The Role of Advertisements in Behavior Change: A Case of Condom Uptake among Daystar University and University of Nairobi Students

by

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08-0580

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THE ROLE OF ADVERTISEMENTS IN BEHAVIOR CHANGE: A CASE OF CONDOM UPTAKE AMONG DAYSTAR UNIVERSITY AND UNIVERSITY OF NAIROBI STUDENTS

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In accordance with Daystar University policies, this thesis proposal is accepted in partial fulfillment of requirements for the Master of Arts degree.

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I declare that this thesis proposal is my original work and has not been submitted to any
other college or university for academic credit.

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It has taken me a long time to arrive at the finish line. I would never have been able to finish my dissertation without the Grace and renewed strength from God, who started me on this journey, and has surely seen me through to the end. All praise be to the most able God!

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LIST OF ABBREVIATIONS AND ACRONYMS

AIDS – Acquired Immune Deficiency Syndrome

AWCFS – African Woman & Child Feature Service

CDC – Center for Disease Control

GOK – Government of Kenya

HIV – Human Immunodeficiency Virus

IPC – Interpersonal Communication

IUD – Inter Uterine Device

KAIS – Kenya Aids Indicator Survey

KDHS - Kenya Demographic and Health Survey

MOH – Ministry of Health

PSA – Public Service Announcement

SCT – Social Cognitive Theory

STD – Sexually Transmitted Diseases

STI – Sexually Transmitted Infections

UoN – University of Nairobi

VCT – Voluntary Counseling and Testing

ABSTRACT

The fight against HIV/AIDS has relied heavily on education programmes with the aim of reducing misinformation and dissemination of correct information. Despite all these efforts, the spread of new infections still remained high especially among the youth aged 17-25 years old, who made up 43% of Kenya's population. Advertising has been seen to have impact and induce behaviour change; the purpose of this study therefore is to test the effects of advertising of condoms on university going students aged 18-25 from Daystar University and University of Nairobi. The objectives guiding the study were to determine the advertisement methods adopted in advertising condom use to the students, to determine the influence of advertisements in use of condoms among the students and to determine the influences of advertisements in changing condom use behavior among the students. The data was collected via 308 questionnaires distributed between the two schools and assessment was done using SPSS V20, which assessed the data according to schools, gender, relationship status and religion. The findings were that the internet and TV were the most popular points of interaction with the adverts, that the adverts had influence on the youth, that the respondents had a positive attitude towards condoms, and that motivation and intentions to use condoms was high. The research concluded that advertising has influence in use of condoms among the students by spreading the knowledge of safe sex practices. The study recommends that the adverts stress the effectiveness of condoms and conditions in which it can be used.

DEDICATION

I dedicate this thesis as a sign of my deepest gratitude to my parents, the late Capt. Francis Mbatia Wamwea and Mrs. Terry Wamwea, for allowing and enabling me to believe that I can literally become anything I wanted. To my dear mother, for carrying on this vision, and always encouraging me to finish what I started no matter the circumstance. To my dear husband, Byron Otieno, who lovingly persevered the endless rants, and picked me up when I wanted to give up. My brother Robert Wamwea and sister Annik Muthoni, for cheering me on. To my two lovely sons, who provided timely distraction and comic relief. To all my friends who I cannot name individually, thank you for the reminders that it can all be done!

CHAPTER ONE

INTRODUCTION AND BACKGROUND TO THE STUDY

Introduction

The fight against HIV and AIDS has been an ongoing process. Kenya has suffered the loss of lives but has over the years mounted vigorous campaigns in an effort to educate the public and reduce the numbers of those freshly infected by HIV especially among the youth. This study covers the relevance of using advertising as a means to fight HIV and AIDS. The chapter covers the background of the campaigns against HIV and AIDS in Kenya, states the problem being investigated, explores the purpose, objectives, significance as well as the scope of the study.

Background to the Study

The Government of Kenya over the years increased its funding for HIV programmes seven fold, even in the face of donors capping their contribution towards this effort as cited in the Kenya AIDS Epidemic update (NACC & NASCOP, 2011). NACC and NASCOP (2011) reported the first ever comprehensive update of the HIV and AIDS epidemic in Kenya, summarizing progress achieved for the last decade. The GOK resolved to mobilize funding via domestic support with domestic HIV outlays nearly doubling between 2006–2007 and 2008–2009 (NACC & NASCOP, 2011). The fight against AIDS has relied heavily on educational programmes to disseminate information and reduce misinformation.

Initial public AIDS awareness campaigns relied upon the assumption that correct information on transmission and prevention of HIV infection would lead to behavioural change (AWCFS, 2009). An advertisement programme which marked the

beginning of condom promotions was implemented in 1999 on media such as TV and radio; messages promoting condom use were aired, while print media carried advertisements for condom use in national newspapers. In relation to the effort to eradicate HIV using media, this study assessed the role of advertisements on behaviour change, focusing on a case of condom uptake among Daystar University and University of Nairobi students.

Most initial HIV prevention programs included condom advertisement and free distribution as part of a comprehensive HIV prevention package. Condom advertisement, which may well be the most developed of public health communication approaches, aimed to remove the barriers to condom use by using commercial marketing techniques such as advertising and packaging to make the product accessible, affordable and attractive to all types of people. This effort saw condom use more than double from the late 1990's (NACC & NASCOP, 2011).

Condom promotion in Kenya aimed to remove barriers to condom use by using commercial marketing techniques such as advertising and packaging to make the product accessible, affordable and attractive to all types of people. Condom advertisement was one of the primary programmatic responses to have led to increase in condom use in combating the spread of HIV in Kenya particularly among the youth. The Kenyan government spent millions of shillings advertising condoms to various communities. This was supposed to encourage safe sex and also help in the fight against HIV and AIDS. The advertising campaign was credited with the decline in HIV infection rate from 10 percent in the late 1990s, to fewer than seven percent in more recent statistics (NACC & NASCOP, 2011).

The youth, who belong to the mean age of sexual debut which, according to the

Kenya Demographic and Health Survey was15 years of age (KNBS & ICF, 2010), were a significant demographic in the campaign. Therefore the sexual behavior of adolescents and youth played a major role in the fight against the AIDS epidemic. Young people made up a large and growing proportion of the population in Kenya, and sexual behavior formed during adolescence was likely to manifest into adulthood. Advertising of condoms was assumed to enlighten the youth on the importance of using condoms for safe sex. The role of advertisements on behavior change, whose focus was on condom uptake by the youth, who were students at Daystar University and University of Nairobi, was empirically investigated. The study sought to ascertain whether condom advertisement were effective in influencing behavior changes on use of condoms toward safe sex among these university students. It was against this background that the study sought to establish the role of advertisements in behavior change, specifically in increasing condom uptake, and focusing on Daystar University and University of Nairobi.

Indicators of positive change in behavior as a result of advertising campaigns do not remove the risks. In the United States, for example, research conducted by the Centre for Disease Control and Prevention (CDC, 2013) estimated that 1,144,500 persons aged 13 years and older were living with HIV infection, including 180,900 (15.8%) who were unaware of their infection. The report stated that over the past decade, the number of people living with HIV had increased, while the annual number of new HIV infections remained relatively stable. The CDC (2012) report further cited that the rate of HIV incidence (new infections) remained stable in recent years, at about 50,000 new HIV infections per year. Overall, the HIV diagnoses were estimated to be at 1,155,792 in the United States. Finally, more than 35 million people now live with

HIV/AIDS, 3.3 million of them under the age of 15 (amfAR, 2013).

A study by Richardson (2008) conducted on 147 Illinois Wesleyan students tested the effectiveness of using social ties in advertising condoms (social ties defined as self-focused condom advertisement, relationship-focused condom advertisement and friendship-focused condom advertisement) revealed better reception among youth when the message bore social cues . For example, when condom manufacturers infused "sex for fun" undertones into their advertisements to appeal to the aspect of sexual pleasure, the result was a direct change in behavior that reflected an increased uptake in condoms among the youth.

Still, Richardson's research on the Illinois Wesleyan students posited that less than one third of college students use safe sex methods, least of all condoms, irrespective of the fact that STI infection rates and prevalence were very high. The most popularly used method was birth control pills including Intrauterine Devices (IUDs), where the students had multiple sexual partners.

Advertisements, PSAs, and voluntary counselling were used to motivate people to adopt safe sex practices, especially the use of condoms. However, advertising by itself was proven to be less successful at increasing behavioural skills related to condom use; given that most behavioural skills training involved peer or expert face-to-face, interactive demonstrations regarding how to use condoms or how to discuss condom use with a potential partner (Givewell, 2009). This report showed that advertising was a powerful tool used to motivate and therefore increase factors associated with condom use. This study ergo sought to establish the role of advertising toward behavioural change on condom use among Daystar University and University of Nairobi students.

Advertising – A means of Communication

Advertising is the non-personal communication of information about products, services or ideas – usually paid for and usually persuasive in nature – by identified sponsors using the various media (Taflinger, 1996). In Kenya, the demand for condoms increased due to advertisement. The increase hit more than 200,000,000 pieces a year, where approximately 20 million condoms every month translated to about 670,000 daily according to the Kenya National AIDS Spending Assessment for 2011. Kenya spent Kshs. 21.81 billion (US$307.69 million) on HIV and AIDS response in 2006/07, which included advertisement costs. This increased to Kshs. 23.86 billion (US$ 361.86 million) in 2009/10, representing a growth of 18% (KNASA, 2011). Given that donor funding was facing a downturn; the Government of Kenya took steps to increase domestic support for HIV programmes, with domestic HIV outlays nearly doubling between 2006–2007 and 2008–2009 (NACC & NASCOP, 2011).

Advertising was defined as delivering controlled messages to many people simultaneously, and at the lowest cost per message available (Longman, 1971). To deliver those messages, advertisers use tools that can help them reach multitudes at a low cost per unit. Those tools are usually television, cinema, radio, Internet, newspapers and magazines. For this study, we investigated whether the use of advertising to communicate about condoms had any effect on the chosen target audience. Also, if the effect on the audience moved them towards any behavior change, positive or otherwise.

Another example of the increasingly innovative ways in which condoms were marketed was seen in Nairobi's "club scene." Capital FM and Durex condoms hosted

a theme night along the very popular but banned movie Fifty Shades of Grey. The Station made it that entry fee was a packet of Durex condoms, any of the many varieties Durex had. Further to that, the presenters talked up the tag line "50 Shades of play", insinuating that everyone planning to attend need the condoms. The DJs also announced that they were available to "experiment" but if you did not have your packet of condoms, you did not qualify to play.

Statement of the Problem

Despite calls for abstinence and faithfulness to one partner as a method of containing HIV-AIDS infection (Ouko, 2013), the reality as reported in the Kenya Population and Housing Census was that sexual transmission was the primary driver of the spread of the virus (Kenya National Bureau of Statistics, 2010). Worse still, the rate of new infections of HIV/AIDS remained high among the youth aged 18-25 despite widespread knowledge of HIV/AIDS. The alternative to be explored was the advertisement of safer sex practices to influence behavioral change; an example being the "weka condom mpangoni" advertisements. What we did not know, was if the advertisements influenced their audience to use condoms and engage in "safer sex". This research investigated the role that advertisements played, and how this role, if effective, could be utilized to induce a healthy behavioral change among the youth, more so university- going students, by way of condom uptake.

Purpose of the Study

This study aimed to test the effects of advertising of condoms on university going students aged 18-25 from Daystar University and the University of Nairobi.

Objectives of the Study

The study was guided by the following specific objectives.

i. To determine the advertisement methods adopted in advertising condom use to the students.

ii. To determine the influence of advertisements in use of condoms among the students.

iii. To determine the influences of advertisements in changing condom use behavior among the students.

Research Questions

i. What were the advertisement methods adopted by condom manufacturers in advertising condom use among the students?

ii. How did advertisements influence the use of condoms among students?

iii. What were the influences of advertisements in changing condom use behavior among the students?

Justification of the Study

Efforts were made both by government and non-governmental institutions towards increasing awareness of how HIV-AIDS spread, and how people can change their sexual behavior in order to protect themselves against infection. Research by the National AIDS Control Council (NACC) and National AIDS and STI Control Program (NASCOP), revealed that as of December 2011, 1.6 million people in Kenya were living with HIV (NACC & NASCOP, 2011). A report by the World Bank (2010)

showed that 43% of Kenya's population was under 15 years of age, which demonstrated a substantial youth component. Data obtained from the Kenya National Bureau of Statistics (2010) revealed the prevalence of HIV infections among people between 15 and 49 years, and that HIV prevalence among women (8.0%) was nearly twice that among men (4.3%).

Given that adolescents, who were exploring and experimenting with their sexuality, comprised 43% of Kenya's population, it was important for scholarship on sexual behavior change be focused on this age bracket, which contributed significantly to the employable population and with whom the future of Kenya is vested. Media messages, such as advertisements, need to be focused on this age group, and it is the effectiveness of these advertisements that will bring about behavior change. Advertisements are as much a source of information as newspapers or the news. It is not uncommon to find people discussing the contents of an advertisement, and going as far as dissecting its content and meaning. It was therefore the purpose of this research to find out the effects of advertisements on its audiences, and to what extent advertisements influenced audiences to change their sexual behavior. This study created a link between the social ties and effective communication through the use of advertising as a "creative" avenue to effectively induce safer sexual practices, more so the use of condoms.

Significance of the Study

The study aimed to enable an appreciation of the role of advertising in awareness and behavior change, particularly on the use of condoms. The study findings would be significant to stakeholders such as the Ministry of Health, who carry the mandate to do continuous research on ways to prevent and counter the HIV/ AIDS scourge.

University management and other higher learning institutions stand to benefit from understanding the social cycles and patterns of their students, and what measures can be taken to safeguard and work best with individual HIV status.

The study findings will be significant to the government as policy makers, as it would provide insight on the effectiveness of advertisements in changing youth/ university students' behavior, especially in relation to the use of condoms to prevent the spread of HIV/AIDS. Policy makers in government would gain knowledge on the role of advertisements in promoting condoms among the university students in the country. It may encourage the policy makers to enhance condom advertisement programs in an effort to curb the spread of HIV/AIDS.

The findings of this study could also be useful to research organizations and scholars interested in the area of sexual behavior among adolescents and the youth, and the publicity required to change high-risk practices.

Assumptions of the Study

1. That the students were honest in their responses.
2. At least some of the target population (Daystar Students and University of Nairobi) were sexually active.
3. At least some of the target population (Daystar Students and University of Nairobi) do use condoms.

Scope of the Study

The study sought to investigate the role of advertisements in behavior change, focusing on condom uptake among Daystar University and University of Nairobi

students. The research focused on students attending the university's Nairobi campus for Daystar University, and those attending the main campus at the University of Nairobi. Both universities were selected because they comprised of students who fell within the vulnerable I8-25 years age bracket. Moreover, findings by the Kenya National Bureau of Statistics and ICF Macro (KNBS & ICF, 2010) revealed that university students were knowledgeable in matters regarding HIV/AIDS. Consequently they were likely to take necessary measures to protect themselves against the risk of HIV/AIDS infection. The choice of university students was founded on the fact that more condoms were supplied to the universities at a higher rate compared to others (KNBS, 2010). The study mainly focused on application of the advertisement as a mode of impacting the use of condoms among the students. The study placed advertisement as one of the options considered under the prevention measures to reduce the spread of HIV/AIDS.

Limitations and Delimitations of the Study

Issues of sexual health and birth control were considered to be very much in the private domain, and difficult to discuss openly. In Kenya, even among adolescents, researchers found some resistance in discussing these and sex related issues. A study done on Kenya Adolescent Reproductive Health, for instance, found that adolescent sexual reproductive health remained a contentious issue among some communities, and some cultural and religious practices were barriers for implementation (Kenya Adolescent Reproductive Health and Development Policy Implementation Assessment Report, 2013). Some of the respondents were therefore unwilling to disclose sensitive information on personal lifestyle, especially on matters which they termed as sensitive.

The researcher therefore explained the importance of the study on the larger scale which would provide information to Health ministries, but also allow the respondents to take a personal self-assessment in terms of safe sexual practices. The researcher also conducted the research in private areas within the campuses to allow for the respondents to respond honestly and to take as much time as they needed.

Definition of Terms

Advertising – Koekemoer (2004) defined advertising as a means of making known what we want to sell or want to buy, a means of informing existing and potential customers about a product, its special features and benefits, and a means of persuading them to buy the product. More generally, the purpose of advertising is to induce potential customers to respond favorably to the offerings of a firm. In this research, advertising refers to any communication conveyed by the media, including Public Service Announcements about condoms.

Behavior change – A basic definition of behavior change, includes a broad range of activities and approaches which focus on the individual, community, and environmental influences on behavior (The free dictionary, 2014). The Psychology dictionary (2014) defines behavior change as any modification in behavior (mainly human) in public health. The change may happen spontaneously and involuntarily without any intervention, or it may be systematic and motivated as prompted by conditioning. Whatever the transformation, it decidedly affects your overall function as an individual. In this research behavior change refers to a change in sexual behavior to a less risk averse practice due to influence from advertisements.

Youth – The United Nations (2008) have defined the youth as a period of transition

from the dependence of childhood to adulthood's independence. Yet, age is the easiest way to define this group, particularly in relation to education and employment, because 'youth' is often referred to a person between the ages of leaving compulsory education, and finding their first job. In this research, the youth were defined as university going persons aged between 18-25.

Summary

This chapter highlighted the concept of advertisements and how they influence behavior changes. The chapter has also identified the research problem. The research objectives and questions as well as rationale, scope and limitations of the study were also stated. The next chapter discusses literature, theories, and conceptual framework related to the concept of advertisement and its effectiveness in bringing about behavior changes.

CHAPTER TWO

LITERATURE REVIEW

Introduction

This chapter reviews studies, publications, and research findings related to the role of advertising in communication. The chapter consists of a discussion of the influence of communication on youth perception of HIV/AIDS, risk awareness, knowledge, and sexual behavior concepts.

Theoretical Framework

Health advice programs have a strong theoretical background in models of behavioral change, like the Health belief model, the AIDS risk reduction model, the theory about stages of change, or the theory of reasoned action. But these theories do not entirely explain why some populations have a higher prevalence of HIV infection than others, because they do not consider the influence of contextual factors like governmental policy, socioeconomic development, or culture (Lauby & Bond, 2006). The researcher explores critical social theory as a way of examining the dynamics.

Social Theory

Social cognitive theory (SCT) refers to a psychological model of behavior that emerged primarily from the work of Albert Bandura (1977, 1986). Initially developed with an emphasis on the acquisition of social behaviors, SCT continues to emphasize that learning occurs in a social context, and that much of what is learned is gained through observation. According to Denler, Wolters and Benzon (2014), SCT has been applied broadly to such diverse areas of human functioning

as career choice, organizational behavior, athletics, and mental and physical health. SCT also has been applied extensively by those interested in understanding classroom motivation, learning, and achievement (Pajares, 1996; Schunk & Zimmerman, 1994, 1998).

McGuire (2000) opined that as a theory of behavior, social cognitive theory has achieved the highest standards of utility, in that it can predict behavior, it can explain behavior, and most importantly, it can be used to help correct dysfunctional behaviors. A significant concept of social cognitive theory is self-efficacy. This reflected some observed differences between individuals in the extent to which they made controlling responses towards their environments. McGuire noted that the tendency to do so was observed to be a component of a general set of self-referring statements people made regarding their relative ability to exert such control. Advertisements influenced behaviour change among the target group in the society, in a familiar language that is culturally acceptable and disseminated.

According to Glanz, Rimer, and Lewis (2002), the appropriate setting for advertisements enhanced the transmission of information initiatives. Group - specific agenda using different channels such as radio, and television, were effective in influencing people's behaviour change. For advertisements to be effective on the target group, their designers needed to understand how communication was done in the target community. The extent to which this understanding was achieved influenced and maintained a sustained change of behaviour in the target population.

This research therefore worked with the guidance of the social cognitive theory, as it provided indicators that helped measure outcomes within this research.

General Literature Review

Change in sexual behavior is a key objective in the fight against AIDS in sub-Saharan Africa. HIV/AIDS prevention programs promote postponement of the first sexual intercourse encounter, encourage sexual fidelity, and the use of male or female condoms as appropriate ways to avoid HIV infection (Solberg, 2000). According to the Kenya Demographic and Health Survey undertaken by the Kenya National Bureau of Statistics in 2009, on average, 12 percent of women aged between 20 – 49 had their first sexual encounter before the age of 15. Men had an earlier sexual debut than women, with 19 percent of men age 20-49 having had sex before age 15. Almost one in four men under age 24 had their first sex before age 15 (KNBS, 2010).

Prevention of infection of the HIV/AIDS virus required people to exercise influence over their own behavior and their social environment. Societal efforts designed to control the spread of HIV/AIDS have centered mainly on informing the public how the human immunodeficiency virus (HIV) is transmitted and how to safeguard against such infection. It is widely assumed that if people are adequately informed about the HIV/AIDS threat they will take appropriate self-protective action (Akwara, Madise, & Hinde, 2003). Heightened awareness and knowledge of health risks are important preconditions for self-directed change. Unfortunately, information alone does not necessarily exert much influence on refractory health-impairing habits. To achieve self-directed change, people need to be given not only reasons to alter risky habits but also the behavioral means, resources, and social support to do so (Maswanya, 2009).

