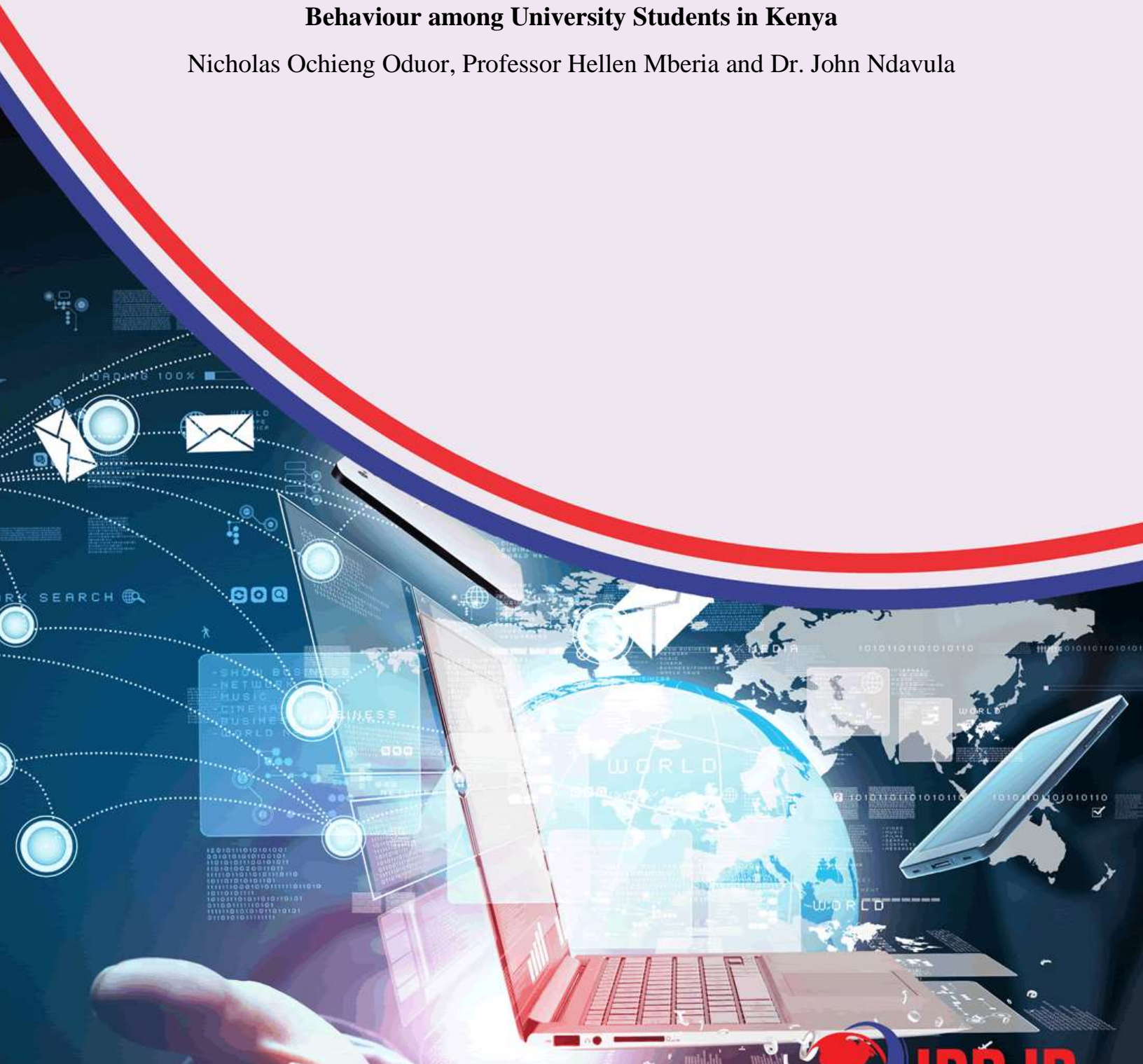


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**Celebrity Endorsement: Television Advertisements and Sports Gambling  
Behaviour among University Students in Kenya**

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**Celebrity Endorsement: Television Advertisements and Sports Gambling Behaviour among University Students in Kenya**



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**Abstract**

**Purpose:** To establish the influence of Television's celebrity endorsement advertisement technique on sports gambling behaviour among the university students in Kenya.

