumers' choices and ensure that a repeat behavior of choosing betting service is maintained. From the findings, it was shown that repeated internet advertising messages serves as a reminder to the students who bet. This is in synch with the

Print advertising also influenced university campuses Students decisions to purchase sport bet. It was demonstrated that print advertising enables students with detailed information, help in purchasing

process and it appears to be simple. It was evident that Print advertising had ability to create appealing messages which generate emotions, interest, and desire. The fact that advertising reinforces the decisions made by consumers in choosing betting services was evident in print advertising reinforce existing attitude by explaining how betting service is appropriate to potential users.

The study sought to establish whether the outdoor (billboard) advertising had any influence on purchase decision of students. The research findings revealed that there was a positive influence of billboard advertising on consumer purchase decision and it was statistically significant. The researcher therefore reject the null hypothesis, hence concluded that billboard advertising statistically significant influence on University Campuses Students decision to purchase sport bet. The study sought to establish whether radio advertising had any influence on University Campuses Students decision to purchase sport bet in Nakuru Town. The study found that radio advertising significantly influence University Campuses Students decision to purchase sport bet. The researcher therefore concluded that radio advertising significantly influence Students decision to purchase sport bet.

Policy Recommendations

Internet advertising has more power to influence consumer purchase, internet advertising can reach large number of customers, and it is fast, easy, cheap and global and can help people to purchase products and services online. Advertiser should invest well enough in internet advertising by placing more of the adverts in the internet platforms for more consumers to access the information. Television has power to influence consumer, advert which is displayed in TV can be remembered easily and fast because people see and hear the advert. The study recommends that advertisers should use television adverts well by making sure that they have an advertisement on a daily basis and more so frequently. The message should be supported well by visual dramatization so as to gain new customers, create brand loyalty and persuade well.

The study recommends that newspaper advertising should be used because people believe and trust it. Advertisers should consider creativity when designing print advertising. Billboard advertising delivers information affordably and attract potential customer that all in turn enhances the purchase, the study recommends that the message format should be clear and understandable in order to enhance the message recall and have more of the billboards across the country. The corporate authorities of FM radio should think of redesigning the programmes such that they are well received and accepted by a wide range of FM listeners. The radio stations should come up with ways in which they can entice customers by ensuring that they have ways to reward those customers which they continuously engage in betting activities for example giving out bonuses for any bets which the customer make.

Recommendations for further studies

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

continuous advertising of betting services has any negative influence on university campuses students betting behavior.

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