Advertisements may use a variety of communication strategies to try to change the

behavior of the target populations, including strategies that attempt to change the context in which people are making decisions, those aimed directly at the populations, and those aimed at people who may have influence with the target population (Solberg, 2000). Advertising ties in with community organizations which help in achieving behavioral changes of individuals by imparting knowledge regarding issues in the society. Stafford and Stafford (2003) contend that adverts present pertinent issues in the society to the public.

Graham and Kingsley (2005) suggest that advertisements influenced knowledge of safe-sex, where advertisements were indicated to be educative to the people and especially the youth. Gakahu (2005) also noted that young people were aware of their risk in having unprotected sexual intercourse through the adverts and they took up risk reduction behaviour such as use of condoms. Advertisement is a catalyst for HIV prevention messages: studies by Lauby and Bond (2006) and Bandura (2001) held that the effectiveness of communication systems in changing people's sexual behaviour has been achieved by preventative messaging through adverts. As such, this reinforces the relevance and testability of this topic, on respondents that are most vulnerable at their present age sets.

Many behavioural intervention advertisement programmes which aim to get adolescents to recognize their own vulnerability to infection rely on the adolescent's accurate perceptions of risk (Bandura, 2001). Given the vulnerability of young people to HIV, communication through media is necessary. Advertisements should be run on television, and in newspapers and magazines, as well as alternative media programming (social media). Policy relevance should be used to better understand the relationship between advertisement and behaviour change among the youth in

order to help young people protect themselves from negative outcomes (Chaplin, 2000). In Kenya, all media are widely accessible, and the use of the internet, although dependant on one's affluence, is growing in popularity.

Advertising Communication and HIV/AIDS Awareness

Countries of the world have been responding to the challenges of HIV/AIDS through advertising by creating awareness campaigns to sensitize their nationals on meaning, mode of spread as well as prevention of the infection. The adverts have played a pivotal role in the fight against HIV/AIDS. It is often said the media are a vital tool in the world's fight against the virus (UNAIDS, 2004). Launched in 2004 by former UN Secretary General Kofi Annan, in coordination with the Kaiser Family Foundation and UNAIDS, the Global Media AIDS Initiative (GMAI) mobilizes leading media companies around the world to leverage their vast resources to address AIDS. Through large-scale national and regional coalitions of media—a network that includes hundreds of media companies around the world, including Africa, the Caribbean, Eastern Europe, Latin America and India—the GMAI leverages the communication power of mass media to get out information about HIV and challenge stigma related to the disease. Therefore many media organizations are rising to the challenge by promoting awareness of HIV/AIDS, and educating the general public on its control.

The strength of advertising in influencing people's perception as well as making society change their behavior may be an essential tool for fighting medical and social problems such as HIV/AIDS. In other words, media could be used to successfully advocate for behavioral and attitudinal change. It could also be a medium of addressing people living with HIV/AIDS in order to prevent

stigmatization as well as discrimination against the infected and affected persons. It is in this direction that Wellings and Macdowall (2000) affirm that the strength of mass media lies in helping put issues on the public agenda, in reinforcing local efforts, in raising consciousness about issues and in conveying simple information.

Similarly, the development media theory advocates that media could be used to facilitate the process of socioeconomic development of a country (Baran & Davis, 1995). The theory further holds that by supporting development efforts, the media could be an aid to society at large. In other words, media particularly broadcast media could and should be used to rally people to adopt secured behavior (Chaplin, 2000). Media particularly the television medium can help prioritize societal issues. The advertisement medium has powerful influence on people's perception. Perhaps, this is because of its audio-visual quality. The medium is unarguably one of the most important means of communication on planet earth, as it brings pictures and sounds from around the world into millions of homes daily (Cleland, 2005).

Advertising in the Information Age

Knowledge alone is not enough to change behavior. As a result, knowledge must be combined with a decision in order to produce behavior (Morgan, 2002). In his book, Morgan discusses systematic approaches to risk communicators and technical experts who intend to serve the public by providing information about risks. Morgan uses risk and decision analysis to identify the most relevant information while using psychology and communication theories to make sure the messages are understood.

Advertisements play a role in promotion of correct information about infection

mechanisms, including information about possible ways of protecting against it. Condom use, reduced number of sexual partners, abstinence, and sterilized injections are often provided by health centers, or by specific programs aimed at enforcing the adoption of preventive behavior.

Advertising within Social Environments

Individual behavior, as well as individual knowledge, is likely to be subject to social environment influences, as long as advert interaction allows information exchange, and facilitates common evaluation and definition of the information meaning and of its validity. Advertisement is a tool for creating awareness for HIV/AIDS related services. The collaborative efforts of all modes of adverts in association with NGOs, state organizations, and service providers have brought to the limelight the availability and source of services like counseling, testing and condom provisions, treatment and social care. The broadcasters and print media have a specific role to play as their efforts have tremendous recall value. For instance, the Kaiser Family Foundation, in partnership with media companies, have promoted dedicated toll free hotlines and have launched web-sites for educating people about HIV/AIDS (Kaiser Family Foundation, 2011).

L'Engle, Brown, and Kristin (2006) conducted a study which compared influences from the mass media (television, music, movies, magazines) on adolescents' sexual intentions and behaviors to other socialization contexts, including family, religion, school, and peers. Having sampled 1011 Black and White adolescents from 14 middle schools in the Southeastern United States, they found that media influences also demonstrated significant associations with intentions and behaviors after all other factors were considered. All contextual factors, including media, explained

54% of the variance in sexual intentions and 21–33% of the variance in sexual behaviors.

The conclusion from L'Engle, Brown and Kristin is youth who are exposed to more sexual content in the media, and who perceive greater support from the media for teen sexual behavior, report greater intentions to engage in sexual intercourse and more sexual activity. This therefore informs that Mass media are an important context for the youth's sexual socialization.

Success Story

The use of advertisements to package behavior influencing messages around health issues can gain more ground in connecting with the target audience, as opposed to adopting the preaching kind of communication. According to the continuous promotion campaigns by the condom manufacturer Durex, who as a brand has been effective in packaging of their messages in a non-condescending manner. They have adopted a more playful messaging tactic that not only attracts attention, but encourages sexually active people to use a condom. Durex used their target audience's language, to relate with them. In this way they do not sound like preachers. They come across as softer and more "playful". The "love Sex" or "no glove no love" approach has created talk and attention in the industry, and their website also gives a lot of tips on not just how to use a condom, but also reasons on how to encourage an unwilling partner to use one (Durex, 2013).

Advertisements emphasize on information that is new to the target group and essential for behavior change. Durex is very proficient in this regard, a visit to their website gives users a chance to learn more about sex, and all the messaging is

geared around the use of a condom and how to get more out of it (Durex, 2013). Durex is a prime example on how customizing the messaging for the target audience gets the message home and has people interact with the material at a more personal level. According to a website ranking tool, Alexa rank (Alexa, 2013), there is in excess of 16 million hits on the Durex website, with 31 unique visitors, meaning that there is a real interest in the use of condoms and availability of information should be made handy and accessible.

Tenkorang and Rajulton (2009) while studying AIDS risk perception among the youth in Cape Town, South Africa noted that advertisement messages may be needed to deal with knowledge in terms of supporting behavior change. With the aim of assessing the sexual risk taking among these youth, Tenkorang and Rajulton find that tact should be used while delivering messages. The advertisements should not be seen to attack the target audience or in any way be seen to rebuke them; it should take on a friendlier stance, like advice from a friend or a person in a similar situation. Follow up on previously conducted research should also be done in order to clear up misconceptions preventing behavior change that were uncovered in research with the target population, and find out about and address other real and perceived barriers to behavior change. Over and above social media, running advertisements can be used as a nontraditional advertising campaign geared towards changing behavior of its perceived audiences.

MOH and NACC (2001) in the National Condom Policy and Strategy outline their mandate as partly to effect publicity as well as multi-sectoral and targeted public education/ advocacy campaigns. This goes hand in hand with the strategy's policy on the monitoring and evaluation of the use of condoms and its impact on the

population. The two mandates state a correlation between publicity, including advertising, and its effects on the use and uptake of condoms.

Krugman (2005) contends that while other advertisements for condoms are self-focused and urge viewers to protect themselves, the Durex campaigns run advertisements focused on social ties. Drawing on findings from Krugman (1997) on the effects of advertisements on behavioral changes and on research regarding cognitive interdependence, these advertisements urged viewers to protect their romantic relationships and friendships from the consequences of unprotected sex. This approach is deemed more suitable than the more "sanctimonious" stance of "forcing" the audiences to use protective measures for their own good.

Empirical Literature Review

Information about prevention of diseases such as HIV/AIDS may not be enough to cause increases in preventative behaviors because, as more and more interventions include advertisement on usage of prevention measures such as condoms, people know more and more about HIV/AIDS. In fact, Arlington (2000) indicated that people already have AIDS preventative information. Fisher et al. (1999) found that many of the participants in their study scored highly on the measure of information. To this effect, KNBS and ICF (2010) conduct the Kenya Demographics Health Survey every 5 years with the objective of providing data to monitor the Health situation in Kenya.

The study utilized a two stage sample based on the 1999 Population Census and was designed to produce separate estimates for Key indicators for each of the 8 provinces in Kenya. The survey selected from 400 sample points (clusters)

throughout Kenya, sampling 8,444 women aged between 15 – 49 and 3,465 men aged between 15-54 years. The survey which was conducted over a three month period between 2008 and 2009 showed that response to condom education by adults is viewed as controversial and all together negative, with most adults believing that educating 12-14 year old children will encourage them to have sex earlier than they should. The survey found that 61% of women and 72% of men aged 18-49 years old agree that children should be taught about condom use to avoid AIDS contraction. Respondents older than 49 were less inclined to agree with the teaching of children on condom use, and urban residents were slightly more receptive to the education than the rural respondents. This study therefore reinforces the fact that traditional means of education are not altogether effective or well received in the communities. This is where the role of advertising kicks in where traditional methods do not suffice.

The survey shows background characteristics such as education, location (urban versus rural) and wealth affecting the start of sexual activity. The rural, less educated persons tend to begin two years earlier than the educated persons living in urban areas. The wealthiest women also tend to initiate sex almost three years later than their rural counterparts. For men however, education and location did not affect initial sexual debut as much as it did for women. For this study, the background factors have been taken into consideration and have led to the target population being selected from the vulnerable age group of 18-25, who are educated (university going), are “wealthy” by virtue that they can afford a private university, and are urban dwellers.

Table 2.1: Recent Sexual Activity - Women

Percent distribution of women age 15-49 by timing of last sexual intercourse, according to background characteristics, Kenya 2008-09

Background characteristic	Timing of last sexual intercourse: Within the last 4 weeks	Within 1 year[1]	One or more years	Missing	Never had sexual intercourse	Total	Number of women
Age							
15-19	13.2	14.4	8.9	0.2	63.3	100.0	1,761
20-24	46.0	28.6	11.3	0.1	14.0	100.0	1,715
25-29	64.6	23.2	9.2	0.4	2.6	100.0	1,454
30-34	67.4	23.3	8.7	0.2	0.5	100.0	1,209
35-39	64.4	21.3	12.5	0.9	0.9	100.0	877
40-44	57.6	20.5	21.3	0.4	0.2	100.0	768
45-49	53.1	21.4	25.2	0.0	0.4	100.0	661
Marital status							
Never married	7.8	20.6	17.8	0.2	53.5	100.0	2,634
Married or living together	77.4	19.5	2.8	0.3	0.0	100.0	4,928
Divorced/separated/ widowed	12.8	38.7	48.0	0.4	0.0	100.0	881
Marital duration[2]							
0-4 years	78.1	20.9	0.9	0.2	0.0	100.0	1,081
5-9 years	78.5	19.5	1.6	0.4	0.0	100.0	1,136
10-14 years	77.9	20.2	1.8	0.1	0.0	100.0	802
15-19 years	78.6	18.2	2.3	0.8	0.0	100.0	666
20-24 years	77.3	17.8	4.6	0.3	0.0	100.0	494
25+ years	67.1	22.0	10.7	0.2	0.0	100.0	480
Married more than once	83.9	14.5	1.6	0.0	0.0	100.0	270
Residence							
Urban	50.1	21.9	12.1	0.2	15.7	100.0	2,148
Rural	48.6	21.9	12.2	0.3	17.0	100.0	6,296
Province							
Nairobi	47.2	24.1	12.4	0.3	16.0	100.0	728
Central	55.9	16.0	10.7	0.2	17.2	100.0	905
Coast	50.8	23.6	9.4	0.0	16.2	100.0	674
Eastern	48.9	21.9	9.6	0.9	18.7	100.0	1,376
Nyanza	47.2	26.5	13.9	0.4	12.0	100.0	1,389
Rift Valley	47.4	22.3	14.5	0.0	15.7	100.0	2,262
Western	47.7	17.9	12.1	0.0	22.3	100.0	927
North Eastern	53.9	15.7	7.2	0.7	22.6	100.0	184
Education							
No education	49.9	27.4	16.4	0.3	6.0	100.0	752
Primary incomplete	49.2	21.0	10.3	0.2	19.3	100.0	2,526
Primary complete	53.2	21.4	11.8	0.3	13.2	100.0	2,272
Secondary+	45.1	21.6	13.1	0.3	19.9	100.0	2,894
Wealth quintile							
Lowest	46.1	24.9	13.6	0.2	15.3	100.0	1,393
Second	46.5	23.4	12.3	0.4	17.3	100.0	1,483
Middle	47.7	22.5	11.0	0.2	18.5	100.0	1,613
Fourth	51.4	19.0	11.7	0.4	17.5	100.0	1,736
Highest	51.3	20.8	12.4	0.2	15.2	100.0	2,220
Total	49.0	21.9	12.2	0.3	16.7	100.0	8,444

[1] Excludes women who had sexual intercourse within the last 4 weeks
[2] Excludes women who are not currently married

Source: KNBS & ICF (2010)

Table 2.2: Recent Sexual Activity -Men

Percent distribution of men age 15-49 by timing of last sexual intercourse, according to background characteristics, Kenya 2008-09

Background characteristic	Timing of last sexual intercourse: Within the last 4 weeks	Within 1 year[1]	One or more years	Missing	Never had sexual intercourse	Total	Number of men
Age							
15-19	9.4	15.3	19.1	0.0	56.1	100.0	776
20-24	30.8	34.1	22.7	0.0	12.4	100.0	630
25-29	61.4	28.7	6.9	0.7	2.3	100.0	483
30-34	73.1	21.2	5.0	0.1	0.7	100.0	461
35-39	73.5	19.3	6.8	0.3	0.0	100.0	344
40-44	69.3	26.2	4.0	0.0	0.4	100.0	306
45-49	74.4	19.0	6.6	0.0	0.0	100.0	257
Marital status							
Never married	16.9	25.4	22.7	0.2	34.7	100.0	1,524
Married or living together	79.3	19.5	1.0	0.1	0.0	100.0	1,592
Divorced/separated/ widowed	25.6	47.8	26.6	0.0	0.0	100.0	142
Marital duration[2]							
0-4 years	79.6	19.1	1.3	0.0	0.0	100.0	339
5-9 years	80.3	18.4	0.9	0.4	0.0	100.0	361
10-14 years	79.0	20.5	0.5	0.0	0.0	100.0	235
15-19 years	76.5	20.5	3.0	0.0	0.0	100.0	177
20-24 years	78.2	21.7	0.1	0.0	0.0	100.0	114
25+ years	(65.3)	(32.1)	(2.6)	(0.0)	(0.0)	100.0	44
Married more than once	82.3	17.4	0.3	0.0	0.0	100.0	323
Residence							
Urban	60.7	21.0	7.5	0.1	10.7	100.0	866
Rural	43.1	24.4	14.0	0.2	18.2	100.0	2,392
Province							
Nairobi	60.0	24.6	9.7	0.0	5.7	100.0	314
Central	49.8	21.0	14.1	0.0	15.2	100.0	347
Coast	55.1	24.4	7.2	0.0	13.4	100.0	252
Eastern	38.1	20.4	16.7	0.2	24.6	100.0	530
Nyanza	46.7	24.4	13.0	0.5	15.4	100.0	520
Rift Valley	50.5	24.9	9.9	0.1	14.5	100.0	885
Western	38.9	26.7	16.4	0.0	17.9	100.0	349
North Eastern	49.4	9.7	3.3	0.0	37.7	100.0	62
Education							
No education	55.1	24.0	10.0	0.0	10.9	100.0	112
Primary incomplete	36.7	24.8	12.9	0.3	25.3	100.0	883
Primary complete	51.4	25.4	10.4	0.0	12.7	100.0	804
Secondary+	52.0	21.6	13.2	0.2	13.1	100.0	1,459
Wealth quintile							
Lowest	48.2	20.8	9.4	0.0	21.6	100.0	457
Second	40.1	24.3	17.5	0.0	18.1	100.0	577
Middle	42.9	24.6	15.2	0.4	17.0	100.0	574
Fourth	40.6	25.0	14.6	0.3	19.5	100.0	725
Highest	61.1	22.6	6.9	0.0	9.4	100.0	926
Total 15-49	47.8	23.5	12.3	0.1	16.2	100.0	3,258
Men age 50-54	62.9	19.6	16.7	0.8	0.0	100.0	207
Total men 15-54	48.7	23.3	12.6	0.2	15.3	100.0	3,465

Note: Figures in parentheses are based on 25-49 unweighted cases.
[1] Excludes men who had sexual intercourse within the last 4 weeks
[2] Excludes men who are not currently married

Source: KNBS & ICF (2010)

According to the survey, statistics for the prevalence of AIDS in Kenya recorded a drop in the number of new infections by one percent between the years of 2003 and 2009 (KNBS & ICF, 2010). Earlier declines in infection rate have been directly attributed to efforts made by the government to avail condoms to those who need them without discrimination or difficulty. All efforts to educate also included marketing and advocacy (NACC & NASCOP, 2001). An increase in condom distribution coupled with aggressive campaigns may have encouraged an increase in uptake. However, a direct measure of how much behavior change was influenced by the advertising is yet to be determined.

In the case of condom advertising, an emotional stance rather than transformation would be adopted to encourage identification with the messaging. This was reinforced by an assessment done by the Kenya condom policy (2001), which found that the direct effect of social marketing, including the use of mass media, has not been effectively tied to behavior change. However, there was a recorded increase in the number of condoms distributed through social media –from 7.8 percent in 1997 to 13.2 percent in 2000. This shows that there is a significance attached to social marketing, but how strong an influence it is remains to be determined.

According to the Kenya AIDS Indicator Survey (NASCOP, 2014) low levels of consistent condom use were observed among individuals who reported a sexual partner of discordant or unknown HIV status. This observation held for both women and men aged 15 to 64 years. 11% of women and 43% of men reported consistent condom use with partners of unknown or discordant HIV status. NASCOP's objective while conducting the KAIS survey was to provide comprehensive information on indicators of HIV/AIDS that build on the previous KAIS studies

from 2007. The National survey sampled from 18,000 individuals from 8000 households. The study also included children from 18 months to 14 years of age. At the time of the study, North Eastern Kenya was excluded due to security reasons.

Key Populations at High Risk of HIV Infection

During the NASCOP 2012 survey, the proportion of respondents reporting high-risk sexual and drug-using behaviour was low: 0.1% persons reported ever injecting drugs and one percent of men reported ever having sex with another man. Three percent of men reported a history of engaging in transactional sex, where money, gifts or favours were received in exchange for sex, whereas four percent of women reported ever engaging in transactional sex. In contrast, the proportion of men who had given money, gifts or favours in exchange for sex was higher, with 17% of men reporting that they had ever engaged in this behaviour and five percent reporting they had done so in within the last 12 months of the study.

The study also revealed that urban respondents proved to be slightly more likely to have HIV than their rural counterparts; 6.5 and 5.1 percent respectively. Using the former provincial administrative divisions, the study found that Nairobi had the second highest rates of infection at 4.9 percent, after Nyanza which was at 15.1 percent. This formed the basis of selection of Nairobi County as the main focus of the study, where the urban youth are more susceptible to infections than their rural counterparts.

Sexual Behaviour

Brown, et al. (2006) while conducting a survey on effects of sexy media on sexual behavior prediction in adolescents sampled from three public schools districts in

Southeastern United States. The schools included urban, sub – urban and rural schools where a total of 1200 adolescents from four gender and race strata were randomly selected to participate. The survey revealed that adolescents, between the ages of 12 and 14 years old, are consumers of unhealthy media messages and are largely influenced by what they interact with from the media. The studies found that the adolescents who had a lot of exposure to sexual content, perceived it to be endorsement, and therefore reported more intention to engage in sexual activity or higher sexual activity than those who did not consume the same media. After sourcing for support from other sources of significant influence such as parents and peers, media influences are significantly associated with sexual intentions and therefore behaviors.