**Methodology:** This study employed mixed method design. In this case, convergent parallel mixed methods design was employed to evaluate the effects of Television's celebrity endorsement advertisements on sports gambling behaviour among the university students in Nairobi County, Kenya. Both quantitative and qualitative data were collected at the same time after which the findings were integrated with an aim of generating overall results. Descriptive survey strategy was also used in the study. The quantitative data was analysed using descriptive and inferential statistics. Diagnostic test was first done to ascertain if the data used were normally distributed. As for this case, the following tests were conducted; skewness and kurtosis, histogram and normality plot curve, Kolmogorov Smirnov and Shapiro Wilk test and Q-Q plot. Other tests included outlier test, collinearity diagnostics, correlation analysis, multicollinearity, autocorrelation, heteroscedasticity/homoscedasticity and linearity test. The relationship between the variables was determined using a regression model.

**Findings:** This study found out that there was a significant relationship between Celebrity endorsement and sports gambling behaviour among the university students in Nairobi County. In summary, technique of celebrity endorsement in television's gambling advertisements had a positive influence in gambling activities among university students in Nairobi County.

**Unique Contribution to Theory, Practice and Policy:** The study was embedded on the theory of planned behaviour. The core assumption of the theory is that there is a connection between beliefs and behaviour. In this case, the intention for a behaviour intent is influenced by three issues namely; assessment of the behaviour, apparent social pressure to perform or ignore a behaviour and the perceived degree of personal privilege concerning the behaviour (Dawkins and Frass, 2005). On its contribution to practice, the study calls on the universities to come up with proper sensitization programs to prevent the students from addictive gambling. The study further recommends that proper policy should be put in place by advertisers to provide clear messages on the dangers associated with addictive sports gambling. The overall findings will help policy makers to formulate policies that will control betting activities in the country.

**Keywords:** *Celebrity Endorsement, Television's Advertisements, University Students, Gambling, Betting, Persuasive.*

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## **INTRODUCTION**

Gambling industry has grown rapidly over the past years. Globally, gambling has become a major bustle among the youths, and for the majority, it serves as an activity with no side effect (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 whose outcome cannot be predicted by relies on chance. It comprises gaming activities such as lotteries, gaming machines, casino games and sports-betting (Rickwood, Blaszczyński, Delfabbro, Dowling & Katharine, 2010).

Gambling is not perceived solely as a social problem but also as a health problem. Hellman, Örnberg & Livingstone (2017) state that gambling guidelines has a variety of forms, and are concerned with diverse kinds of gambling activities and circumstances in that there is a growing need to come up with ways to regulate specific forms of gambling.

Television is arguably the most preferred medium; and, consistently television advertising has been the centre piece of the marketing mix as well (Malthouse, Maslowska & Judy Franks 2018). One of the benefits of television advertising (Akpan, Nda & Nketa, 2015) is that of passing information to a very large audience. Television advertising works well to attract attention of the consumers, create 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).

### **Problem Statement**

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). It is such measures that led to discourses concerning why individuals may experience gambling-related harm which tended to focus on whether fault lies on individual's characteristics like impulsivity, the product that has specific features of gambling activities or the environment which may provide 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.

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 availability of smart phones which has made it easier to access sport betting apps in country. All these have both positive and negative attributes. (Geo-Poll, 2019). Whereas most young men take it as a source of leisure and livelihood, sports betting

