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**Internet Advertising: Investigating Attitudinal differences of  
University students in Kenya**

**presented by**

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# Introduction – Background Information

- Advertising is evolving today from traditional advertising to digital advertising as a result of technological advancements creating expansion in the use and penetration of the internet as a marketing medium.
- Estimates place the number of internet users globally at 2.9 billion as of July 2014 accounting for 40% internet penetration worldwide (ITU, 2014).
  - 1993 Users – 14.2m, accounting for 0.3%
  - 2000 Users – 413.4m, accounting for 6.7%
  - 2010 Users – 2.0b, accounting for 29.4%
  - 2014 Users – 2.9b, accounting for 40.0%
- Regionally, Asia leads the world at 48.4%, followed by Americas (North & South) at 21.8%, Europe at 19%, Africa at 9.8% and Oceania at 0.9% (ITU, 2014)
- The rise in internet usage and penetration in Kenya has been quite sharp, making the country the 4<sup>th</sup> in Africa behind Nigeria, Egypt and South Africa and position 33 in the world (ITU, 2014). The number of internet users in Kenya stood at 21.2m by December 2013 (CCK, 2014)

# Introduction – Background Information

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- Global indications show that the internet has tended to be frequented by young people (PEW, 2014). Research by Synovate Group (2010) on internet usage trends in Kenya showed internet usage to be higher in the 18 – 24 year olds.
- Globally, spending on internet advertising has also been on the rise. Estimates project spending on internet advertising to reach US\$204.01 billion by 2018. Projecting a 67% growth (i.e. between 2014 – 2018).(eMarketer, March, 2014)
- The level of internet advertising expenditure in Kenya has too been on the rise (Kinyanjui, 2010). Of the 3.2 billion adverts served across Africa by the end of the third quarter of 2011 seven countries drew traffic in excess of 100 million adverts and three countries South Africa, Nigeria and Kenya saw more than half a billion adverts served (bizcommunity, 2011). Indeed (PWC, 2014), offers that the total entertainment and media expenditure growth rates in Kenya are one of the fastest in the world and likely to exceed US\$3 billion by 2017.

# Statement of the Problem

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Internet usage and advertising in Kenya has been on the rise (Synovate, 2010). The high penetration rate, improved infrastructure, faster internet speeds along with a drop in prices for internet services has raised the volume of internet users thereby prompting interest in the growing amount of businesses in the e-commerce sector (Kenya ICT Board, 2010; Synovate, 2010, CCK, 2012) with indications of increased spending on internet advertising (Kinyanjui, 2010). Despite this unprecedented growth, little empirical research has been undertaken to explore attitude towards internet advertising in Kenya. Most studies undertaken in this area have been in other contexts (Guoqing et al., 2006; Okazaki, 2007; Jieun et al. 2010; Lori et al., 2003 & Wolin, et al., 2003) making it difficult to draw inferences on the Kenyan consumer. This study therefore sought to address this gap by investigating attitudinal differences due to gender towards internet advertising of university students in Kenya.

# Research Objective & Study Hypothesis

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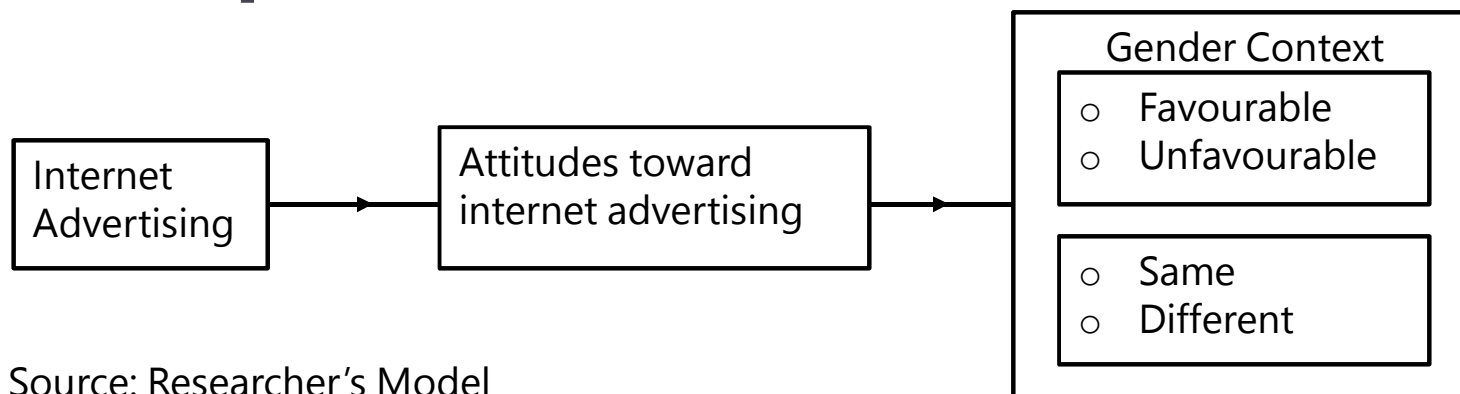
## Objective:

To determine gender differences on attitude towards internet advertising of university students in Kenya

## Hypothesis:

There is no significant difference in attitude towards internet advertising between male and female university students in Kenya.

## Conceptual Model



Source: Researcher's Model

# Research Design & Methodology

<b>Item</b>	<b>Approach</b>
<b>Research Design</b>	A cross sectional study design adopted (Hultink et. al., 2000; Wieseke, et. al., 2008).
<b>The population</b>	Target population composed of all students in Kenyan universities estimated at 153,591 (CHE, 2012).
<b>Sample Design</b>	Krejcie et. al., (1970) approach on determination of sample size used. Proportional sampling and thereafter random sampling applied to pick 383 respondents.
<b>Data collection Instrument</b>	Closed ended survey questionnaire used to collect primary data. Study variables measured on a 5-point likert scale (i.e. 1=Strongly Disagree to 5=Strongly Agree).
<b>Reliability Test</b>	Cronbach's alpha coefficient value of 0.7 considered as the minimum acceptable threshold (Hair et al., 2006). Overall Cronbach alpha reliability coefficient found to be 0.727.

# Data Analysis & Findings

## Attitude towards Internet advertising

The lowly scored item was "I like Internet advertising because it never offends me" with a mean response score of 3.02 for female and 2.98 for male. Male respondents highly rated "Internet advertising is a convenient source of product information" with a mean response score of 4.05. Female respondents highly rated "I like Internet advertising because it helps me find the best products and services" with a mean response score of 3.81.

Attitude Scale Item	Gender	Mean
Internet advertising is a convenient source of product information	Female	3.61
	Male	4.05
Internet advertising is a good source of up to date information	Female	3.71
	Male	3.94
I prefer internet advertising because it allows me to enjoy the best deal out of the competing products and services advertised	Female	3.57
	Male	3.61
I like internet advertising because it doesn't waste my time	Female	3.51
	Male	3.36
I like internet advertising because it provides a true picture of products and services advertised	Female	3.36
	Male	3.21
I like internet advertising because it plays an important part in my buying decisions	Female	3.30
	Male	3.22
I like internet advertising because it never offends me	Female	3.02
	Male	2.98
I like internet advertising because it helps me find the best products and services	Female	3.81
	Male	4.00
Grand Mean	Female	3.49
	Male	3.55

# Data Analysis & Findings

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## **Attitude towards Internet advertising**

Generally, respondents viewed their context on attitude towards Internet advertising as being positive/favourable with female and male having an overall mean response score of 3.49 and 3.55 respectively.

## **Results of the t – Test:**

Levene's test for equality of variances was significant i.e.  $p < 0.05 = 0.001$ . This violated the homogeneity of variance assumption. The equal variance not assumed was therefore considered in testing the null hypothesis. The result was insignificant with  $t(251.825) = 0.423$ ,  $p\text{-value} > 0.05 = 0.673$ . The null hypothesis was therefore not rejected.



# Conclusion

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- Favorable attitude towards internet advertising
- No significant attitudinal differences towards internet advertising between male and female university students.

# Research Implications

- **Theoretically:** Expansion of the body of knowledge in internet marketing.
- **Managerial practice:** No need for segmentation. Similar promotional strategies can be applied.
- **Internet advertising developers:** Serve as guidelines for developing internet advertisements.

# Recommendations

- Other sample frames should be considered given that the use of student subjects may limit the generalizability of the findings.
- Over time consumer attitudes towards internet advertising is likely to change. A longitudinal approach could be undertaken to determine whether findings from this research still hold.

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**Thank You**