Table 2.3: Sexual Activity at Baseline and Follow-up

Sexual Behaviors	Baseline (Mean Age: 13.6y)		Follow- up (Mean Age: 15.6y)	
	Black, n (%)	White, n (%)	Black, n (%)	White, n (%)
Light Kissed	230 (44)	216(44)	407(77)	367(75)
French Kissed	188(36)	141(29)	358(69)	303(62)
Touched breasts	175(33)	106(22)	345(66)	262(54)
Touched genitals	125(24)	56(11)	280(55)	191(40)
Oral Sex	43(8)	23(5)	142(28)	130(27)
Intercourse	109(21)	20(4)	239(46)	88(18)

Source: Brown et al. (2006)

The Centre for Disease Control (CDC, 1996), published a study on Prevention Marketing Initiative (PMI) which captured the influence of advertisements on sexual intentions and behaviour. According to a summary report from the study, the PMI project was conducted over a five year period with five sites, (Sacramento,

California; Phoenix, Arizona; Nashville, Tennessee; Northern Virginia and Newark, New Jersey) , and employed a marketing mix that aimed to increase contact and interaction with the prevention material that it carried. The aim of this campaign was to reduce sexual HIV risk behaviour among the youth under the age of 25. The mode of dissemination was advertisement messages aired on print media, promotional materials, peer outreach, and special events. The results of the campaign showed a reduced level of risk behaviour and increased usage of condoms for safer sexual contact.

As some of the previous research has shown (KNBS & ICF, 2010; NASCOP, 2014), there is a relation between knowledge of AIDS spread mechanisms and risk perception. Youth, who include our target group of University going students, may have a correct or incorrect understanding of what the actual HIV infection agents are. When youth are aware that one or the other documented modes of HIV transmission can lead to infection, they will refer to this awareness as correct knowledge (Slovic, 2003). More so, urban youth have more exposure to various means of information gathering, than the rural counterparts' .They therefore are a suitable audience to be respondents.

Conceptual Framework

This research has two independent variables and one dependent variable as outlined in Table 2.4 (p. 30).

Table 2.4: Study Variables

Independent variables	Dependent variable
Media advertisements	Behavior change - Uptake of condom use - Continued lack of use
Social environment - Peoples thoughts - People's Perceptions	

Source: Author (2016)

The conceptual framework, based on the variables outlined in table 2.4 worked as shown in Figure 2.1.

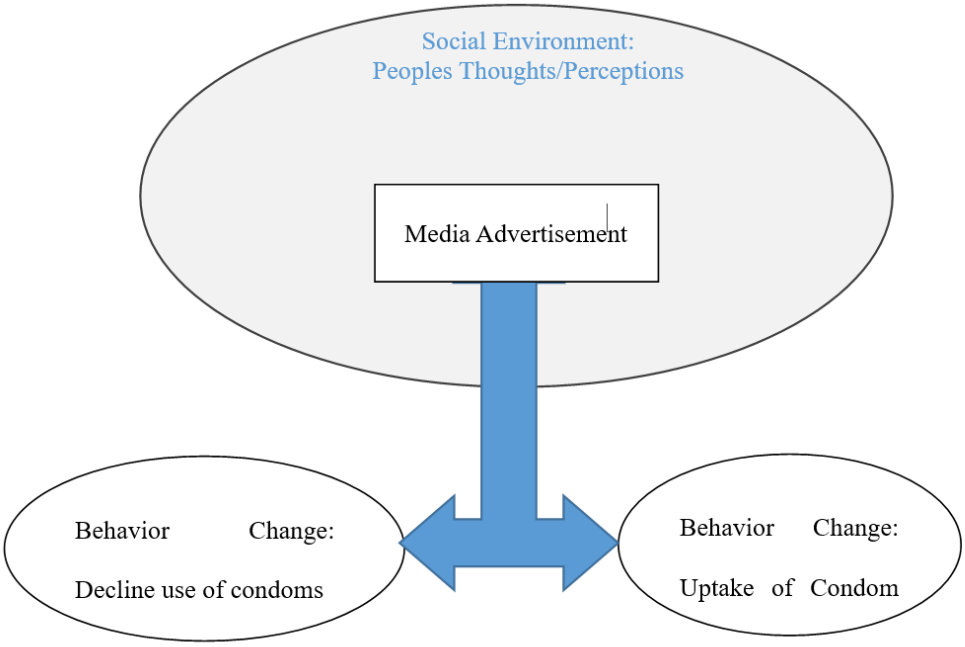


Figure 2.1: Conceptual Framework

Source: Author (2016)

Discussion

This study investigated the role of advertisements in effecting behavior change. The study was on Daystar University (Nairobi Campus) and University of Nairobi (main campus) students.

Given that there were two independent variables, both were measured in the context of behavior change. The advertisements run in the media, worked within a social environment that lead to behavior being taken up or dismissed all together. Therefore the respondents' exposure to advertisements (independent variable), and the social environment within which they live (independent variable), will result in a positive or negative reaction that was captured as either uptake or decline of condom use.

Summary

Although the precise influence of advertising on behavioral change such as reduction in engaging in AIDS risk behaviors on youth is continually debated, the role of advertising on change of behavior needs to be clearly quantified. The reviews have outlined how advertisements have been adopted in behavioral change information sharing. Scholarly perspectives assumed that mass media by itself does not act as the sole cause of audience effects but rather as contributory agents through a set of mediating factors and influences. This study sought to establish the role of advertisement on behavior changes focusing on university students and their behavior change towards safe sex by use of condoms.

CHAPTER THREE

RESEARCH METHODOLOGY

Introduction

This chapter describes the subject of the study and methods that were employed to gather information. The study employed a quantitative method of data collection, which was used to answer the research questions with the aim of finding out the role of advertisements in behaviour change, specifically, condom uptake among Daystar University and University of Nairobi students. The specific questions the researcher answered are:

i. What were the advertisement sources adopted by condom manufacturers in advertising condom use among the students?

ii. How did advertisements influence the use of condoms among students?

iii. What were the influences of advertisements in changing condom use behavior among the students?

Research Design

The study adopted a descriptive survey design, where quantifiable information was used for statistical inference on the target audience through data analysis. Information was gathered from the respondents about their behavior, attitudes, motivation and intention via a questionnaire. The survey aimed to extract the role of advertising in contributing to behavior change, a case of condom uptake among Daystar University and University of Nairobi students, specifically from the Nairobi and main campuses respectively. The research focused on students attending the

university's Nairobi based campuses, given that the focus of the study was on the youth who were at highest risk of contracting sexually transmitted diseases including HIV/AIDS, as highlighted by the Kenya Demographic and Health Survey (KNBS & ICF, 2010). This research design involved gathering data that described events and then organized, tabulated, depicted, and described the data.

Population

The population comprised university students, who fell in the age set of 18 – 25, and who were students attending Daystar University's Nairobi campus and University of Nairobi's main campus. The age bracket of 18-25 was adopted as a category from the Kenya National Bureau of Statistics study of 2010, which found it to be the age group with the highest risk of HIV-AIDS infection.

Target Population

The target population comprised of Daystar University and University of Nairobi's students, those studying in the Nairobi and Main campuses respectively and who were within the 18-25 age set. For Daystar, the Nairobi Campus was selected over the Athi River campus due to the fact that the highest hit youth were those in urban areas, according to the KNBS and ICF survey (2010). The students attending the Nairobi campus were most likely to follow the culture and trends in Nairobi, and also had easy and ready access to alcohol, night clubs, money and vehicles (due to proximity to parents/ guardians). For the University of Nairobi, the Main campus was selected over any of the other branches, given that Main campus was where most of the courses were offered, and was considered the "melting pot" of the University of Nairobi. The researcher sampled students who were in the age bracket, without bias of the Major they were taking.

Sample Size

A sample is defined as a set of entities drawn from a population with the aim of estimating characteristics of a population (Cramer & Howitt, 2004). The researcher therefore chose a sample size using Fisher's formula as outlined below.

$$n = \frac{z^2\ \mathrm{p}(1-\mathrm{p})}{d^2}$$

Where

n- Sample size

z – P- value (95% or 0. 196)

p – Expected proportion of the condom uptake among the students, in this case 50%

d – Degree of precision

We therefore have: $n = \frac{1.96^2\ 0.95(1-0.05)}{0.05^2}$

The result here is 323 students. Fisher allows for further reduction of the numbers to arrive at a more accurate sample size by following the same formula but substituting the figures as below.

By use of Fisher, Furio, and Mitchell (1994) for population less than 10,000 (finite correcting factor)

$$\mathrm{Nf} = \frac{n}{1+\frac{(n-1)}{N}}$$

Where:

Nf = the desired sample size when population is less than 10000

N = estimate of the population size

$$N f = \frac{323}{1+\frac{(323-1)}{6411}}$$

The result arrives at 308 students.

Sampling Technique

This study employed a probability sampling method, with particular use of the simple random sampling method. The researcher employed a simple random sampling method using a random number generator. For the simple random method to be completely unbiased, the researcher used a random number generator to select the 308 students to be sampled from. The researcher worked within a number frame of 400 students from numbers 1- 308 which were allocated depending on what is selected by the random number generator.

From these numbers, the researcher arrived at a ratio from which sample number of respondents was derived from the two universities. The formula below was employed to arrive at a ratio from which the number of students sampled per university was calculated.

$$x/y \times z$$

Where:

x number of students at Daystar University - 1411

y number of students at University of Nairobi - 5000

z total number of sample group (308)

For Daystar, the formula arrived at 86 students, while for University of Nairobi the formula arrived at 222 students.

Data Collection Instruments

The researcher used a questionnaire as the data collection tool. The questionnaire contained both close - ended and open- ended questions. Close - ended or structured questions gave the respondent limited and pre-determined response options to choose from. The advantage of structured questions is that they were easier but they left no room for other possible responses. Open - ended questions were more difficult to analyze but they acted as control questions and helped to validate reliability of responses to structured questions. For this paper, the questionnaire was adopted from the research paper done by Richardson (2008).

Data Collection Procedures

The researcher obtained a research permit from National Commission of Science and Technology. The researcher sampled the 308 students where numbers 1- 308 were allocated depending on what was selected by the random number generator. The researcher distributed the questionnaires to the selected respondents over a period of 14 working days, including weekends. A research assistant was hired to assist in collecting data. The research assistant worked side by side with the researcher, but was located at a different section of the campus in order to sample widely. The questionnaires were handed to the respondents, an introduction and explanation was offered, and then collected after completion. Self-administering of the questionnaire was not possible given the sensitive nature of the questions.

Pretesting

The researcher pretested the questionnaire on six students from United States International University (USIU) who were randomly selected and were not part of the target population. The number six was arrived at based on the study done by Richardson (2008). USIU was selected given that it is of similar stature as Daystar University and University of Nairobi.

Data Analysis Plan

The data from the questionnaire was coded and keyed into the statistical package of SPSS version 20 analysis software. The results from the software were then used to come up with descriptive statistics. The measures of central tendency, measures of dispersion, and percentages were used to determine what went on within the sample group on average. Level of significance was set at 0.05.

Ethical Considerations

The information used from this study was obtained from questionnaires which were answered by the sampled students.

Informed consent was sought from the participants and they were requested to sign the consent form before administration of the questionnaires. Participants were given an informed consent form to read. An explanation of the study, including the purpose of the study, and contents of the questionnaire, were given by the research assistant or researcher. This made the participants familiarize themselves with the study before appending their signatures to fill the questionnaire. Voluntary participation in the study and right to withdraw freely, even after the questionnaire had been distributed, without any negative consequences, was clearly explained to

participants. All information was kept confidential and analysis was done on pooled anonymous data, meaning that no name was placed on the questionnaire.

The survey was conducted within the campuses, at places where the respondents felt comfortable. No names were recorded; only serial numbers were entered into the questionnaires. The filled questionnaires and consent forms were taken and kept separately, to keep participants' confidence. Further to this, the respondents were advised that taking part in this exercise would be a form of honest self-assessment, and was a conscious call to be more aware of one's own sexual behavior. The results of this study would form part of a wider study that would inform alternative means of spreading information about HIV/AIDS, and how to motivate the youth to adopt safer sexual practices.

The use of coding in the presentation of the findings masked identities, addressing the fear of identification and victimization by respondents. The researcher informed the respondents of the value of the study to health communication and its planning. Further, consent and cooperation was sought from school principals to gain confidence from the respondents, and to legitimize the data gathering on school premises. A permit from NACOSTI was also secured prior to data collection.

Summary

The chapter covered the methods used to collect data, using a quantitative approach. Questionnaires were used for sampling, and a sample size of three hundred and eight was used. Pre testing of the questionnaire was conducted on six respondents, and the data was analyzed using SPSS software version 20 for windows.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS, AND INTERPRETATION

Introduction

A summary of the results obtained from research and statistical analysis are presented in this chapter. Details of the survey response rate, sample demographics as well as corresponding results are provided.

Presentation, Analysis and Interpretation

Research Sample

A total 215 structured questionnaires were distributed to the respondents in the University of Nairobi (UoN) and 100 to respondents at Daystar University. Out of these, 181 and 82 questionnaires were returned from the two institutions respectively which translated to 84.2% and 82% response rate from University of Nairobi and Daystar University. According to Braun (2006), a response rate of 75% and above is deemed representative.

Interpretation of Results

The study used Pearson's Chi Square test to analyse data, the study tested the association between two nominal/ categorical variables in order to analyse trends. The tables in this chapter measured responses to advertisements as measured by gender, relationship status, religious affiliation or schools. The results are presented in pie charts, bar graphs or tables.

Further tests were run to establish the association between nominal variables and the advertisements; this was captured by the significance level, hereon referred to as

the p-value (χ^2). The p-value was measured against the Alpha value which was 0.05 for this study. For a relationship to be significant the p- value needed to be 0.05 or smaller. For example, if the p- value is 0.228, it is larger than the Alpha value of 0.05, so it can be concluded that the result is not significant. This ergo meant that the proportion of respondents under the 0.228 was not significantly different from the others who were not.

General Information

The study sought to find out a description of the respondents demographics. It captured their general characteristics in a bid to relate advertisement consumption trends to data such as gender, religion, age, relationship status and level of study in their respective institutions of learning. These informed the study of awareness levels on condom advertisements and its uptake among the target group.

For this study, University of Nairobi was used as a control group in order to give an alternative or "secular" view, which was clear of the Christian influence that Daystar University students have. The data therefore captured how respondents from both universities responded to the various statements, and an assessment made from these using the Pearson Chi square test.

Gender of the Respondents

The study sought to find out the gender of the respondents in both universities as was captured by Figure 4.2 and Figure 4.3 on (p. 41).

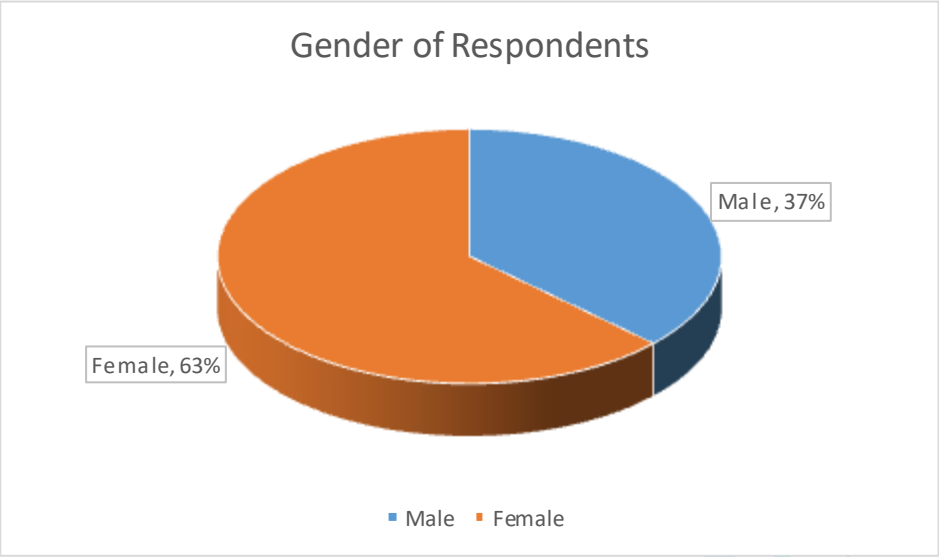


Figure 4.2: Gender of the Respondents – Daystar University

Figure 4.2 showed that 52 (63%) of the respondents were female with 30 (37%) of the respondents being male. This figure indicated that the institution enrolled more women than it did men, which may be an indication of women's preference in studies related to social sciences, more so communication, as Daystar University was positioned as a leader in this field.

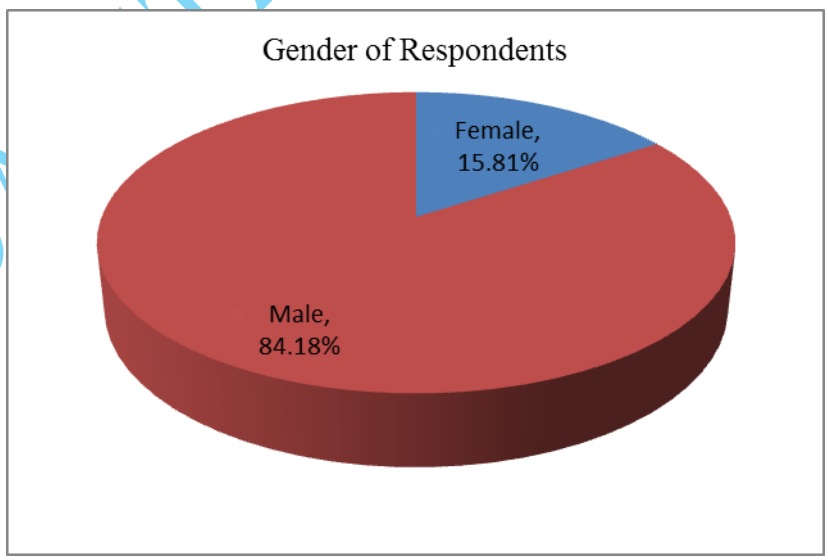


Figure 4.3: Gender of the Respondents – UoN

Figure 4.3 showed that 152 (84.18 %) of the respondents from UoN were male, with 28 (15.81 %) of the respondents being female. The University did offer a wide range of courses that appealed to both sexes, however the number of men was very high.

Age Distribution of the Respondents

The study sought to find out the age distribution of respondents in the two universities which was captured in Table 4.2. University of Nairobi had 29 (16%) from the 18-20 age bracket, 112 (61.8%) were aged 21-23, while 40 (22.1 %) of the respondents were aged 24-26.

Daystar University had 82 respondents, 8 (9.7%) were from the 18-20 age bracket. 41 (50%) were aged 21-23, while 33 (40.3%) of the respondents were aged 24-26. Given the age distribution, it showed that the student pool was young, meaning that education was deemed as relevant in society.

Table 4.2: Age Distribution of the Respondents

UON	Age Range	Female	Male	Total Questionnaires Answered
Age in Years	18-20	8	21	29
	21-23	32	80	112
	24-26	27	13	40
Daystar University				
Age in years	18-20	7	1	8
	21-23	35	6	41
	24-26	26	7	33

Respondents Religious Background

The study sought to find out the religious background of the students from the two institutions. This worked to highlight if religion influenced how respondents reacted to condom advertisements or not.

Table 4.3 (p. 44) captured data from the University of Nairobi and Daystar University. UoN had the highest group of the respondents as Protestants at 44.8% (81), Catholics were 36.5% (66), Muslims were 8.3% (15) and the remaining 10.5% (19) belonged to other faiths not included in the questionnaire. The university showed no religious bias, and therefore enrolled from all sects.

Daystar University had most students as Protestants at 54.9 % (45), Catholics were 42.7% (32), Muslims were 1.2% (1) and the remaining 4.9% (4) belonged to other faiths not included in the questionnaire. Daystar was branded as a Christian institution, and as such, its students were expected to uphold Christian values and conduct. This is reflected in the number of Muslims in the sample: only one Muslim student and three from other non-Christian faiths, while the bulk 93.9% (77) were either Catholics or Protestants.

Table 4.3: *Religious Background - UON and Daystar*

Religious background	Gender of the respondent		Total
	Male	Female	
UON			
Catholic	48	18	66
Protestant	44	37	81
Muslim	7	8	15
Other	15	4	19
Total	114	67	181
Daystar University			
Catholic	5	27	32
Protestant	8	37	45
Muslim	0	1	1
Other	1	3	4
Total	14	68	82

Level of Study of the Respondents.

Students were asked to indicate their level of study. As indicated in Table 4.4 (p. 45), of the 181 respondents from the University of Nairobi, many students were in their first year at 70 (38.7%); second year students were 48 (26.5%); third year students were 34 (18.8%) ; fourth year students were 21 (11.6%); fifth year students were 7 (3.9%) while sixth year students had one (0.6%). This information showed that the respondents qualified for the study because they fell within the age bracket that was defined as the "youth" according to the definition given by the United Nations (2008) and also that they are enrolled in University.