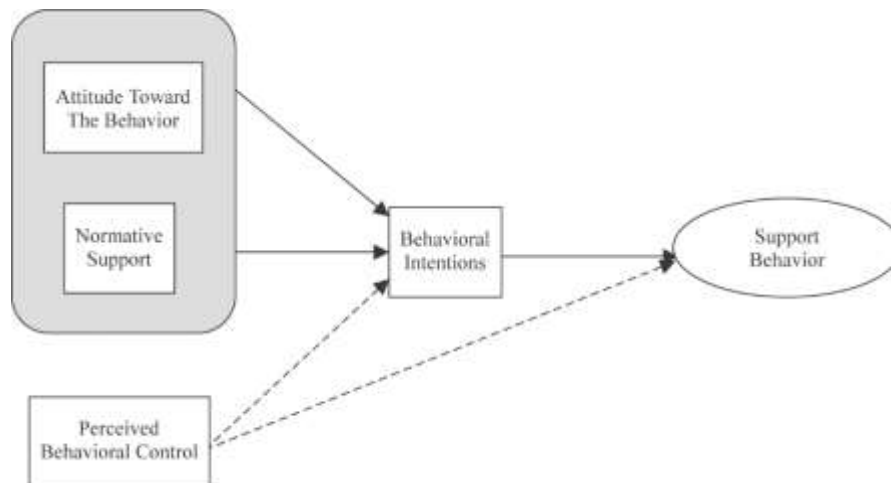
is perceived to be a social problem among the youths in Kenya. An increase in betting activities in Kenya therefore, pose a threat to the young and future generation.

### Theoretical Review

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 apparent degree of personal choice concerning the behaviour namely; perceived behavioural control (Dawkins and Frass, 2005).

The attitude towards a behaviour is concerned with the level to which an individual likes or hates a behaviour. The subjective norm gives the level of individual's perception of how people important to the individual view of that behaviour. Then the perceived behavioural control is that which shows an individual's attitude to reduce challenges 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 power of the intention. Behaviour relation is moderated by actual control over the behaviour (Ajzen, 2011).



*Figure 1: Theory of Planned Behaviour Model*

*Source (Dawkins, Frass, 2005, pg. 3)*

According to the figure above, any change in three elements of the theory may initiate a behavioural change in an individual by influencing behaviour related intentions. Personal attitude, subjective norms and perceived behavioural control serves as a precursor to a planned behaviour's intent (Ajzen, 2021). This theory has thus been used to envisage personal behaviour in different



circumstances such as technology (Cheon et al., 2012), business (Kautonen et al., 2015) and consumer choice (Paul et al., 2016).

### **Celebrity Endorsement**

Celebrity endorsement is one of the most common forms of advertising (Agnihotri, Bhattacharya & Prasad, 2018). The celebrity endorsement process involves a transfer of relations from a celebrity endorser to an endorsed brand (Dwivedi, Johnson & McDonald 2015). Celebrities are regarded as individuals who are famous. They are given these credentials because of the publicity associated with their lives (Tellis, 2004). 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).

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). 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).

### **Effectiveness of Celebrity Endorsement**

Effectiveness of celebrity endorsements that plays a critical role in advertisements depend on the tactics that are adopted by a company or branding strategy (Jaikumar & Sahay, 2015). If the celebrities are knowledgeable, their credibility will possibly be higher, thus positively impacting both purchase intent by the consumers and the market-based performance of a firm (Agnihotri, Bhattacharya & Prasad, 2018). 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). 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). 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 is well recognized and commonly accepted as an attention seeking tool in advertising. It serves as the easiest way to capture the attention of the consumers (Gnanapragash & 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 is not a one-way process. As the celebrities market a firm's product, they also become a brand in themselves (Seno and Lukas, 2007).

The existence of mutual meanings transfer would also imply that celebrity endorsement should be considered as a brand alliance where meanings can be transferred from one individual to the other (Halonen-Knight & Hurmerinta, 2010). In such cases, consumers will only feel mandated to associate themselves with celebrities who have built a brand around their spheres.

### **Studies on Celebrity Endorsement**

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 related with celebrities on the performance of a company. 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.