The level of study in the sample group from Daystar Universitys' 82 respondents was as follows: first year students were 40 (48.8%); second year students were 13

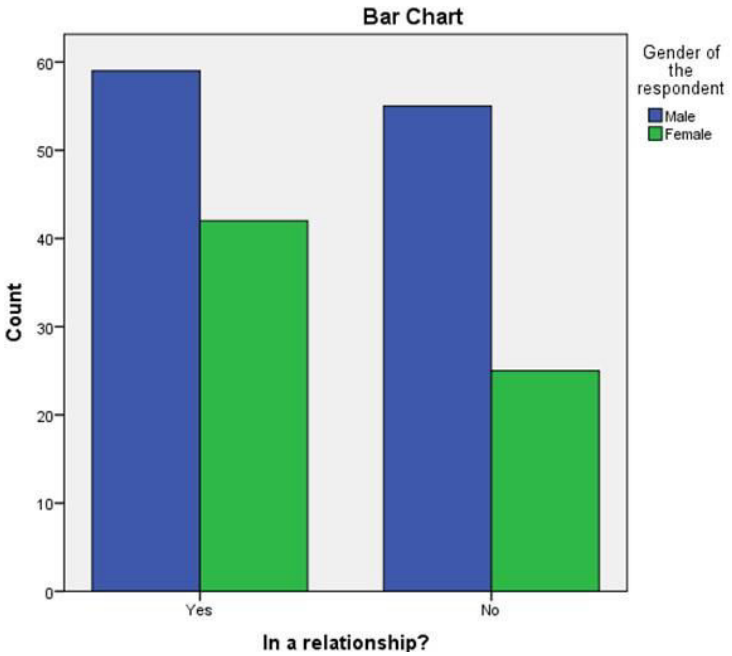
(15.9%) ; third year students were 15 (18.3%); fourth year students were 8 (9.8%) and fifth year students were 6 (3.9%). This information showed that the respondents in the sample from Daystar University qualified for the study because they fell within the age bracket that was defined as the "youth" according to the definition given by the United Nations (2008) and also that they are enrolled in University. .

Table 4.4: Study Level of Study of the Respondents - UoN and Daystar University

	Gender of Respondents		
UON	Male	Female	Total
First year	50	20	70
Second year	25	23	48
Third year	21	13	34
Fourth year	11	10	21
Fifth years	6	1	7
Sixth year	1	0	1
Total	114	67	181
Daystar University			
First year	4	36	40
Second year	5	8	13
Third year	3	12	15
Fourth year	1	7	8
Fifth year	1	5	6
Total	14	68	82

Relationship Status of the Respondents

The research also focused on the relationship status of the target audience as it related to condom use.



Relationship status

Figure 4.4: Relationship Status of UoN

Of the 181 respondents from the University of Nairobi, it was found out that 58 (50.9%) of the male respondents interviewed were in a romantic relationship, while 56 (49.1%) were not. The female respondents had 43 (63.2%) of them in a romantic relationship with the remaining 25 (36.8%) not being in one.

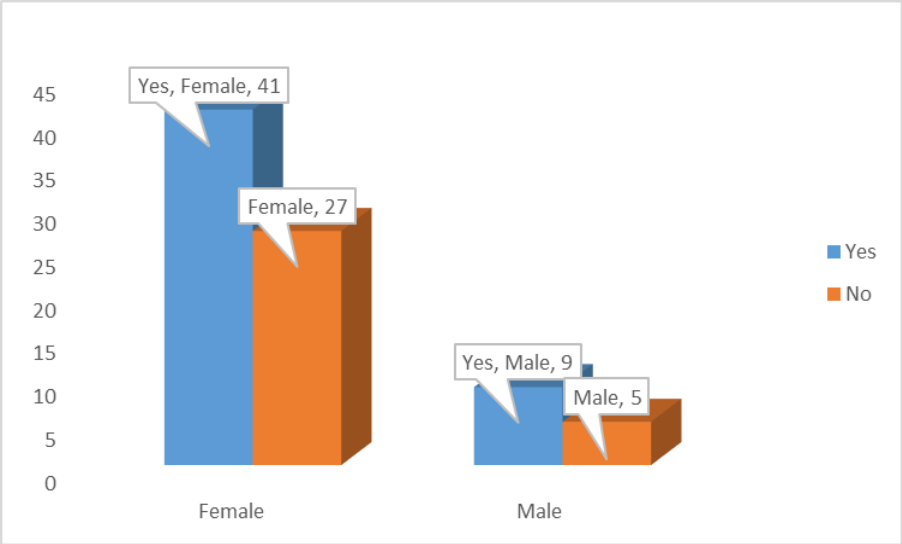


Figure 4.5: Relationship Status of Daystar University Students

Daystar University's 82 respondents revealed 41 (60%) of the female respondents in a romantic relationship with the remaining 27 (40%) were not. Of the male 9 (64%) of the respondents were in a relationship, while the remaining were not. Students from both schools were actively dating, with the data collected showing that more male students were in romantic relationships than the female students. This formed a good basis for analysis of condom uptake, with respect to relationship status.

Advertisement Effectiveness

Frequently Used Media as a Source of Information on Condom Use

Data collected and analyzed on the frequently used types of media by the target audience revealed that males and females used advertisement information on condom use differently and at different rates. The Table reads MF, M and LF as most frequently, moderately and least frequently respectively.

UoN male students, as seen in Table 4.5 (p. 48) largely consumed the internet at 62.7%, followed by newspapers at 61.7%, TV at 59.4% and finally radio at 52.4%. The female respondents preferred TV at 40.60%, radio and newspapers tied at 38.3%, and the internet was last at 37.3%.

Daystar male respondents largely consumed the internet at 81.6%, followed by newspapers at 78.6%, Radio at 77.4% and finally TV at 75.7%. The female respondents preferred TV at 24.3%, radio at 22.6%, newspapers at 21.4%, and the internet was last at 18.4.

Table 4.5: Male and Female Consumption of Advertisements

Daystar			Television			Radio			Newspaper			Internet		
			MF	M	LF	MF	M	LF	MF	M	LF	MF	M	LF
Gender of the respondent	F	Count	40	15	13	24	25	19	11	44	13	28	31	9
		%	81.6%	75.0%	100.0%	77.4%	89.3%	82.6%	78.6%	91.7%	65.0%	75.7%	88.6%	90.0%
	M	Count	9	5	0	7	3	4	3	4	7	9	4	1
		%	18.4%	25.0%	0.0%	22.6%	10.7%	17.4%	21.4%	8.3%	35.0%	24.3%	11.4%	10.0%
Total		Count	49	20	13	31	28	23	14	48	20	37	35	10
		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UoN			MF	M	LF	MF	M	LF	MF	M	LF	MF	M	LF
Gender of the respondent	M	Count	41	45	28	33	45	36	29	55	30	74	20	20
		%	59.4%	71.4%	57.1%	52.4%	77.6%	60.0%	61.7%	67.9%	56.6%	62.7%	64.5%	62.5%
	F	Count	28	18	21	30	13	24	18	26	23	44	11	12
		%	40.6%	28.6%	42.9%	47.6%	22.4%	40.0%	38.3%	32.1%	43.4%	37.3%	35.5%	37.5%
Total		Count	69	63	49	63	58	60	47	81	53	118	31	32
		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

There appeared to be a lot of similarity in media consumption between the two universities. Both sexes showed similar preferences in terms of the Male using more internet than the female, while the female preferred to watch TV with the internet being the least favorite.

A factor that may have influenced the use of internet more is the fact that during the time of data collection, the football Champions league was on, and given the difference in time zone, the male were frequently on the internet keeping track of scores and football propaganda. Furthermore, the introduction of Telenovela and soap operas had most of the female respondents watching more television than any other media.

Most Memorable Condom Advert

Data collected for this section was through an open ended question which was then qualitatively analyzed to determine the most memorable condom advert in the minds of the targeted audience. The data was specifically categorized into words and visuals used by the four media aforementioned.

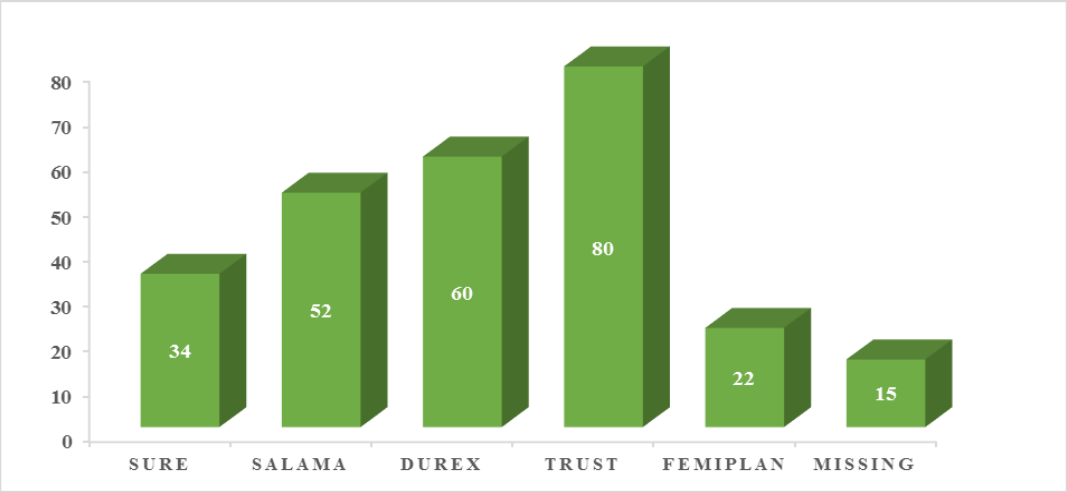


Figure 4.6: Most Memorable Condom Advertisement

From Figure 4.6 (p.49) adverts on Trust condoms tended to stick in the minds of the respondents with a frequency of 80 followed by Durex adverts at 60, Salama adverts at 52 and finally Sure at 34. Some of the questionnaires returned did not have any response to the question, and these were only 15.

From the researchers observation, and in relation to the data collected, the higher the frequency of the adverts across a higher number of media, the higher the recall value to the target audience. Some of the respondents wrote down the advertisements jingles, or described the advertisements, where they could not clearly remember campaign titles or brand names. Trust condoms were observed to carry advertisements across most media, which may explain the high recall. Durex also had a presence especially on the internet and radio , which may explain the strong recall value.

Advertisements and Condom Use

Descriptive statistics in the form of frequency tables and proportions were used to get a general pattern of media consumption and interaction with advertisement massages. Non- directional questions were asked to gather information on the attributes of the product. These questions were meant to bring out the general feeling of the product in terms of quality.

Use of Trichotomous scale

A Trichotomous scale offers three options in response to a question or statement. In this study, the options given were strongly agree, moderately agree or strongly disagree, all of which were weighted by 1, 2 or 3 respectively. Wright and Linacre (1992), held that most studies often used a 5 or 7 point scale that ended up being

collapsed into a 3 point scale. The authors held that collapsing was allowed, and so was the use of a Trichotomous scale, as long as these choices made sense. With this in consideration, the researcher chose to use a 3 point scale, given that the questionnaire was lengthy, and the respondents were untrained and may have lost interest or motivation while going through the questions. However, if the respondents were untrained or relatively disinterested, maximal reliability would be reached with fewer steps (Symonds, 1924). The following reasons further backed up the choice of using this scale.

Sensitivity of topic. Given the sensitive nature of the topic, and location of collection of data, the researcher found that a 3 point scale allowed for respondents to carefully consider what they had experienced. McLeod (2008) posited that "…the validity of Likert scale attitude measurement can be compromised due to social desirability." This means that individuals may lie to put themselves in a positive light. McLeod gave an example where if a Likert scale was measuring discrimination, who would admit to being racist? For this reason, the researcher chose to work with a scale that measured agreement using: strongly agree, moderately agree and strongly disagree. Literature review done proved that indeed there was wide spread knowledge about condoms and their use for prevention of HIV/AIDS, especially among the target population.

Translation ease. The length of scales can impact how efficiently respondents are able to map their attitudes on the response alternatives (Marsden & Wright, 2010). The Trichotomous scale offered in this study made it easy for the respondents to report how they felt about the statements weighing their attitudes.

Clarity of scale point meaning. Marsden & Wright (2010) held that it was

presumably easier for respondents to identify the conceptual divisions between favouring, opposing and being neutral on a Trichotomous item than on any other scale. For this study, it was critical that respondents understood and correctly marked their opinion.

Uniformity of scale point meaning. The number of scale points used was inherently confounded with the extent of verbal labelling possible, and this confounding may affect uniformity of interpretations of scale point meanings across people. The Trichotomous scale therefore provided for verbal labelling on all scale points, unlike other scales where only the extreme ends were labelled (Marsden & Wright, 2010). For this study, options given were strongly agree, moderately agree or strongly disagree, all of which were weighted by 1, 2 or 3 respectively.

Satisficing. This was offering options that were functional and acceptable to audiences. In this study, offering a midpoint on a scale provided a cue encouraging satisficing to people low in ability/ motivation, especially where the meaning indicated clearly either neutral/ no preference, or status quo- which meant "keep things as they are now" (Marsden & Wright, 2010). Those who had the option of a mid-point did not necessarily answer the question or item in the same way that they would if they were forced to "choose a side" about the issue being explored (Bishop, 1987; Kalton, Roberts, & Holt, 1980). Some authors interpreted this as that a mid – point equates to "no opinion" as held by Maitland (2009) quoted in Royal (2010). This response may be an "easy out" for respondents who were unwilling or unable to express their opinion due to the cognitive encumbrance of a particular response scale item (Krosnick, 1991). The midpoint for this survey was "moderately agree" which was specifically chosen in order to encourage satisficing

by providing a clear cue that the respondent was aware of the condoms being advertised, but was not 100% committed to using or not using the products. For this study, this stance was translated as being neutral.

Reactions to Condom Advertisements

Table 4.6 focused on statements regarding condom advertisements that the respondents had watched, read or heard on the media. Some of the statements reported included, were the condom adverts you have watched or heard effective? Were respondents prompted to take action? Were the advertisements realistic? Respondents were to indicate the degree to which they agreed or disagreed with each of the statements, as an indication of reactions to the advertisements.

Table 4.6: Statements Regarding Condom Advertisements

No	Statements on condom adverts	Respondents degree of agreement with the statements					
		Strongly Disagree		Moderately Agree		Strongly Agree	
		Male	Female	Male	Female	Male	Female
a)	The condom advertisements I have watched/heard are effective	29	9	88	46	63	29
b)	The images portrayed in the advertisements depict realistic situations	34	15	80	30	66	36
c)	The advertisements prompt me to take action	48	28	66	24	66	29
d)	The advertisements prompt their target audiences to take action	28	10	69	38	83	33
e)	The advertisements are motivating	40	20	77	34	63	27
f)	The advertisement prompt me to change my	39	23	69	23	72	35

No	Statements on condom adverts	Respondents degree of agreement with the statements					
		Strongly Disagree		Moderately Agree		Strongly Agree	
		Male	Female	Male	Female	Male	Female
	attitude						
g)	The advertisements prompt me to change my behavior for the better	36	17	55	31	89	33
h)	The topics addressed in the advertisement are not all important	77	45	60	27	43	9
i)	The advertisements addressed a timely issue	32	11	62	37	86	33
j	The statements made in the advertisement are believable	39	14	75	39	66	28
k	The advertisements are clear and precise	34	12	71	36	75	33
l)	The advertisement address critical topics	20	9	70	33	90	39
m)	I believe topics addressed in advertisements are important to consider	23	12	59	24	98	45

The statement "The condom advertisements I have watched/heard are effective" had most of the students moderately agree (neutral) with male respondents at 88 (48.8 %) and female respondents at 46 (54.8%). This data showed that respondents were aware of the advertisements in that they had interacted with them, they were however not completely decided on whether to use condoms all the time.

The statement "The images portrayed in the advertisements depict realistic situations" had male respondents moderately agreed (were neutral) at 80 (44.4%), while the female respondents strongly agreed at 36 (44.4%). This showed that the

male respondents did not entirely identify with the situations portrayed in the advertisements as realistic. A bigger portion of the ladies however agreed with the statement, and may have found themselves in those particular instances.

The statement "The advertisements prompt me to take action" had male respondents moderately agree (neutral) and strongly agree both at 66 (36.7% and 36.7%), while the female respondents strongly agreed at 29 (35.8%). The call to action element by advertisers had an overall positive effect as the respondents confirmed that the advertisements motivated them to use condoms, and would therefore buy them with the intention to use. Those who were moderately agreed (neutral) acknowledged the existence of condoms and the call to action, and may be persuaded to use them.

"The advertisements prompt their target audiences to take action" statement worked to assess the respondents view on how their peers reacted to the advertisements. Female respondents moderately agreed (neutral) at 38 (46.9%), while the male respondents strongly agreed at 83 (46.1%). It appeared that in this age group, there was agreement that using condoms was approved, with the male respondents being more agreeable to this position. The fact that the respondents felt that their peers were convinced to use condoms, and were available to be persuaded to use (those who moderately agreed) showed that there was a general expectation that safe practice should be adopted whenever one had sexual contact.

The statement "The advertisements are motivating" had both sexes moderately agree (neutral). The male respondents reported 77 (42.8%) while the female 34 (42%). The numbers here were reflective of those who had positive reactions to the first and second statements mentioned previously. The fact that the adverts were found to be motivating meant that there was awareness of the advantages of using

condoms: and increased likelihood of the respondents being convinced to be ardent users of condoms.

"The advertisement prompts me to change my attitude" gathered responses as strongly agree with 72 (40%) male and 35 (43.2%) female. There was a notable shift in opinion especially with the female respondents, who gathered more numbers in the strongly agree opinion. The notable change can be assumed to have come from those who moderately agreed that the advertisements were motivating, meaning that the danger of pregnancy and contracting STI's became more felt and thus the possible change in attitude.

The statement "The advertisements prompt me to change my behavior for the better" had respondents strongly agree with male at 89 (49.4%) and female at 33 (40.7%). The link between attitude and action was strongly confirmed here, with the figures reported about change in attitude being reflected by those that were sampled, meaning that a change in attitude positively influenced a change in behavior for the better.

That the "The topics addressed in the advertisements are not at all important" saw respondents strongly disagree with male respondents at 77 (42.7%) and female respondents at 45 (55.6%). This showd that issues addressed in the adverts were held as important by the target audience, and this reflected that they felt that protection during sexual acts was important. This went to show that neither sex was dismissive of issues pertaining to protection, and this acted as a strong endorsement to the need to spread the word about protection and proper use of condoms.

The statement "the advertisements address a timely issue" had male respondents

strongly agree at 86 (47.8%) and female respondents at 37 (45.7%). It was clear that the issues addressed in the advertisements were deemed as important. The relevance of the messages were seen as important and timely, with the male audience being most supportive of this.

The statement "The statements made in the advertisements are believable" had both sexes moderately agreeing (neutral) at 75 (41.6%) male and 75 (48.1%) female. This statement was reflective of the previously mentioned statement asking if the images portrayed in the adverts the respondents watched depicted realistic situations. Again we saw that most of the respondents moderately agreed (were neutral), showing that they identified the described situations, and those who strongly agreed came in second. This also showed that there were more topics that could be addressed in the advertisements that would move those who moderately agreed to be fully convinced therefore strongly agree.

That "The advertisements are clear" (easy to perceive, understand, or interpret) and "precise" (marked by exactness and accuracy of expression or detail) gathered 75 (41.7%) from the male respondents who strongly agreed and 36 (44.4%) female respondents who moderately agreed (neutral). This statement worked to determine that the level of interpretation of the messages sent by the advertisements were not misconstrued, and the consumers of the adverts understood exactly what the advertisers were saying, which was to use condoms every time one had sex. The data captured above showed that the advertisers did well in delivering the intended message, with only few feeling strongly that the message was lost.

The statement "The advertisements address critical topics" had both sexes strongly agree with male respondents at 90 (50%) and female respondents at 39 (48.1%).

This showed that the relation of HIV/AIDS and condom use was held as most critical, with the awareness of the relation being held highly by both sexes.

The statement "I believe topics addressed in advertisements are important to consider" also had both sexes strongly agree with majority of the male respondents holding at 98 (54.4%) and female at 45 (55.6%). This reflected the level of personal conviction one had in relation to condom use, which was in sync with those reporting on importance of the issues addressed by the advertisements, and therefore showed that the advertisements were indeed influential in uptake of condoms by the respondents.

Explicit Attitudes

The participants were asked to indicate the statements that suitably described their opinions on condom use as captured in the following section, Table 4.7. Explicit attitudes were done in comparison to schools, where gender, religion and relationship status were measured.

For the purpose of this study, the use of the word pleasant meant "to have a sense of happy satisfaction or enjoyment", therefore graded by the level of conceived "unpleasantness" that condoms may have caused. The word nasty was defined as highly unpleasant, especially to the senses.

Table 4.7: Statements - Gender.

		Strongly Agree		Moderately Agree		Strongly Disagree		p-value
Daystar University		M	F	M	F	M	F	χ^2
A	Using condoms with my partner would be pleasant	6	18	6	25	2	25	0.228

		Strongly Agree		Moderately Agree		Strongly Disagree		p-value
B	Using condoms with my partner would be bad/nasty	1	19	4	13	9	36	0.243
C	Using condoms with my partner would be harmful	0	10	4	18	10	40	0.304
D	Using condoms with my partner would be nice	7	19	4	31	3	18	0.261
E	Using condoms with my partner would be safe	10	44	2	18	2	6	0.565
		Strongly Agree		Moderately Agree		Strongly Disagree		p-value
UON		M	F	M	F	M	F	χ^2
A	Using condoms with my partner would be pleasant	32	19	39	14	43	34	0.120
B	Using condoms with my partner would be bad/nasty	30	16	25	13	59	38	0.810
C	Using condoms with my partner would be harmful	15	6	29	18	70	43	0.695
D	Using condoms with my partner would be nice	43	24	41	18	30	25	0.248
E	Using condoms with my partner would be safe	82	50	22	14	10	3	0.554

Statements - by Gender

For the statement "using condoms with my partner would be pleasant", the

respondents marked as follows. For the male students, Daystar participants had 6 (42.8%) and 6 (42.8%) for strongly agreed and moderately agreed respectively. At UoN, the largest number of the male respondents strongly disagreed at 43 (37.71%). This showed that the notion of using a condom was found to be pleasant by a significant proportion of male students at Daystar University, whereas at UoN, the biggest number of male students strongly disagreed. This could be attributed to the fact that there were more male students in romantic relationships at UoN, who therefore do not find it necessary to use a condom as a first measure of protection. For the female respondents, Daystar had a tie with 6 (36.76%) and 6 (36.76%) strongly agreed and moderately agreed respectively. Most of the UoN female respondents strongly disagreed at 34 (50.74%). This was an interesting turn of events, showing that the female respondents were not active supporters of condom use. This could also be attributed to the security of close proximity with one's partner, which had the female respondents opting to use other methods for contraceptive use. The collective attitude towards condoms being pleasant was not positive, especially from the female students, showing a preference for alternative contraceptive methods.

Pearson Chi-square value by gender at Daystar University had a p-value (χ^2) of 0.228, and for UoN was at 0.120, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between using condoms and the experience being pleasant was not significant.

The statement "using condoms with my partner would be bad/nasty" had the following response from male students. Daystar had most strongly disagree at 9 (64.28%) with UoN also strongly disagreed at 59 (51.75%). This showed that the

male respondents from both Universities retained a positive attitude towards condoms and the use of them. The female respondents from Daystar had 36 (52.94%) for strongly disagreed, while those from UoN had (56.71%) strongly disagreed. This echoed the same attitude as the male respondents had. The attitude toward condom use remained positive, that both sexes from both schools did not think condom use was bad or nasty.

Pearson Chi-square value by gender at Daystar University had a p-value (χ^2) of 0.243, and for UoN was at 0.810, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between using condoms and the experience being bad/nasty was not significant.

The statement "using condoms with my partner would be harmful" gathered the following responses from male respondents. Daystar university students strongly disagreed with 10 (71.42%) with UoN respondents also strongly disagreed with 70 (61.40%). The attitude here showed that the male students found that using condoms was not harmful which therefore reflected a positive attitude towards condoms. The female respondents at Daystar scored 40 (58.82%) for strongly disagreed while those at UoN scored 43 (64.17%) for strongly disagreed, which confirmed a positive attitude towards condom use.

Pearson Chi-square value by gender at Daystar University had a p-value (χ^2) of 0.304, and for UoN was at 0.695, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between using condoms and the experience being harmful was not significant.

For "using condoms with my partner would be nice", the respondents had 7 (50%)

strongly agree from Daystar University male respondents, while UoN respondents had 43 (37.71%) male students strongly agreed. This showed that there were more male students cumulatively whose view towards using condoms as being nice was a good thing, as opposed to those who strongly disagreed. Daystar University's female students scored 31(45.58%) moderately agreed (neutral) while UoN female respondents scored 25 (37.31%) strongly disagreed. This statistics showed a non-committal stand towards condom use as being nice. A significant proportion of the female respondents from Daystar moderately agreed (neutral), meaning there were situations that they did not favor / would not choose to use a condom. The female respondents from UoN also had a significant proportion of the respondents say that condom use would not be nice, perhaps they preferred an alternative contraceptive.

Pearson Chi-square value by gender at Daystar University had a p-value (χ^2) of 0.261, and for UoN was at 0.248, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between using condoms and the experience being nice was not significant.

The statement "using condoms would be safe" drew 10 (71.42%) strongly agreed from Daystar University male respondents while UoN had 82 (71.92%) for strongly agreed. The attitude was strongly positive with majority of male respondents from both schools strongly agreed that condom use was safe. The female respondents from Daystar University scored 44 (64.70%) strongly agreed, while UoN female respondents had 50 (71.92%) strongly agreed. Cumulatively, the female students also found that condom use was safe, showing a positive attitude.

Pearson Chi-square value by gender at Daystar University had a p-value (χ^2) of

0.565, and for UoN was at 0.554, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between using condoms and the experience being safe was not significant.

Statements- by Relationship Status

The study sought to find out the level of influence ones relationship status had on condom use, and if those who were not in a relationship tended to use condoms more often than those who were in a relationship as was captured in Table 4.8 (p. 63). The statistics here indicated whether or not attitude towards condom use changed when one was in a relationship.

Table 4.8: Statements - by Relationship Status

		Strongly Agree		Moderately Agree		Strongly Disagree		p-value
Daystar University		Yes	No	Yes	No	Yes	No	χ^2
In a relationship?								
A	Using condoms with my partner would be pleasant	12	12	21	10	17	10	0.395
B	Using condoms with my partner would be bad/nasty	13	7	10	7	27	18	0.911
C	Using condoms with my partner would be harmful	7	3	14	8	29	21	0.743
D	Using condoms with my partner would be nice	15	11	21	14	14	7	0.812
E	Using condoms with my partner would be safe	31	23	14	6	5	3	0.612
UON		Strongly Agree		Moderately Agree		Strongly Disagree		p- value

		Strongly Agree		Moderately Agree		Strongly Disagree		p-value
In a relationship?		Yes	No	Yes	No	Yes	No	χ^2
A	Using condoms with my partner would be pleasant	26	25	28	25	47	30	0.466
B	Using condoms with my partner would be bad/nasty	29	17	24	14	48	49	0.184
C	Using condoms with my partner would be harmful	10	11	30	17	61	52	0.377
D	Using condoms with my partner would be nice	34	33	33	26	34	21	0.472
E	Using condoms with my partner would be safe	73	59	20	16	8	5	0.910

For the statement "using condoms with my partner would be pleasant" Daystar University respondents who were in a relationship scored 21(42%) moderately agreed (neutral) while UoN respondents in a relationship strongly disagreed at 47 (46.53%). For the respondents who were not in a relationship, Daystar University had a tie for moderately agreed (neutral) and strongly disagreed at 10 (31.25%). UoN respondents also had a tie for strongly agreed and moderately agreed (neutral) at 25 (31.25%).

For Daystar University, where most of the respondents were female, 42% moderately agreed (neutral) were those who had relationships, a contrast to UoN where 46.53% strongly disagreed with the statement, showing that proximity of the students lead to one being open to using other methods of protection. The relatively even distribution of opinion by those not in a relationship showed condom use was

an option, but it depended on opportunity to use it.

Pearson Chi-square value by relationship status at Daystar University had a p-value (χ^2) of 0.395, and for UoN was at 0.466, both of which were larger than the significance level (x) of 0.05. Thus it was concluded that the relationship between using condoms and the experience being pleasant according to those in a relationship and those who were not was not significant.

That "using a condoms with my partner would be bad/nasty" scored 27 (54%) for strongly disagreed from those in a relationship at Daystar University. UoN respondents in a relationship had 48 (47.54%) for strongly disagreed. Those not in a relationship also strongly disagreed at Daystar with 18 (56.25%) while UoN respondents had 49 (61.25%).The data above cumulatively showed that those who were and those who were not in a relationship had most strongly disagree that using a condom with their partner would be bad/ nasty, showing a positive attitude towards condom use.

Pearson Chi-square value by relationship status at Daystar University had a p-value (χ^2) of 0.911, and for UoN was at 0.184, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between using condoms and the experience being bad/nasty according to those in a relationship and those who were not was not significant.

The statement that "using condoms with my partner would be harmful" scored 29 (58%) for strongly disagreed with UoN having 61(60.39%) for strongly agreed for those in a relationship. Those not in a relationship from Daystar University had 21 (65.6%) for strongly disagreed with UoN respondents not in a relationship having

52 (65%) for strongly disagreed. Respondents in both schools, whether in a relationship or not showed strong support that condom use was not harmful, which was a collective positive attitude to condom use.

Pearson Chi-square value by relationship status at Daystar University had a p-value (χ^2) of 0.743, and for UoN was at 0.377, both of which were larger than significance level of 0.05. Thus it was concluded that the relationship between using condoms and the experience being harmful according to relationship status was not significant.

The statement that "using condoms with my partner would be nice" generated the following data. Daystar University respondents in a relationship had 21 (42%) moderately agreed (neutral) with UoN tying for strongly agree and strongly disagree with 34 each at (33.66%). For those not in a relationship, Daystar University scored 21 (43.75%) for moderately agreed (neutral) while UoN had 33 (41.25%) strongly agree. Condom use here was seen as nice mostly by those who were not in a relationship at UoN, while those in a relationship were equally split between strongly agreed and strongly disagreed. Daystar University respondents in a relationship however mostly moderately agreed (were neutral), meaning condom use was subject to availability or convenience.

Pearson Chi-square value by relationship status at Daystar University had a p-value (χ^2) of 0.812, and for UoN was at 0.472, both of which are larger than the significance level of 0.05. Thus it was concluded that the relationship between using condoms and the experience being nice according to relationship status was not significant.

For the statement "using condoms with my partner would be safe" the respondents from Daystar University in a relationship had 31 (62%) strongly agreed while those from UON had 73 (72.27%) strongly agreed. For those not in a relationship: Daystar had 23 (71.87%) strongly agree, while UON had 59 (73.75%) strongly agree. The opinion here showed that both parties agreed that condom use with a partner was safe.

Pearson Chi-square value by relationship status at Daystar University had a p-value (χ^2) of 0.612, and for UoN was at 0.910, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between using condoms and the experience being safe according to relationship status was not significant.

Statements – by Religious Background

The study sought to find out if religion, with all the doctrines taught about forbidding sex before marriage, and the active theory that family planning was against God's will (Catholic faith at least), have had any influence on the respondents attitude. These were captured in Table 4.9.

Table 4.9: Statements - by Religious Background

		Catholic			Protestant			Muslim			Other			p-value
Daystar University		SA	MA	SD	SA	MA	SD	SA	MA	SD	SA	MA	SD	χ^2
A	Using condoms with my partner would be pleasant	6	14	12	15	15	15	0	1	0	3	1	0	0.224
B	Using condoms	9	6	17	10	9	26	1	0	0	0	2	2	0.404

		Catholic			Protestant			Muslim			Other			p-value
	with my partner would be bad/nasty													
C	Using condoms with my partner would be harmful	4	13	15	6	8	31	0	1	0	0	0	4	0.106
D	Using condoms with my partner would be nice	5	15	12	19	17	9	0	1	0	2	2	0	0.137
E	Using condoms with my partner would be safe	20	9	3	30	10	5	1	0	0	3	1	0	0.967
UON		SA	MA	SD	SA	MA	SD	SA	MA	SD	SA	MA	SD	χ^2
A	Using condoms with my partner would be pleasant	15	21	30	25	21	35	4	4	7	7	7	5	0.723
B	Using condoms with my partner would be bad/nasty	22	14	30	19	16	46	2	3	10	3	5	11	0.526
C	Using condoms with my partner would be harmful	6	20	40	10	21	50	3	2	10	2	4	13	0.796
D	Using condoms with my partner would be nice	17	26	23	36	22	23	6	4	5	8	7	4	0.350

		Catholic			Protestant			Muslim			Other			p-value
E	Using condoms with my partner would be safe	47	14	5	63	12	6	12	2	1	10	8	1	0.258

The statement "using condoms with my partner would be pleasant" gathered the following responses from Catholics at both Daystar and UoN. The Catholics moderately agreed (were neutral) with 14 (43.75%) at Daystar, while those at UoN strongly disagreed at 30 (45.45%). For the protestants, there was a score of 15 (33.3%) vote across board, while at UoN, the protestants strongly disagreed at 35 (43.2%). For the Muslims, 1 (100 %) moderately agreed (were neutral) at Daystar, while at UoN, 7 (46.6 %) of them strongly disagreed. Those who fell under the category "other" had most of them strongly agree at 3 (75%), while at UoN the opinion was tied between strongly agreed and moderately agreed at 7 (36.8%). From the statistics, it appeared that religion did not have a particularly strong pull. The Catholics in particular mostly fell in the moderately agreed (neutral) category or the strongly disagreed from both schools, which did not vary greatly from how the data assessed in the relationship status poll.

Pearson Chi-square value by religious status at Daystar University had a p-value (χ^2) of 0.224, and for UoN was at 0.723, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between using condoms as being pleasant and the religious affiliation was not significant.

For the statement "using condoms with my partner would be bad/ nasty", Daystar University had most Catholics strongly disagreed at 17 (53.1%), Protestants also

had most score 26 (57.7%) for strongly disagreed, Muslims had 1 (100%) for strongly agreed and the other religious backgrounds were split between moderately agreed (neutral) and strongly disagreed 2 (50%). For UoN, the highest score went to strongly disagreed for Catholics at 30 (45.4%), strongly agreed for Protestants at 46 (23.4%), 10 (66.6%) for Muslims who strongly disagreed, and others had 11 (57.8%) for strongly disagreed. The results here were not a significant shift from the previous scores under the gender and relationship status. However, it was worthy to note that the Protestants at UoN, strongly agreed that it would be bad/ nasty to use condoms with their partners, which was contrary to other groups at the school.

Pearson Chi-square value by religious status at Daystar University had a p-value (χ^2) of 0.404, and for UoN was at 0.526, both of which were larger than the significance level of 0.05. Thus concluded that the relationship between using condoms as being bad/nasty and the religious affiliation was not significant.

"Using condoms with my partner would be harmful" generated the highest score of strongly disagreed from the Catholics at 15 (46.8%), strongly disagreed for Protestants 31(68.8%), moderately agreed (neutral) for the Muslims 1 (100%), and strongly disagreed for others at 4 (100%), all from Daystar University. UoN Catholic respondents had most score 40 (60.6%) for strongly disagreed, Protestants had 50 (61.7%) for strongly disagreed, Muslims had 10 (66.6%) for strongly disagreed and the other religions had 11 (68.42%) also for strongly disagreed.From the schools, it is unanimously agreed that using condoms with your partner was not harmful, irrespective of the religion one subscribed to.

Pearson Chi-square value by religious status at Daystar University had a p-value

(χ^2) of 0.106, and for UoN was at 0.796, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between using condoms as being harmful and the religious affiliation was not significant.

The statement "using condoms with my partner would be nice" gathered the following count. Daystar University Catholic respondents moderately agreed (were neutral) with 15 (46.8%), Protestants strongly agreed with 19 (42.2%), Muslims moderately agreed (neutral) with 1 (100%) and other religions were split between strongly agreed and moderately agreed (neutral) at 2 (50%) each. UoN Catholic respondents moderately agreed at 40 (39.39%), Protestants strongly agreed at 50 (44.44%), Muslims strongly agreed at 10 (40%) and other religions strongly agreed at 13 (42.1%). From the data it appeared that most groups strongly agreed that using a condom would be nice, although most of the Catholics in both schools moderately agreed, or were undecided on their position (were neutral). Perhaps this can be interpreted as the "Catholic guilt" coming into play, where the church forbids it, but society allows it.

Pearson Chi-square value by religious status at Daystar University had a p-value (χ^2) of 0.137, and for UoN was at 0.350, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between using condoms as being nice and the religious affiliation was not significant.

As pertains to the statement "Using condoms with my partner would be safe", the respondents from Daystar University had most Catholics strongly agreed at 20 (62.5%), Protestants strongly agreed at 30 (42.2%), Muslims moderately agreed (neutral) at 1(100%), and other religious groups strongly agreed at 3 (75%). For

UoN, most Catholics strongly agreed at 26 (71.2%), Protestants strongly agreed at 36 (77.7%), Muslims strongly agreed at 6 (80%) while other religious groups strongly agreed at 8 (42.1%). The data showed that respondents were aware that condom use was the safest way, and religion had not influenced this opinion.

Pearson Chi-square value by religious status at Daystar University had a p-value (χ^2) of 0.967, and for UoN was at 0.258, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between using condoms as being safe and the religious affiliation were not significant.

Intentions

Respondents were asked to rank their opinion on various statements that expressed their level of intention as was influenced by the advertisements they consumed. The following tables showed intention as was weighed by gender, relationship status and religion in the two schools. Intentions were captured in Tables 4.10, 4.11 and 4.12. Table 4.13 shows reactions to statements as assessed by gender.

Table 4.10: Intentions - Gender

		Strongly Agree		Moderately Agree		Strongly Disagree		p-value
Daystar University		M	F	M	F	M	F	χ^2
A	I buy condoms regularly	4	13	7	16	3	39	0.042
B	I always have a condom with me	3	24	4	11	7	33	0.436
C	I try use a condom every time I have sex	8	26	2	22	4	20	0.317
D	I will use a condom if one is offered to me	5	24	3	20	6	23	0.864

E	I only use condoms when the relationship is less than six months	4	15	2	15	8	38	0.758
F	I would encourage others to use a condom	10	44	0	16	4	8	0.060
G	I have never used/ do not use condoms	5	16	1	5	8	37	0.366
		Strongly Agree		Moderately Agree		Strongly Disagree		p-value
UON		M	F	M	F	M	F	χ^2
A	I buy condoms regularly	24	7	35	20	55	40	0.147
B	I always have a condom with me	36	10	29	19	49	38	0.041
C	I try use a condom every time I have sex	45	19	37	24	32	24	0.296
d	I will use a condom if one is offered to me	43	16	32	31	37	20	0.101
E	If only use condoms when the relationship is less than six months	22	10	27	10	65	47	0.2
F	I would encourage others to use a condom	68	32	29	21	17	14	0.287
G	I have never used/ do not use condoms	17	6	23	18	74	43	0.365

Intentions - by Gender

The statement "I buy condoms regularly" when measured showed that a large proportion of the male respondents 7 (50%) moderately agreed (were neutral), while the female respondents had majority strongly disagreed with 39 (57.35%) for Daystar University. For UoN, a significant number of male respondents strongly

disagreed with 55 (47.82%), while the female respondents also strongly disagreed with 40 (59.7%). This meant that for Daystar, the ladies strongly disagreed because they may have used alternative means of contraception, while the male respondents mostly moderately agreed (were neutral), given that they may have still been searching for a partner, and would therefore need to buy condoms in the event that they would have their "first" sexual contact with their find. For UoN, the numbers strongly disagreed, again implying that the students here were dating each other, and would therefore settle for alternative means of protection.

Pearson Chi-square value by gender at Daystar University had a p-value (χ^2) of 0.042, which was less than the significance level of 0.05, therefore rendering this relationship between gender and buying condoms regularly significant. For UoN the p-value (χ^2) was at 0.147, which was larger than significance level of 0.05. Thus it was concluded that the relationship between buying condoms regularly and gender bias at UoN was not significant.

"I always have a condom with me" statement drew 7 (50%) of the male respondents to strongly disagree, while the female respondents had a significant number strongly disagree with 33 (48.52%) from Daystar University. Respondents from UoN had the male respondents strongly disagree with 49 (42.6%) and the female also strongly disagree with 38 (56.7%). The data here confirmed that the respondents did not intend to always have a condom with them, except for the male students at Daystar, who's not having a condom may have been due to the lack of a partner.

Pearson Chi-square value by gender at Daystar University had a p-value (χ^2) of

0.436 which was larger than the significance level of 0.05, and therefore concludes that the relationship between gender and the statement "I always have a condom with me" was not significant. For UoN the p-value was at 0.041, which was less than the significance level of 0.05. Thus it was concluded that the relationship between the statement and gender at UoN was significant.

The third statement " I try use a condom every time I have sex" drew majority of the male respondents from Daystar strongly agree with 8 (57.14), with the female respondents having a significant number also strongly agree at 26 (38.23%). The University of Nairobi male respondents strongly agreed with 45 (39.17%), and the female respondents had mixed reactions with a tied score of 24 (35.82%) for moderately agreed (neutral) and strongly disagreed. The Daystar male numbers were higher than the female, signaling that more females were in a relationship and may not have always used a condom. In comparison to UoN, where the female respondents had either no intention of using a condom the next time they had sexual contact, or moderately agreed (were neutral), meaning that there was room for negotiation on the use of a condom. Again, the comfort of being in a relationship influenced intention of condom use, especially by gender as was seen here.