### **Research Gaps**

Despite numerous studies conducted on sports gambling, there exists a significant gap in knowledge about relationship between celebrity endorsement in television advertisements and sports gambling behaviour among the university students in Nairobi County. There is scarcity of literature on the studies focusing on the relationship between celebrity endorsement and sports gambling behaviour. This study therefore sought to fill the conceptual gap by providing the nature of relationship between celebrity endorsement and sports gambling behaviour among university students in Kenya. A look at the studies on sports gambling activities further shows that these studies were conducted in abroad. The context for such studies could not be applied in Kenya due to factors such as social economic status, income and environment to mention but a few. The study therefore sought to fill this gap by conducting the study among university students in Kenya. Previous studies have either used quantitative or qualitative approach in collecting data. This study employed mixed method approach to come up with results that were rich in information regarding gambling.

Many literatures are highlighting the key indicators of betting among them leisure, social economic status (lack of jobs), peer influence and age. For instance; Gbemi, Bimbo and Ekpenyon (2020) conducted research on the connection between betting and unemployment while Binde (2016) conducted a study on gambling-related embezzlement in the work place. These studies have been conducted with the aim of answering the question "why", namely why do the youths engage in gambling? Some also look at the relationship between gambling and pending. The power of celebrity endorsement in television advertising has therefore been left out in the previous studies.

## METHODOLOGY

This study employed mixed method design. In this case, convergent parallel mixed methods design was employed to evaluate the effects of celebrity endorsement on sports gambling behaviour among university students in Nairobi County, Kenya. Descriptive survey strategy was also used in this study. This study comprised of population from students in 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. This study employed Yamane equation where a sample of 400 respondents was derived from a population of 58,584 students. Non-probability sampling was used in selection of the respondents. In this case the study employed purposive and snowball sampling. The justification for these was because the study was only interested in the respondents what had or were participating in sports gambling. Questionnaires were used to collect both qualitative and quantitative data. In-depth interviews were used to collect qualitative data. The data collected using questionnaires were coded and analysed using statistical package for social sciences (SPSS). The presentation of the data was done in form of tables. The data from in-depth interviews were analysed using content analysis. 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 test internal reliability. The relationship between the variables was determined using correlation and regression analysis. The relationship between the variables was determined using regression model expressed as:

$$Y = \beta_0 + \beta_1 X + e.$$

### Response Rate

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.

**Table 1: Response Rate**

Response Rate	Frequency	Percent
Returned	325	81.25%
Unreturned	75	18.25%
<b>Total</b>	<b>400</b>	<b>100.00%</b>

### Descriptive Statistics

The objective of the study was to examine whether Celebrity endorsement had a significant influence on sports gambling behaviour 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 behaviour 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 in table 2 below.

**Table 2: Celebrity Endorsement and Sports Gambling Behaviour**

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

To establish the level to which Celebrity endorsement on TV advert helps 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 agree or disagree 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 approved or disapproved the fact that television presenters who appear on TV betting adverts made betting appear simple, the findings suggest that 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 favorite 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. There was perceived awareness creation among the respondents. This information sharing about the best teams, football fixture, jack pot winners and subsequently the next draw. Consequently, love for celebrity played a critical role in the choice of betting company, 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. The respondents 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 are the terms used to describe the power of a celebrity in advertisement.

The findings show that celebrity endorsement had an effect on sports gambling behaviour among university students. This find was in line with Jaikumar and Sahay (2015) who 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.

On whether celebrity endorsement on TV adverts increased betting activities 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 in table 3 below.

**Table 3: 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	

Those who supported the statement argued that many university students believed in what celebrities said because they wanted to become like them. Others respondents were of the opinion that celebrities played a motivational role on their betting patterns. Some respondents, however, argued that celebrities provided positive information on betting that led to their winnings.

The huge following on social media stood out as the major reason why celebrities influenced betting activities among university students. Advertisers always looked for celebrities with huge followings to help them pass messages to their target audience. 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. In case an individual wins, they tend to attribute their winning to the celebrity who endorsed the product.

‘Trust’ was another determinant. University students tend to create trust based on what the celebrities say, they become so passionate to an extent of believing in what the celebrities say about betting. 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.

Celebrities are viewed as experts. This is why the respondents believe that sports celebrities have contributed to their expertise in sports betting. The tactics that are adopted by betting companies in advertising make celebrities influence betting patterns as they use catchy phrases that entice 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 some students didn't believe in celebrity endorsements argued that they had tried several times to employ the tips provided by the celebrities but lost the bet. Gnanapragash and Sekar (2013) found out that when a brand is endorsed by a celebrity, consumers are 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.