Pearson Chi-square value by gender at Daystar University had a p-value (χ^2) of 0.317, and for UoN was at 0.296, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between gender and the statement "I try use a condom every time I have sex" was not significant.

The statement "I will use a condom if one is offered to me" had 6 (42.85%) of the male respondents strong disagreed, while 24 (35.29%) of the female respondents

strongly agreed, all from Daystar University. UoN respondents had male respondents strongly agreed at 43 (37.39%), and the female respondents moderately agreed (were neutral) at 31 (46.26%). That the male students from Daystar and UoN had contrasting views brought to the fore the issue of being in a relationship, those from UoN would agree on account that the one offering was the "supposed" partner, while those from Daystar would be dealing with a stranger. Also, the contrast in intention between the Daystar and UoN respondents showed that the former strongly agreed on account that they were not dating fellow students, while those at UoN mostly moderately agreed (were neutral) because their partners had the option to decline the use of a condom.

Pearson Chi-square value by gender at Daystar University had a p-value (χ^2) of 0.864, and for UoN was at 0.101, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between gender and the statement "I will use a condom if one is offered to me" was not significant.

"I only use condoms when the relationship is less than six months" statement got 8 (57.14%) of the male respondents strongly disagreed, while the female respondents had 38 (55.88%) strongly disagreed. At UoN, the majority of the male respondents had 65 (56.52%) strongly disagreed while the female respondents had 47 (70.14%) strongly disagreed. The collective intention to continue using condoms well after the first six months of the relationship seemed to hold strong in both schools by both sexes.

Pearson Chi-square value by gender at Daystar University had a p-value (χ^2) of 0.758, and for UoN was at 0.2, both of which were larger than the significance level

of 0.05. Thus it was concluded that the relationship between gender and the statement "I only use condoms when the relationship is less than six months" was not significant.

The sixth statement "I would encourage others to use a condom" had majority of the male respondents at Daystar strongly agreed with 10 (71.42%), and the female respondent also strongly agreed with 44 (64.7%). For UoN, majority of the male respondents had 68 (59.13%) while the female respondents had 32 (47.76%) strongly agreed. The intention to encourage safe practice during sex was positive by both sexes at both schools, showing a positive attitude towards condom use, and positive reinforcement from the advertisements.

Pearson Chi-square value by gender at Daystar University had a p-value (χ^2) of 0.06, and for UoN was at 0.287, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between gender and the statement "I would encourage others to use a condom" was not significant.

"I have never used/ do not use condoms" statement got 8 (57.14%) of the male respondents while the female respondents had 37 (54.41%) both strongly disagreed for Daystar University. The respondents from UoN had 74 (64.34%) of the male and 43 (64.17%) female respondents both strongly disagreed with the statement. This again showed positive intention to use condoms from both sexes in both schools, and that they have used condoms previously.

Pearson Chi-square value by gender at Daystar University had a p-value (χ^2) of 0.366, and for UoN was at 0.365, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between gender and the

statement "I have never used/ don not use condoms" was not significant.

Intentions – by Relationship Status

Table 4.11 shows data collected on intentions, assessed by relationship status of the respondents from both institutions.

Table 4.11: Intentions – by Relationship Status

		Strongly Agree		Moderately Agree		Strongly Disagree		p-value
Daystar University		Yes	No	Yes	No	Yes	No	χ^2
In a relationship?								
A	I buy condoms regularly	12	5	15	8	23	19	0.469
B	I always have a condom with me	18	9	7	8	25	15	0.428
C	I try use a condom every time I have sex	18	16	17	7	15	9	0.382
D	I will use a condom if one is offered to me	15	14	14	9	20	9	0.482
E	I only use condoms when the relationship is less than six months	12	7	12	5	26	20	0.582
F	I would encourage others to use a condom	34	20	10	6	6	6	0.700
G	I have never used/ do not use condoms	11	10	11	5	28	17	0.581
UON		Strongly Agree		Moderately Agree		Strongly Disagree		p- value
In a relationship?		Yes	No	Yes	No	Yes	No	χ^2
A	I buy condoms regularly	16	15	31	24	54	41	0.874

		Strongly Agree		Moderately Agree		Strongly Disagree		p-value
B	I always have a condom with me	25	21	32	16	44	43	0.192
C	I try use a condom every time I have sex	36	28	38	23	27	29	0.308
D	I will use a condom if one is offered to me	32	27	40	23	28	29	0.325
E	If only use condoms when the relationship is less than six months	24	8	26	11	51	61	0.002
F	I would encourage others to use a condom	51	49	34	16	16	15	0.124
G	I have never used/ do not use condoms	11	12	23	18	67	50	0.706

The statement "I buy condoms regularly", where a significant number of those in a relationship strongly disagreed at 23 (46%), while those not in a relationship strongly disagreed with 19 (59.37%) for Daystar University. UoN respondents in a relationship both strongly disagreed with 54(53.3%) and 41(51.2%) for those in a relationship and those who were not. For those in a relationship, their intention not to buy condoms may be attributed to their choosing other methods, while those not in a relationship may not need to buy them regularly on account that there wasn't a partner.

Pearson Chi-square value by relationship status at Daystar University had a p-value (χ^2) of 0.469, and for UoN was at 0.874, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between

relationship status and the statement "I buy condoms regularly" was not significant.

"I always have a condom with me" statement got a significant number of the respondents from Daystar strongly disagreed with 25 (50%) of those in a relationship and 15 (46.87%) of those who were not. For UoN, the respondents also strongly disagreed with those in a relationship at 44 (43.6%), while those who were not were at 43 (53.7%). Again, the need to always have a condom for those in a relationship was watered down as they may have chosen to use other methods, while those not in a relationship did not have a ready partner, hence stepping down the need.

Pearson Chi-square value by relationship status at Daystar University had a p-value (χ^2) of 0.428, and for UoN was at 0.192, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between relationship status and the statement "I always have a condom with me" was not significant.

The third statement "I try use a condom every time I have sex" had those in a relationship at Daystar strongly agreed at 18 (36%), while those who were not in a relationship were at 16 (50%). For UoN, those in a relationship, most moderately agreed (were neutral) at 38 (39.6%), while those not in a relationship were at 29 (36.2%). The dynamics of relationship proximity came into play here. At UoN, it was assumed that both partners were in the same school, and saw each other more often, so the "trust" issue was addressed, and they therefore may or may not have chosen to use condoms. Those not in a relationship strongly disagreed, given that they may have ended up "picking up" the same person to have relations with. For

Daystar, both parties strongly agreed to try use condoms every time they had sex, again, the dynamics of relationships were different here, given that the "options" and lack of close proximity may have pushed the need for condom use.

Pearson Chi-square value by relationship status at Daystar University had a p-value (χ^2) of 0.382, and for UoN was at 0.308, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between relationship status and the statement "I try use a condom every time I have sex" was not significant.

The intention to "use a condom if one is offered to me" had a great number of those in a relationship strongly disagree at 20 (40%), while those not in a relationship strongly agree at 20 (43.75%) for Daystar. UoN had those in a relationship moderately agreed (neutral) at 40 (39.6%), while those who were not strongly disagreed at 29 (36.2%). For those in a relationship who strongly disagreed, this may have been due to the fact that an alternative was available, while those who moderately agreed (were neutral) showed that they may have been persuaded to either use or not to use the offered condom.

Pearson Chi-square value by relationship status at Daystar University had a p-value (χ^2) of 0.482, and for UoN was at 0.325, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between relationship status and the statement "I will use a condom if one is offered to me" was not significant.

The statement "I only use condoms when the relationship is less than six months" had both parties in and out of relationships strongly disagree at 26 (52%) and 20

(62.5%) respectively for Daystar. For UoN, both parties also strongly disagreed with 51 (50.5%) and 61 (76.2%) respectively. Again, just like in gender, both parties at both schools showed a strong intention to continue using condoms after the six month period.

Pearson Chi-square value by relationship status at Daystar University had a p-value (χ^2) of 0.582, and for UoN was at 0.002. For Daystar the p-value (χ^2) was larger than the significance level of 0.05, meaning that the relationship between relationship status and the statement was not significant. However, for UoN the p-value (χ^2) was at 0.02 which was less than the significance level meaning that the relationship here was significant. The relationship status at UoN did influence whether the respondents only used condoms when the relationship is less than six month.

The intention to "encourage others to use a condom" had most of the respondents at Daystar university strongly agree with those in a relationship at 34 (68%) and those not at 20 (62.5%). For UoN, both parties strongly agreed at 51(50.5%) and 49 (61.2%) respectively for those who were in a relationship and those who were not. This positive affirmation may have been due to the personal witnessing of the success at curbing pregnancies and STI by use of condoms, and so they would recommend the same to their friends.

Pearson Chi-square value by relationship status at Daystar University had a p-value (χ^2) of 0.7, and for UoN was at 0.124, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between relationship status and the statement "I would encourage others to use a condom"

was not significant.

"I have never used/ do not use condoms" statement got 28 (56%) and 17 (53.12%) strongly disagree for those in and out of relationships at Daystar University. While UoN had 67 (66.3%) and 50 (62.5%) also strongly disagree for those in and out of relationships respectively. This showed that the intention to use condoms was there, from the past and in the future.

Pearson Chi-square value by relationship status at Daystar had a p-value (χ^2) of 0.581, and for UoN was at 0.706, both of which were larger than the significance level of 0.05. Thus it was concluded that the connection between relationship status and the statement "I have never used/ do not use condoms" was not significant.

Intentions - by Region

The following data captured in Table 4.12 , showed reactions to statements on intention to use condoms, and was assessed by religion for both institutions.

Table 4.12: Intentions - by Religion

		Catholic			Protestant			Muslim			Other			p-value
Daystar University		SA	MA	SD	SA	MA	SD	SA	MA	SD	SA	MA	SD	χ^2
A	I buy condoms regularly	5	12	15	12	9	24	0	0	1	0	2	2	0.440
B	I always have a condom with me	11	8	13	15	6	24	0	0	1	1	1	2	0.775
C	I try use a condom every time I have sex	11	10	11	20	14	11	0	0	1	3	0	1	0.432
D	I will use a	10	10	11	16	12	17	0	1	0	3	0	1	0.583

		Catholic			Protestant			Muslim			Other			p-value
	condom if one is offered to me													
E	I only use condoms when the relationship is less than six months	9	4	19	10	12	23	0	1	0	0	0	4	0.153
F	I would encourage others to use a condom	18	11	3	33	4	8	0	1	0	3	0	1	0.040
G	I have never used/ do not use condoms	5	8	19	16	6	23	0	1	0	0	1	3	0.121
		Catholic			Protestant			Muslim			Other			p-value
UON		SA	MA	SD	SA	MA	SD	SA	MA	SD	SA	MA	SD	χ^2
A	I buy condoms regularly	10	20	36	18	25	38	1	4	10	2	6	11	0.661
B	I always have a condom with me	20	16	30	21	23	37	2	5	8	3	4	12	0.667
C	I try use a condom every time I have sex	25	25	16	29	25	27	3	7	5	7	4	8	0.516
D	I will use a condom if one is offered to me	23	20	21	28	31	22	1	7	7	7	5	7	0.590
E	If only use condoms when the relationship is less than six months	18	12	36	10	19	52	1	3	11	3	3	13	0.267

		Catholic			Protestant			Muslim			Other			p-value
F	I would encourage others to use a condom	39	17	10	49	17	15	4	10	1	8	6	5	0.018
G	I have never used/ do not use condoms	5	13	48	12	20	49	2	2	11	4	6	9	0.393

The statement "I buy condoms regularly" had a Catholics strongly disagreed with 15 (46.9%), Protestants strongly disagreed at 21 (55.6%), Muslims strongly disagreed at 1 (100%), while other religions were split at 2 (50%) between moderately agreed (neutral) and strongly disagreed for Daystar University. UoN had the Catholics strongly disagreed at 36 (54.44%), Protestants strongly disagree at 38 (46.9%), Muslims strongly disagreed at 10 (66.7%) while other religions also strongly disagreed at 11 (57.9%). The statement was collectively denied, showing that the intention to buy condoms regularly was not high from a religious stand point.

Pearson Chi-square value by religious status at Daystar University had a p-value (χ^2) of 0.440, and for UoN was at 0.661, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between religious affiliation and the statement "I buy condoms regularly" was not significant.

The statement that "I always have a condom with me" got 13 (40.6%) of the Catholics strongly disagreed, Protestants had 24 (53.3%) strongly disagreed, Muslims strongly disagreed at 1 (100%) and other religions also strongly disagreed at 2 (50%) for Daystar University. For UoN, 30 (45.5%) of the Catholics strongly

disagreed, 37 (45.7%) of the Protestants strongly disagreed, 8 (53.3%) of Muslims also strongly disagreed while 12 (63.1%) of the other religions also strongly disagreed. Again, the statement was collectively denied, that the respondents did not always have a condom with them. This could be interpreted as their having them stored at their houses, or that they were not very sexually active.

Pearson Chi-square value by religious status at Daystar University had a p-value (χ^2) of 0.775, and for UoN was at 0.667, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between religious affiliation and the statement "I always have a condom with me" was not significant.

"I try use a condom every time I have sex" had the Catholics split their vote at 11 (34.4%) for strongly agreed and strongly disagreed, the Protestants strongly agreed at 20 (44.4%), Muslims strongly disagreed at 1 (100%) and other religions strongly agreed at 3 (75%). It was interesting that the Catholics here would be torn between strongly agreed and strongly disagreed, which showed that perhaps the teachings against family planning were not heeded. The protestants and other religions strongly agreed, while the Muslim would strongly disagreed, which was consistent with the relationship and gender findings. UoN also had the Catholics split at 25 (38%) for strongly agreed and moderately agreed (neutral), the Protestants strongly agreed at 29 (35.8%), Muslims moderately agreed (neutral) at 7 (46.7%) and other religions strongly disagreed at 8 (42.10%).

Pearson Chi-square value by religious status at Daystar University had a p-value (χ^2) of 0.432, and for UoN was at 0.516, both of which were larger than the

significance level of 0.05. Thus it was concluded that the relationship between religious affiliation and the statement "I try use condoms every time I have sex" was not significant.

That the respondents would "use a condom if one is offered to me" had Daystar respondents strongly disagreed at 11 (34.3%) for the Catholics, Protestants strongly disagreed at 17 (37.8%), Muslims moderately agreed (neutral) at 1 (100%) and other religions strongly agreed at 3 (75%). UoN had Catholics strongly agreed at 23 (34.8%), Protestants moderately agreed (neutral) at 31 (38.27%), Muslims were at 7 (46.7%) for moderately agreed (neutral) and strongly disagreed, other religions were also split at 7 (36.8%) for strongly agreed and strongly disagreed. The fact that the respondents had wildly different views may be interpreted as their not being significantly influenced by religious stand points.

Pearson Chi-square value by religious status at Daystar University had a p-value (χ^2) of 0.583, and for UoN was at 0.590, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between religious affiliation and the statement "I will use a condom if one is offered to me" was not significant.

"I only use condoms when the relationship is less than six months" had the respondents from Daystar at 19 (59.4%) strongly disagreed for Catholics, 23 (51.1%) strongly disagreed for Protestants, Muslims moderately agreed at 1 (100%), while other religions strongly disagreed at 4 (100%). UoN had Catholics strongly disagreed at 36 (54.5%), Protestants strongly disagreed at 52 (64.19%), Muslims strongly disagreed at 11 (73.3%) and other religions strongly disagreed at

13 (68.4%). Save for the Muslims, all other religions strongly disagreed that condom use would stop after six months, which was consistent with previous findings on gender and relationship status, therefore intention to use remains unchanged irrespective of length of relationship.

Pearson Chi-square value by religious status at Daystar University had a p-value (χ^2) of 0.153, and for UoN was at 0.267, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between religious affiliation and the statement "I only use condoms when the relationship is less than six months" was not significant.

The statement "I would encourage others to use a condom" had Daystar University Catholics strongly agreed at 18 (56.25%), Protestants strongly agreed at 33 (73.3%), Muslims moderately agreed (neutral) at 1 (100%) and other religions strongly agreed at 3 (75%). For UoN the Catholic respondents had 39 (59.1%) strongly agreed, Protestants strongly agreed at 49 (60.5%), Muslims moderately agreed at (neutral) 10 (66.7%), while other religions strongly agreed at 8 (42.1%). That the Muslims consistently moderately agreed shows that their religion did have an influence on intention to recommend condom use, however, the other religions strongly agreed that they would encourage others to use condoms, irrespective of personal choice.

Pearson Chi-square value by religious status at Daystar University had a p-value (χ^2) of 0.04, and for UoN was at 0.018, both of which were less than the significance level of 0.05. Thus it was concluded that the relationship between religious affiliation and the statement "I would encourage others to use a condom"

was significant. This may be in the spirit of being "your brother's keeper" which was found in all religions, that had influence on how students encouraged each other to use condoms.

The last statement "I have never used/ do not use condoms" had Daystars Catholic respondents at 19 (59.4%) strongly disagreed, 23 (51.1%) strongly disagreed, Muslims moderately agreed (neutral) at 1 (100%), and other religions strongly disagreed at 3 (75%). For UoN Catholic respondents were at 48 (72.7%) strongly disagreed, Protestants 49 (60.5%) strongly disagreed, Muslims strongly disagreed at 10 (73.3%), and other religions strongly disagreed at 9 (47.3%). The overall strong disagreement that the respondents do not use condoms showed that there was knowledge on condoms being the safest prevention method, and religion did not strongly influence this.

Pearson Chi-square value by religious status at Daystar University had a p-value (χ^2) of 0.121, and for UoN was at 0.393, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between religious affiliation and the statement "I have never used/ do not use condoms" was not significant.

Motivation

The study sought to measure the degree to which the respondents felt motivated to use condoms after interaction with the advertisements. These statements sought to measure personal motivation, and the level of motivation by peers to use condoms. The following statements drew responses as captured in Table 4.13 (p. 90).

Table 4.13: Motivation - Gender

		Strongly Agree		Moderately Agree		Strongly Disagree		p-value
Daystar University		M	F	M	F	M	F	χ^2
A	Most of my friends use condoms when they have sex	4	19	6	31	4	18	0.980
B	My close friends will say no to sex if a partner won't use a condom	7	21	3	28	4	19	0.295
C	My close friends think that carrying a condom is the right thing to do	6	31	6	21	2	16	0.614
D	Using condoms is viewed by my close friends as the right thing to do	8	35	5	25	1	8	0.860
E	My close friends think that insisting a partner use a condom is the right thing to do.	8	30	6	27	0	11	0.257
F	Never had sex without a condom	6	13	2	20	6	35	0.136
G	I do not have a need to use condoms	2	16	2	8	10	44	0.744
H	Using condoms means you do not trust your partner	2	14	3	13	9	41	0.861
I	My romantic partner would react badly if I insist on using a condom	4	11	1	23	9	33	0.103
J	If I want to have sex, I will first talk to my partner	11	38	2	17	1	1	0.279

		Strongly Agree		Moderately Agree		Strongly Disagree		p-value
	about using a condom							
K	I will say no to sex if my partner won't use a condom	10	28	2	31	2	9	0.077
L	I plan to use a condom the next time I have sex	13	37	1	19	0	12	0.025

		Strongly Agree		Moderately Agree		Strongly Disagree		p-value
UON		M	F	M	F	M	F	χ^2
A	Most of my friends use condoms when they have sex	32	19	50	30	32	18	0.984
B	My close friends will say no to sex if a partner won't use a condom	29	23	48	26	37	18	0.426
C	My close friends think that carrying a condom is the right thing to do	41	23	36	25	37	19	0.714
d	Using condoms is viewed by my close friends as the right thing to do	58	32	39	25	17	10	0.906
E	My close friends think that insisting a partner use a condom is the right thing to do.	52	30	45	25	17	12	0.863
F	Never had sex without a condom	35	22	33	16	46	29	0.760
G	I do not have a need to use condoms	14	11	24	16	76	40	0.608
H	Using condoms means you do not	22	17	27	16	65	34	0.598

		Strongly Agree		Moderately Agree		Strongly Disagree		p-value
	trust your partner							
I	My romantic partner would react badly if I insist on using a condom	29	25	38	16	47	26	0.190
J	If I want to have sex, I will first talk to my partner about using a condom	58	30	27	19	29	18	0.698
K	I will say no to sex if my partner won't use a condom	49	30	47	28	18	9	0.909
L	I plan to use a condom the next time I have sex	54	26	33	18	27	23	0.287

Motivation - by Gender

The statement "most of my friends use condoms when they have sex" had respondents from Daystar score 6 (42.9%) for the male while the female respondents had 31 (45.6%) moderately agreed (neutral). The same happened at UoN with the male and female respondents moderately agreed (were neutral) with 50 (43.9%) and 30 (44.8%) respectively, that most of their friends used condoms when they had sex. This was interpreted as positive affirmation of the fact that sex was discussed, and use of condoms was put through as the right thing to do.

Pearson Chi-square value by gender at Daystar University had a p-value (χ^2) of 0.980, and for UoN was at 0.984, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between gender and the statement "Most of my friends use condoms when they have sex" was not significant.

For the statement "my close friends will say no to sex if a partner won't use a condom," Daystar's male respondents had 7 (50%) strongly agreed, while the female respondents had 28 (42.1%) moderately agreed (neutral). UoN had male and female respondents moderately agreed (were neutral) at 48 (42.1%) and 26 (38.8%). This was interpreted as when a third party was involved, level of influence was hard to determine. This meant that they could predict their friends' behavior, but not the behavior of their friends' partners.

Pearson Chi-square value by gender at Daystar University had a p-value (χ^2) of 0.295, and for UoN was at 0.426, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between gender and the statement "My close friends will say no to sex if a partner won't use a condom" was not significant.

"My close friends think that carrying condoms is the right thing to do" had a significant number of Daystars respondents strongly and moderately agreed (neutral) with male respondents at 6 (42.9%) and female respondents at 31 (45.6%). For UoN, most of the male respondents strongly agreed at 41 (35.9%) and the female respondents moderately agreed (were neutral) at 25 (37.3%). Here, we saw that the female mostly moderately agreed (was neutral), because carrying of condoms was largely assumed to be a male trait. The male respondents on the other hand mostly strongly agreed, as a result of them seeing themselves as the dominant partners, and therefore in control.

Pearson Chi-square value by gender at Daystar University had a p-value of (χ^2) 0.614, and for UoN was at 0.714, both of which were larger than the significance

level of 0.05. Thus it was concluded that the relationship between gender and the statement "My close friends think that carrying condoms was the right thing to do" was not significant.

"Using condoms is viewed by my close friends as the right thing to do" statement had most of the respondents at Daystar strongly agree at 8 (57.1%) and 35 (44.11%) for the male and female respectively. While at UoN, the respondents also strongly agreed at 58 (50.9%) and 32 (47.8%) respectively for both the male and female respondents. In any group scenario, positive affirmation was sought, and as such we saw that condom use was the right thing to do and was positively placed.

Pearson Chi-square value by gender at Daystar University had a p-value (χ^2) of 0.860, and for UoN was at 0.906, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between gender and the statement "Using condoms is viewed by my close friends as the right thing to do" was not significant.

The statement that " my close friends think that insisting a partner use a condom is the right thing to do" had the male and female respondents at Daystar strongly agreed at 8 (57.1%) and 30 (44.11%) respectively. At UoN, the respondents also strongly agreed with male at 52 (45.6%) and 30 (44.8%) for male and female respectively. Here, we saw that motivation to use condoms in a group setting was very high, given that it was looked at favorably.

Pearson Chi-square value by gender at Daystar University had a p-value (χ^2) of 0.257, and for UoN was at 0.863, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between gender and the

statement “My close friends think that insisting a partner use a condom is the right thing to do” was not significant.

“Never had sex without a condom” drew a response of strongly disagreed for Daystar respondents with the male at 6 (42.9%) and female at 35 (51.5%), with some of the male respondents also strongly agreed at 6 (42.9%). For UoN, most of the respondents strongly disagreed with male at 46 (40.4%) and female at 29 (43.3%). Here, we saw that reality did come forth, as not every sexual encounter had a condom present.

Pearson Chi-square value by gender at Daystar University had a p-value (χ^2) of 0.136, and for UoN was at 0.760, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between gender and the statement “Never had sex without a condom” was not significant.

“I do not need to use condoms” had most of the respondents strongly disagreed with male respondents at 10 (71.42%) and female at 44 (64.7%) from Daystar. UoN also had most of the respondents strongly disagreed with male respondents at 76 (66.7%) male and 40 (59.7%) female. This showed positive attitude towards condom use, and that protection was key for both sexes.

Pearson Chi-square value by gender at Daystar University had a p-value (χ^2) of 0.744, and for UoN was at 0.608, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between gender and the statement “I do not have a need to use a condom” was not significant.

“Using condoms means you do not trust your partner” had most of the Daystar respondents strongly disagree with male at 9 (64.3%) and female at 41 (60.3%). For

UoN, most of the respondents also strongly disagreed with male at 65 (57%) and female at 34 (50.7%). This showed that the perception of using condoms as a sign of mistrust did not hold true with this study group, and that motivation was high in this regard.

Pearson Chi-square value by gender at Daystar University had a p-value (χ^2) of 0.861, and for UoN was at 0.598, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between gender and the statement "Using condoms means you do not trust your partner" was not significant.

"My romantic partner would react badly if I insist on using a condom" had respondents at Daystar strongly disagreed with male at 9 (64.3%) and female at 33 (48.5%). UoN also strongly disagreed with male at 47 (41.2%) and female at 26 (38.8%). In comparison to the previous statement, this further confirmed that condom use was not a matter of trust.

Pearson Chi-square value by gender at Daystar University had a p-value (χ^2) of 0.103, and for UoN was at 0.190, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between gender and the statement "My romantic partner would react badly if I insist on using a condom" was not significant.

"If I want to have sex, I will first talk to my partner about using a condom" statement had most of the respondents at Daystar strongly agreed at 11 (78.6%) for male and 38 (55.9%) for female. UoN respondents also strongly agreed with males at 58 (50.9%) and female at 30 (44.8%). This translated to the fact that protection

and contraceptives were seen as a team effort, and neither gender should be burdened with the task.

Pearson Chi-square value by gender at Daystar University had a p-value (χ^2) of 0.279, and for UoN was at 0.698, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between gender and the statement "If I want to have sex, I will first talk to my partner about using a condom" was not significant.

"I will say no to sex if my partner won't use a condom" had the male respondents at Daystar strongly agreed at 10 (71.4%) and 31 (45.6%) for female moderately agreed (neutral). UoN respondents also strongly agreed with males at 49 (42.9%) and female at 30 (44.8%). This translated to the fact that acts of protecting one's self were not looked at negatively.

Pearson Chi-square value by gender at Daystar University had a p-value (χ^2) of 0.077, and for UoN was at 0.909, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between gender and the statement "I will say no to sex if my partner won't use a condom" was not significant.

The "I plan to use a condom the next time I have sex" statement had most of the respondents at Daystar strongly agreed at 13 (92.9%) for male and 37 (54.4%) for female. UoN respondents also strongly agreed with males at 54 (47.3%) and female at 27 (38.8%). This translated to the fact that protection and contraceptives were seen as a good habit.

Pearson Chi-square value by gender at Daystar University had a p-value (χ^2) of 0.980, and for UoN was at 0.984, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between gender and the statement "I plan to use a condom the next time I have sex" was not significant.

Motivation - by Relationship Status

Data was collected on the reactions given to statements regarding motivation to use condoms; this was done according to relationship status as captured in Table 4.14.

Table 4.14: Motivation - by Relationship Status

		Strongly Agree		Moderately Agree		Strongly Disagree		p-value
Daystar University								χ^2
In a relationship?		Yes	No	Yes	No	Yes	No	
A	Most of my friends use condoms when they have sex	15	8	20	17	15	7	0.497
B	My close friends will say no to sex if a partner won't use a condom	17	11	20	11	13	10	0.837
C	My close friends think that carrying a condom is the right thing to do	21	16	20	7	9	9	0.209
D	Using condoms is viewed by my close friends as the right thing to do	28	15	17	13	5	4	0.721
E	My close friends think that insisting a partner use a condom is the right thing to do.	22	16	20	13	8	3	0.673

		Strongly Agree		Moderately Agree		Strongly Disagree		p-value
F	Never had sex without a condom	12	7	8	14	30	11	0.017
G	I do not have a need to use condoms	10	8	8	2	32	22	0.405
H	Using condoms means you do not trust your partner	10	6	12	4	28	22	0.395
I	My romantic partner would react badly if I insist on using a condom	10	5	16	9	24	18	0.756
J	If I want to have sex, I will first talk to my partner about using a condom	27	22	12	7	11	3	0.277
K	I will say no to sex if my partner won't use a condom	20	18	25	8	5	6	0.072
L	I plan to use a condom the next time I have sex	30	20	11	9	9	3	0.0519
UoN		Yes	No	Yes	No	Yes	No	χ^2
In a relationship?								
A	Most of my friends use condoms when they have sex	29	22	45	35	27	23	0.953
B	My close friends will say no to sex if a partner won't use a condom	33	19	36	38	32	23	0.235
C	My close friends think that carrying a condom is the right thing to do	35	29	32	29	34	22	0.652
D	Using condoms is	53	37	33	31	15	12	0.665

		Strongly Agree		Moderately Agree		Strongly Disagree		p-value
	viewed by my close friends as the right thing to do							
E	My close friends think that insisting a partner use a condom is the right thing to do.	46	36	35	35	20	9	0.224
F	Never had sex without a condom	31	26	26	23	44	31	0.800
G	I do not have a need to use condoms	13	12	23	17	65	51	0.907
H	Using condoms means you do not trust your partner	23	16	27	16	51	48	0.417
I	My romantic partner would react badly if I insist on using a condom	31	23	33	21	37	36	0.485
J	If I want to have sex, I will first talk to my partner about using a condom	50	38	26	20	25	22	0.916
K	I will say no to sex if my partner won't use a condom	41	38	44	31	16	11	0.648
L	I plan to use a condom the next time I have sex	41	39	34	17	26	24	0.182

"Most of my friends use condoms when they have sex" had the respondents from Daystar moderately agreed (neutral); those in a relationship were at 20 (40%), while those not in a relationship were at 17 (53.12%). For UoN, the respondents also moderately agreed (were neutral) with those in a relationship at 45 (44.6%) and those not in a relationship at 35 (43.8%). This showed that the knowledge that

condoms should be used was there, however means to ascertain use in ones friends could not be an absolute.

Pearson Chi-square value by relationship status at Daystar University had a p-value (χ^2) of 0.497, and for UoN was at 0.953, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between the respondents' relationship status and the statement "Most of my friends use condoms when they have sex" was not significant.

"My close friends will say 'no' to sex if a partner won't use a condom" had a split score for those not in a relationship at Daystar, a significant number of them strongly agreed and others moderately agreed (were neutral) at 11 (34.3%), for those in a relationship, most moderately agreed at 20 (40%). UoN had most of the respondents moderately agreed (neutral) with those in a relationship at 36 (35.6%) and those not in a relationship at 38 (47.5%). This was interpreted as condom use being a negotiable situation for those in a relationship.

Pearson Chi-square value by relationship status at Daystar University had a p-value (χ^2) of 0.837, and for UoN was at 0.235, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between the respondents' relationship status and the statement "My close friends will say no to sex if a partner won't use a condom" was not significant.

"My close friends think that carrying condoms is the right thing to do" had Daystar respondents strongly agreed at 21 (42%) for those in a relationship and 16 (50%) for those not in a relationship. For UoN, the respondents also strongly agreed with those in a relationship at 35 (34.7%) and those not at 29 (36.2%). This showed that

condom use was a positive trait, and possessing one, from a relationship status was seen as motivation to use one.

Pearson Chi-square value by relationship status at Daystar University had a p-value (χ^2) of 0.209, and for UoN was at 0.652, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between the respondents' relationship status and the statement "My close friends think that carrying condoms is the right thing to do" was not significant.

The statement "Using condoms is viewed by my close friends as the right thing to do" had Daystar respondents strongly agreed with those in relationships at 28 (56%) and those not in a relationship at 15 (46.9%). UoN respondents in relationships also strongly agreed at 53 (52.5%) and those not were at 37 (46.2%). Having safe sex was seen as the right thing to do, and using condoms was seen as an appropriate measure.

Pearson Chi-square value by relationship status at Daystar University had a p-value (χ^2) of 0.721, and for UoN was at 0.665, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between the respondents' relationship status and the statement "Using condoms is viewed by my close friends as the right thing to do" was not significant.

"My close friends think that insisting a partner use a condom is the right thing to do" statement had respondents at Daystar University strongly agreed with those in relationships at 22 (44%) and those not at 16 (50%). For UoN, the respondents also strongly agreed with those in a relationship at 46 (45.5%), and those not at 36 (45%). Both schools and irrespective of relationship status did think that condom

use was important, and condoms should be used with every sexual contact.

Pearson Chi-square value by relationship status at Daystar University had a p-value (χ^2) of 0.673, and for UoN was at 0.224, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between the respondents' relationship status and the statement "My close friends think that insisting a partner use a condom is the right thing to do" was not significant.

"Never had sex without a condom" had those not in a relationship at Daystar university moderately agreed (neutral) at 14 (28%) while those in a relationship strongly disagreed at 30 (60%). For UoN, both parties strongly disagreed, with those in a relationship at 44 (43.6%) and those not at 31 (38.8%). This statement again presented the reality that not every sexual encounter always had a condom present, so alternative means of precaution were used.

Pearson Chi-square value by relationship status at Daystar University had a p-value (χ^2) of 0.017, which was less than the significance level of 0.05, meaning that the relationship status had an influence on the statement. For UoN, the p-value (χ^2) was at 0.8, which was larger than significance level of 0.05. Thus it was concluded that the relationship between the respondents' relationship status and the statement "Never had sex without a condom" was not significant.

"I do not have a need to use condoms" had respondents strongly disagreed with those in a relationship at 32 (64%), while those who were not at 22 (68.8%) for Daystar. UoN respondents also strongly disagreed with those in a relationship at 65 (64.3%) and those not in a relationship at 51 (63.8%). This showed that there was a continued need for protection for everyone, irrespective of relationship status.

Pearson Chi-square value by relationship status at Daystar University had a p-value (χ^2) of 0.405, and for UoN was at 0.907, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between the respondents' relationship status and the statement "I do not have a need to use condoms" was not significant.

"Using condoms means you do not trust your partner" had most of the respondents strongly disagree at 28 (56%) and 22 (68.8%) for those in a relationship and those not respectively. For UoN, the respondents also strongly disagreed at 51 (50.5%) and 48 (60%) respectively for those in a relationship and those who were not. This therefore confirmed what was scored by gender bias, and showed that condom use was not pegged on trust but was a matter of health and wellbeing.

Pearson Chi-square value by relationship status at Daystar University had a p-value (χ^2) of 0.395, and for UoN was at 0.417, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between the respondents' relationship status and the statement "Using condoms means you do not trust your partner" was not significant.

"My romantic partner would react badly if I insist on using a condom" had respondents both in and not in a relationship strongly disagree with 24 (48%) and 18 (57.6%) respectively. UoN had the same response with most strongly disagreeing at 37 (36.6%) and 36 (45%) for those in a relationship and those who were not respectively. This again confirmed that condom use went above trust issues.

Pearson Chi-square value by relationship status at Daystar University had a p-value

(χ^2) of 0.756, and for UoN was at 0.485, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between the respondents' relationship status and the statement "My romantic partner would react badly if I insist on using a condom" was not significant.

"If I want to have sex, I will first talk to my partner about using a condom" had most of the respondents at Daystar strongly agreed with 27 (54%) and 22 (68.8%) respectively for those in a relationship and those who were not. UoN also drew the same reaction with 50 (49.5%) and 38 (47.5%) strongly agreed for those in a relationship and those who were not. This again showed that contraception was viewed as a team effort.

Pearson Chi-square value by relationship status at Daystar University had a p-value (χ^2) of 0.277, and for UoN was at 0.916, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between the respondents' relationship status and the statement "If I want to have sex, I will first talk to my partner about sing a condom" was not significant.

The statement "I will say 'no' to sex if my partner won't use a condom" had those not in a relationship strongly agreed at 25 (56.2%) and those in a relationship moderately agreed (were neutral) at 18 (50%) at Daystar. Whereas at UoN, both parties strongly agreed at 44 (60%) for those in a relationship and 38 (62.5%) for those who were not. This showed that the need to preserve one's self run deep for both parties irrespective of relationship status.

Pearson Chi-square value by relationship status at Daystar University had a p-value (χ^2) of 0.072, and for UoN was at 0.648, both of which were larger than the

significance level of 0.05. Thus it was concluded that the relationship between the respondents' relationship status and the statement "I will say no to sex if my partner won't use a condom" was not significant.

"I plan to use a condom the next time I have sex" had both parties strongly agreed at 30 (60%) and 20 (62.5%) for those in a relationship and those who were not. For UoN both parties also strongly agreed at 41 (40.5%) and 39 (48.8%) respectively for those in and not in a relationship. This proved that using a condom constantly was a good habit to maintain.

Pearson Chi-square value by relationship status at Daystar University had a p-value (χ^2) of 0.05, which was equal to the significance level of 0.05, meaning that there was a relationship between the statement and the respondent's relationship status. For UoN, the p-value (χ^2) was at 0.182, which was larger than the significance level of 0.05. Thus it was concluded that the relationship between the respondents' relationship status and the statement "Never had sex without a condom" was not significant.

Motivation - by Religious Background

The study sought to measure the level of influence that religion had on motivation to use condoms. The following statements were used to measure, and were captured in Table 4.15.

Table 4.15: Motivation - by Religious Background

	Catholic			Protestant			Muslim			Other			p-value
Daystar University	SA	MA	SD	SA	MA	SD	SA	MA	SD	SA	MA	SD	χ^2

		Catholic			Protestant			Muslim			Other			p-value
A	Most of my friends use condoms when they have sex	2	20	10	18	16	11	1	0	0	2	1	1	0.023
B	My close friends will say no to sex if a partner won't use a condom	9	12	11	16	17	12	1	0	0	2	2	0	0.629
C	My close friends think that carrying a condom is the right thing to do	15	7	10	20	18	7	1	0	0	1	2	1	0.430
D	Using condoms is viewed by my close friends as the right thing to do	20	10	2	21	18	6	0	1	0	2	1	1	0.573
E	My close friends think that insisting a partner use a condom is the right thing to do.	12	17	3	24	13	8	1	0	0	1	3	0	0.231
F	Never had sex without a condom	6	11	15	12	10	23	0	1	0	1	0	3	0.432
G	I do not have a need to use condoms	11	5	16	7	5	33	0	0	1	0	0	4	0.266
H	Using condoms means you do not trust your partner	7	9	16	8	6	31	1	0	0	0	1	3	0.207
I	My	5	13	14	10	10	25	0	1	0	0	1	3	0.360

		Catholic			Protestant			Muslim			Other			p-value
	romantic partner would react badly if I insist on using a condom													
J	If I want to have sex, I will first talk to my partner about using a condom	17	8	7	28	10	7	0	1	0	4	0	0	0.335
K	I will say no to sex if my partner won't use a condom	12	18	2	23	14	8	0	1	0	3	0	1	0.133
L	I plan to use a condom the next time I have sex	18	7	7	28	13	4	1	0	0	3	0	1	0.572
		Catholic			Protestant			Muslim			Other			p- value
UON		SA	MA	SD	SA	MA	SD	SA	MA	SD	SA	MA	SD	χ^2
A	Most of my friends use condoms when they have sex	23	28	15	19	34	28	3	10	2	6	8	5	0.312
B	My close friends will say no to sex if a partner won't use a condom	28	20	18	18	38	25	2	7	6	4	9	6	0.100
C	My close friends think that carrying a condom is the right thing to do	27	16	23	28	31	22	3	8	4	6	6	7	0.100
D	Using condoms is	41	21	4	35	28	18	5	8	2	9	7	3	0.072

		Catholic			Protestant			Muslim			Other			p-value
	viewed by my close friends as the right thing to do													
E	My close friends think that insisting a partner use a condom is the right thing to do.	35	24	7	36	28	17	4	8	3	7	10	2	0.275
F	Never had sex without a condom	22	17	27	23	23	35	5	5	5	7	4	8	0.967
G	I do not have a need to use condoms	10	13	43	11	16	54	2	4	9	2	7	10	0.790
H	Using condoms means you do not trust your partner	14	15	37	16	22	43	5	1	9	4	5	10	0.735
I	My romantic partner would react badly if I insist on using a condom	19	20	27	23	23	35	3	6	6	9	5	5	0.639
J	If I want to have sex, I will first talk to my partner about using a condom	37	13	16	38	25	18	6	4	5	7	4	8	0.396
K	I will say no to sex if my partner won't use a condom	28	33	5	35	32	14	9	3	3	7	7	5	0.188
L	I plan to use a condom the	31	18	17	41	23	17	5	5	5	3	5	11	0.47

	Catholic	Protestant	Muslim	Other	p-value
next time I have sex					

"Most of my friends use condoms when they have sex" statement had most of the Catholics moderately agreed (neutral) at 20 (62.5%), Protestants strongly agreed at 18 (40%), Muslims strongly agreed at 1 (100%) and other religious groups strongly agreed at 2 (50%) for Daystar University. UoN had the Catholics moderately agreed (were neutral) at 28 (42.42%), Protestants moderately agreed (were neutral) at 34 (41.9%), Muslims moderately agreed (were neutral) at 10 (66.6%) and other religious groups moderately agreed (were neutral) at 8 (42.1%). It appeared that at Daystar the religious position was stronger as most faiths strongly agreed, while at UoN the respondents moderately agreed (were neutral).

Pearson Chi-square value by relationship status at Daystar University had a p-value (χ^2) of 0.023, which was less than the significance level of 0.05, meaning that the respondents' religious status had an influence on the statement. For UoN, the p-value (χ^2) was at 0.312, which was larger than significance level of 0.05. Thus it was concluded that the relationship between the respondents' religious status and the statement "Most of my friends use condoms when they have sex" was not significant.