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. See table 4 below.

**Table 4: 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	

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, those who believe that celebrity who appeared on TV advertisement didn't increase chances of winning 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. A majority referred betting as a game of chance where individual's predictions was based luck, but it was not a guaranteed.

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) 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.

### **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 pervasive 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.

### **Inferential Statistics**

#### **Regression Analysis**

The objective of this study was to determine the influence of Celebrity endorsement on sports gambling behaviour among the university students in Nairobi County. The null hypothesis stated that: Celebrity endorsement on television advertising does not influence sports gambling behaviour among university students in Nairobi County, against the alternative that Celebrity endorsement on television advertisement do influence sports gambling behaviour among the university students in Nairobi County.

By conducting simple linear regression, findings revealed that there was a positive influence of Celebrity endorsement on sports gambling behaviour among the university students in Nairobi County. This is indicated in model summary table below where the strength of the relationship between predictor variable and the response variable was shown using correlation (R) or coefficient of determination R- square. From the table below, the R- square value was 0.134 implying that 13.4% of sports gambling were explained by celebrity endorsement. The Analysis of Variance was further used to illustrate the findings as shown in table 6 below.



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

**Table 5: Model Summary for Regression Analysis for Celebrity Endorsement and Sports Gambling Behaviour**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.366 <sup>a</sup>	.134	.131	.72662	1.137

a. Predictors: (Constant), Celebrity endorsement

b. Dependent Variable: Sports Gambling Behaviour

**Table 6: ANOVA for Celebrity Endorsement**

Model	Sum of Squares	Degree of freedom	Mean Square	F	P-value
Regression	26.415	1	26.415	50.031	.000 <sup>b</sup>
Residual	170.535	323	.528		
Total	196.950	324			

a. Response Variable: Sports Gambling Behaviour

b. Predictors: (Constant), Celebrity endorsement

From the coefficient table 7 below, the t-test was also used to test the relationship between the predictor variable celebrity endorsement and sports gambling behaviour. 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 behaviour 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 behaviour among the university students in Nairobi County changed by 0.348. Based on the descriptive analysis, these results were valid the null hypothesis was thus rejected and the alternative hypothesis be accepted. For this reason, therefore, the conclusion was that celebrity endorsement on television advertisement had a positive influence on sports gambling behaviour 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 as shown in table 7 below.

**Table 7: Coefficients for Celebrity Endorsement (X<sub>1</sub>)**

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

a. Dependent Variable: Sports Gambling Behaviour

### Summary

The purpose of this study was to establish the influence of television's celebrity endorsement advertising technique on sports gambling behaviour among the university students in Kenya. The descriptive findings indicated that celebrities' huge following on social media played a key role in influencing betting activities among university students. In this case the study found out that advertisers always looked for celebrities with huge following to help them pass messages to their target audience. Many respondents in addition had developed a virtual relationship in form of trust where they believed in everything the celebrities said in relation to betting.

Further, a linear test was conducted between celebrity endorsement and sports gambling behaviour. The test indicated that the variables sports gambling behaviour and celebrity endorsement had a positive relationship. This had a correlation coefficient value of 0.366\*\* which suggested that there was a linear positive relationship between Celebrity endorsement and Sports Gambling. This implied that an increase in Celebrity endorsement led to a linear increase in sports gambling among university students. Results from a simple linear regression revealed that there was a positive influence of celebrity endorsement on sports gambling behaviour among the university students in Nairobi County.

### Conclusion

The following conclusion was drawn from the study findings. The study concluded that celebrity endorsement influenced sports gambling behaviour among the university students in Nairobi County.

### Recommendations

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

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**The government:**

Proper legislation and policies must be put in place to govern betting activities among the university students.

**The Universities**

Proper sensitisation programs should be made available in the universities to prevent the students from addictive sports betting.

**Advertising Agencies**

Advertisements related to betting activities should provide clear messages on the dangers associated with addictive sports betting.

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