The statement "My close friends will say 'no' to sex if a partner won't use a condom" had the respondents at Daystar University moderately agreed (neutral) at 12 (37.5%), Protestants moderately agreed (neutral) at 17 (37.8%), Muslims strongly agreed at 1(100%) and other religious faiths strongly and moderately agreed (neutral) at 2 (50%) each. For UoN Catholics strongly agreed at 28 (42.42%), Protestants moderately agreed (neutral) at 38 (46.9%), Muslims

moderately agreed (neutral) at 7 (46.6%) and other groups moderately agreed (neutral) at 9 (47.3%). Here, we saw that most faiths moderately agreed (were neutral), which remained a non-committal stand, implying that there was room for persuasion to cross to either side.

Pearson Chi-square value by relationship status at Daystar University had a p-value (χ^2) of 0.629, and for UoN was at 0.100, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between the respondents' religious affiliation and the statement "My close friends will say no to sex if a partner won't use a condom" was not significant.

"My close friends think that carrying condoms is the right thing to do" had Daystar respondents strongly agreed at 15(46.9%) for Catholics, Protestants strongly agreed at 20 (44.4%), Muslims strongly agreed at 1 (100%) and other religions moderately agreed (neutral) at 2 (50%). UoN had Catholics strongly agreed at 27(40.9%), Protestants moderately agreed (neutral) at 31 (38.2%), Muslims moderately agreed (neutral) at 8 (53.3%) and other faiths strongly agreed at 7 (36.8%). Again, Daystar had most respondents strongly agreed as compared to UoN, where the majority moderately agreed (were neutral). Religion may have come into play here.

Pearson Chi-square value by relationship status at Daystar University had a p-value (χ^2) of 0.430, and for UoN was at 0.100, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between the respondents' religious affiliation and the statement "My close friends think that carrying condoms is the right thing to do" was not significant.

"Using condoms is viewed by my close friends as the right thing to do" had most

Catholics strongly agreed at 20 (62.5%), Protestants strongly agreed at 21 (46.7%), Muslims moderately agreed (neutral) at 1 (100%), and other faiths strongly agreed at 2 (50%). UoN had Catholics strongly agreed at 41 (62.1%), Protestants strongly agreed at 35 (43.2%), Muslims moderately agreed (neutral) at 8 (53.3%), and other faiths strongly agreed at 9 (47.3%). Condom use being seen as the right thing to do continued to have strong agreement, which cut across all religions.

Pearson Chi-square value by relationship status at Daystar University had a p-value (χ^2) of 0.573, and for UoN was at 0.072, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between the respondents' religious affiliation and the statement "Using condoms is viewed by my close friends as the right thing to do" was not significant.

"My close friends think that insisting a partner use a condom is the right thing to do" had Daystar respondents strongly agreed with 17 (37.5%) for Catholics, 24 (53.3%) strongly agreed for Protestants, 1 (100%) strongly agreed for Muslims, 3 (75%) moderately agreed (neutral) for other faiths. UoN had 35 (53%) strongly agreed for Catholics, 36 (44.4%) strongly agreed for Protestants, 8 (53.3%) moderately agreed for Muslims and other faiths moderately agreed (neutral) with 9 (52.6%). Again, we saw strong support for condom use across both schools and religions.

Pearson Chi-square value by relationship status at Daystar University had a p-value (χ^2) of 0.231, and for UoN was at 0.275 both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between the respondents' religious affiliation and the statement "My close friends think that

insisting a partner use a condom is the right thing to do" was not significant.

The statement "never had sex without a condom" had Daystar University Catholics strongly disagreed at 15 (46.9%), Protestants strongly disagreed at 23 (51.1%), Muslims moderately agreed (neutral) at 1 (100%) and other faiths strongly disagreed at 3 (75%). UoN had Catholics strongly disagreed at 27 (40.9%), Protestants strongly disagreed at 35 (43.2%), Muslims evenly spread out with 5 (33.3%) for strongly agreed, moderately agreed (neutral) and strongly disagreed, other faiths strongly disagreed at 7 (42%). Here, we saw that religion had not led to the lack of condom use, not even in the Catholics.

Pearson Chi-square value by relationship status at Daystar University had a p-value (χ^2) of 0.432, and for UoN was at 0.967, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between the respondents' religious affiliation and the statement "Never had sex without a condom" was not significant.

"I do not have a need to use condoms" had Catholics strongly disagreed at 16 (50%), Protestants strongly disagreed at 33 (73.3%), Muslims strongly disagreed at 1 (100%), and other faiths strongly disagreed at 4 (100%). For UoN we had Catholics strongly disagreed at 43 (65.1%), Protestants strongly disagreed at 54 (66.6%), Muslims strongly disagreed at 9 (60%) and other faiths strongly disagreed at 10 (52.6%). Again, we saw that religion had not varied from the opinions held by gender or relationship status, all persons did see the need to use condoms.

Pearson Chi-square value by relationship status at Daystar University had a p-value (χ^2) of 0.266, and for UoN was at 0.790, both of which were larger than the

significance level of 0.05. Thus it was concluded that the relationship between the respondents' religious affiliation and the statement "Never had sex without a condom" was not significant.

"Using condoms means you do not trust your partner" had 16 (50%) of the Catholics strongly disagreed, 31 (68.9%) of the Protestants strongly disagreed, 1 (100%) of the Muslims strongly agreed and 3 (75%) of other faiths strongly disagreed all from Daystar University. UoN had 37 (56%) of the Catholics strongly disagreed, 43 (53.1%) of Protests and strongly disagreed, 9 (60%) of the Muslims strongly disagreed, and 10 (52.6%) of other faiths also strongly disagreed. For this statement, the responses were not any different from those given at gender and relationship status levels, showing that religion had little effect on choice to use condoms.

Pearson Chi-square value by relationship status at Daystar University had a p-value (χ^2) of 0.207, and for UoN was at 0.735, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between the respondents' religious affiliation and the statement "Using condoms means you do not trust your partner" was not significant.

The statement "my romantic partner would react badly if I insist on using a condom" had 14 (43.8%) of Catholics strongly disagreed, 25 (55.6%) of the Protestants strongly disagreed, 1 (100%) of Muslims moderately agreed (neutral) and other faiths had 3 (75%) strongly disagreed at Daystar University. At the University of Nairobi 27 (40.9%) of Catholics strongly disagreed, 35 (43.2%) of Protestants strongly disagreed, 6 (40%) of Muslims bot moderately agreed (neutral)

and also strongly disagreed, and 9 (47.3%) of other faiths strongly agreed. Again, we did not see a deviation from other statistics, meaning that religion had not played a significant role in uptake of condoms.

Pearson Chi-square value by relationship status at Daystar University had a p-value (χ^2) of 0.360, and for UoN was at 0.639, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between the respondents' religious affiliation and the statement "My romantic partner would react badly if I insist on using a condom" was not significant.

For the statement "If I want to have sex, I will first talk to my partner about using a condom" had Catholics at Daystar University strongly agreed at 17 (53.1%), Protestants strongly agreed at 28 (62.2%), Muslims moderately agreed (neutral) at 1 (100%), and other faiths strongly agreed at 4 (100%). UoN had most Catholics strongly agreed at 37 (56%), Protestants strongly agreed at 38 (46.9%), Muslims strongly agreed at 6 (40%) and other faiths strongly agreed at 8 (36.8%). Again, there wasn't much deviation from the data reported by the gender and relationship status, therefore religion did not influence significantly.

Pearson Chi-square value by relationship status at Daystar University had a p-value (χ^2) of 0.335, and for UoN was at 0.396, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between the respondents' religious affiliation and the statement "If I want to have sex, I will first talk to my partner about using a condom" was not significant.

The statement "I will say 'no' to sex if my partner won't use a condom" had Daystars Catholic respondents at 18 (56.2%) moderately agreed (neutral), 23

(51.1%) Protestants strongly agreed, Muslims moderately agreed (neutral) at 1 (100%), and other religions strongly agreed at 3 (75%). For UoN Catholic respondents were at 33 (50%) moderately agreed (neutral), Protestants 35 (43.2%) strongly agreed, Muslims strongly agreed at 9 (60%), and other religions strongly agreed and moderately agreed (neutral) at 7 (36.8%). The collective strong agreement and moderate agreement (neutral) from the respondents showed that taking care of personal health was a primary concern for most.

Pearson Chi-square value by relationship status at Daystar University had a p-value (χ^2) of 0.133, and for UoN was at 0.188, both of which were larger than the significance level of 0.05. Thus it was concluded that the relationship between the respondents' religious affiliation and the statement "I will say no to sex if my partner won't use a condom" was not significant.

The last statement "I plan to use a condom the next time I have sex" had Daystars Catholic respondents at 18 (56.2%) strongly agreed, 28 (62.2%) Protestants strongly agreed, Muslims moderately agreed (neutral) at 1 (100%), and other religions strongly agreed at 3 (75%). For UoN Catholic respondents were at 31 (46.9%) strongly agreed, Protestants 41(50.6%) strongly agreed, Muslims strongly agreed, moderately agreed (neutral) and strongly disagreed all at 5 (33.3%), and other religions strongly disagreed at 11 (57.9%). The collective strong agreement from the respondents showed that taking care of personal health was a primary concern for most, and habitual use of condoms was seen as a key way of preventing illness.

Pearson Chi-square value by relationship status at Daystar University had a p-value (χ^2) of 0.572, and for UoN was at 0.47, both of which were larger than the

significance level of 0.05. Thus it was concluded that the relationship between the respondents' religious affiliation and the statement "I plan to use a condom the next time I have sex" was not significant.

Key Findings

The key findings as guided by objectives of the study are outlined below.

i. Internet and Television were the popular point of interaction with condom advertisements among the students, largely because of its easy accessibility and evolution of technology, that it was accessible even via cellular phones.

ii. Advertisements had influence in use of condoms among the youth, in that advertisements influenced knowledge of safe sex practices.

iii. The respondents had an overall positive attitude towards condom use, and did not feel that using them would affect them or their partners negatively.

iv. The respondents' intention to use condoms was positive across gender, relationship status and religion.

v. The motivation to use condoms was high, and highly recommended among the students social circles.

vi. Advertising had influence in changing condom use behavior among students, it encouraged uptake of condom use, and those in relationships in particular preferred using a condom with a partner as pleasant, nice and safe.

vii. Advertisements had a role in behavior change, they influenced the uptake of condoms among the students at Daystar University and University of

Nairobi.

Summary

It was found that advertisements did have influence on the attitudes, motivation and intention to use on the target audiences. The role of advertisements in behavior change was one that encouraged safe sexual practices, by encouraging condom use in every sexual encounter.

CHAPTER FIVE

DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

Introduction

The objective of this study was to establish the role of advertisements in behavioral change of university going youth. This chapter discusses key findings based on the objectives of the study, conclusion, recommendations derived from the study and recommendation for further studies.

Discussion of Key Findings

The study was guided by three objectives with the aim of finding interaction of the youth with condom advertisements across various media.

The advertisement methods adopted in advertising condom use to the youth

The study set out to determine which advertisement methods were adopted by the youth as a source of information in matters of condoms. Based on the outcome of the analysis conducted it emerged that the single most commonly used media for the men was the internet; where the majority scored 62.7% at UoN and 81.6% at Daystar. The female respondents preferred television; they scored 40.6% for UoN and 24.3% for Daystar. The similarity in character for both internet and television in terms of interaction and engagement of most of the senses may have led to these two being the most popular. The internet, just like TV, had one seeing, hearing and feeling, one was basically engaged fully by the subject at hand. The other added advantage with the internet was the instant results it gave. With the introduction of the 4G network across most mobile internet providers, and the general high internet

connection speeds, one had varied options to choose the source of information. One could access the internet and TV from their phones, irrespective of location.

The way in which advertisements were introduced in both methods had become more frequent, and the avenues diversified. For instance, irrespective of the page one opened, there was likely to be at least four advertisements running simultaneously. The nature of the message varied, but as a viewer, you would have already consumed them, by virtue of your eye running over them. YouTube had also made it "mandatory" to partake of an advert, as you waited for your search to load. This became a very lucrative avenue for advertisers as there was a captive audience that watched the advertisement. For TV, there was an advertisement running at the top of every hour, in between shows, even during the News. Despite it being big business, it was also an avenue to educate audiences on a variety of topics.

Baran and Davis (1995) held that the development media theory advocated that media could be used to facilitate the process of socioeconomic development of a country. They further held that by supporting development efforts, the media could be an aid to society at large. Chaplin (2000) concurred with this by explaining that media, particularly broadcast media could and should be used to rally people to adopt secured behavior. Media, and in this case TV, could help to prioritize societal issues. An example is how the advertisements running carried a variety of themes. Trust condoms in particular carried the highest rating in terms of memorability: meaning if the message continued to play, then high recall was induced in the audiences. The idea of memorabily linked to one being able to associate sex with condoms and in particular, the brand with which the audience identified with the

most. This ideally should have translated to the audience using the condoms every time they had sex. The flip side to this was that the secondary audience also received the messaging, for example, children would interact with the same message, but the take out may have been very different. In this case, it was the opinion of the researcher that timing be particularly monitored when airing the advertisements especially on TV. Showing sexual contexts to under age audiences would awaken their curiosity as opposed to educating them in a better fashion, advertisements as a medium had powerful influence on people's perception.

The finding here gave positive affirmation to the social cognitive theory (SCT) which held that most learning would happen in a social context and through observation (Bandura, 1977). As seen, the internet and TV were the preferred media used, where most condom advertisements were set within social ties and would be heard in most social settings (at home, in clubs or student halls). When watching an advertisement, the senses were engaged. Your sight, hearing, and emotions were equally involved, capturing the audiences and driving them to experiencing the theme being shown by the advertisements. This was shown to generate a reaction (conscious or subconscious) to the messages that one interacted with, which is why TV and the internet, were scored as the popular option by the respondents, and should be used by the advertisers targeting the youth, especially condom manufacturers .

Furthermore, when assessing the level of motivation that the respondents had towards condom use and how it was viewed within their social settings, most of the respondents showed positive opinions towards condom use, and stated that their friends thought that condom use was the right thing to do. The fact that using

condoms was not a question of trust but was a basic requirement also showed that the respondents had learnt this and it was encouraged within their social circles.

The influence of advertisements in use of condoms among the youth

The study found that indeed there was influence, based on the responses given in regard to effectiveness, realism of situations portrayed, motivation and response to call to action.

Explicit attitudes towards condoms were measured and found that the respondents had an overall positive attitude towards condom use, and they did not feel that using them would affect them or their partners negatively. The respondents' intention to use condoms when assessed by gender had both sexes from both schools show high intention to use condoms. By relationship, UoN showed most of respondents score "moderately agreed" whereas Daystar had more respondents "strongly agreed" on condom use. Overall, the intention to use was positive, meaning that most respondents were encouraged by the advertisements to use condoms. By religion, the intention to use condoms remained high, showing that the advertisements did have high influence on encouraging condom use. It was found that, in social circles, the motivation to use condoms was high, and strongly recommended among the respondents.

When assessed by gender, the motivation to use condoms in every encounter was high. However, when scored according to relationship status, the use of condoms was seen as a positive trait but the reality/ consistency of using a condom in every sexual encounter was not measured and could not be ascertained by this study. By

religious affiliation, condom use was still seen as the right thing to do, even where sex before marriage was strongly forbidden.

Graham and Kingsley (2005) suggested that advertisements influenced knowledge of safe-sex, where advertisements were indicated to be educative to the people and especially the youth. The respondents, from their response to the statement "advertisements portrayed depicted realistic situations", confirmed that they identified with the "situations", rendering advertisements as an excellent avenue to learn from. Furthermore, that the respondents confirmed that the advertisements "prompted them to take action" and they found the adverts motivating showed that they did learn something positive. That the adverts were found to be "believable" and to have "addressed important topics" to consider further confirmed that knowledge of safe sex had been transferred.

Gakahu (2005) also noted that young people were aware of the risk in having unprotected sexual intercourse, but through watching advertisements, they were influenced to take up risk reduction behaviour such as use of condoms. This was captured in the respondents confirming that they were prompted to take action by the advertisements, that the advertisements addressed a timely issue and that the advertisements also addressed critical topics. The fact that the condom advertisements did capture real life issues, and addressed them openly showed that society did have to deal with the fact that sex was no longer saved for marriage. An example was the "weka condom mpangoni" advertisement; It did not ask you to be faithful, but to be "safe" about it. I believed that advertisers and society as well, had come to accept that extra marital affairs, or having multiple partners was not going to go away, but a simple remedy should be given for those who cannot refrain.

Studies by Lauby and Bond (2006) and Bandura (2001), held that the effectiveness of communication systems in changing people's sexual behaviour had been achieved by preventative messaging through adverts. The respondents confirmed that the advertisements did prompt them to change their attitudes. Condom advertisements provided an engaging way of passing the "protected sex" message without necessarily resolving to using fear as a motivator. Advertisements could take on a fun stance, while still being impactful and not condescending. This was a factor I believe contributed to advertising being a success.

A measure of explicit attitudes showed that the use of condoms was not resented by the respondents. In fact, the general consensus was that using condoms was safe and not at all harmful. This was tested under "explicit attitudes" in the respective optional statements offered to the respondents: when asked to rate the statement "Using condoms with my partner would be pleasant". The contentious issue was the level of pleasantness presented, which differed among those in relationships and by gender. However, this could be explained by the availability of other contraceptive methods especially for those who were in "stable" relationships. This was implied in the responses given by those in relationships who did not find using condoms pleasant. This was a significant concept of SCT where the element of self-efficacy was shown by the respondents who made controlling responses towards the advertisements, by choosing to adopt condom use.

The influence of advertisements in changing condom use behaviour among the students.

The study assessed this by asking questions that gauged the respondent's intentions and level of motivation. These were further subdivided by gender, relationship

status and religious background, working in the background of both Daystar and University of Nairobi.

Intentions are an individual's plan or aim at achieving something. In this case, the study sought to measure the respondent's intentions to use condoms having interacted with advertisements. According to McGuire (2000) the tendency to do was observed to be a component of a general set of self-referring statements people made regarding their relative ability to exert control over various scenarios. This was captured in the statements made to measure intentions, as was set out in question 10. It was found that the respondents' intention to use condoms when assessed by gender had both sexes from both schools show high intention, by positive association regarding to possession of condoms, frequency of use and encouraging peers to use condoms.

By relationship, UoN had most of respondents score "moderately agreed" whereas Daystar had more respondents "strongly agreed" on condom use. By religion, the intention to use condoms remained high, showing that advice to abstain until marriage was not been heeded in either campus. This came as a surprise, especially given that Daystar was a Christian university where Christian morals were supposed to be upheld. Of particular interest was that the responses to encourage condom use were strongly agreed on, even at Daystar. This showed that religion had done nothing in convincing respondents to abstain, so much so that they did encourage each other to use condoms within their social ties. Overall, the intention to use condoms was positive.

Motivation was measured by the willingness of the respondents to use condoms after interaction with advertisements. It was found that, in social circles, the

motivation to use condoms was high, and strongly recommended among the respondents. When assessed by gender, the motivation to use condoms in every encounter was high. However, when scored according to relationship status, the use of condoms was seen as a positive trait, but the reality/ consistency of using a condom in every sexual encounter was not measured and could not be ascertained by this study. By religious affiliation, condom use was still seen as the right thing to do, even where sex before marriage was strongly forbidden.

The SCT theory again gains positive reinforcement in that it was able to predict behavior, explain the said behavior and also correct dysfunctional behavior. That was the case with condom advertisements, they set out to correct dysfunctional behavior of exposing one's self to STD's by not using condoms whenever one was engaged in sexual intercourse. The condom advertisements showed to be effective and also had a high recall value, given that the advertisers used familiar settings and language that was culturally acceptable and easily identified with. The respondents did agree that the adverts they had watched depicted realistic situations and were also believable. By selecting appropriate themes, the advertisers set the scene for the audiences to identify with, which then influenced them to choose to use condoms, and ultimately change their attitude and behavior.

According to Glanz et al. (2002), the appropriate setting for advertisements enhanced the transmission of information initiatives. Group -specific agenda using different channels such as internet and television were effective in influencing people's behaviour change. For advertisements to be effective on the target group, their designers needed to understand how communication was done in the target community. The extent to which this understanding was achieved influenced and

maintained a sustained change of behaviour in the target population. The choice to use slang, use actors that are of a similar age, dress them in the latest fashion as well as select a scenario that the target audience identifies with all worked towards making the advertisements memorable and convincing enough to have the audiences choose to respond to the call of action. Of high importance also was the jingle selection. While collecting the data, some to the respondents could not remember the specific name of the advertisement, but they could hum or sing the entire jingle! This showed that for this target audience in particular, mood setting was done most effectively by use of music, the catchier the jingle, the higher the recall value.

Conclusion

The research therefore arrived at the following conclusions based on the findings.

i. Internet and Television were the popular point of interaction with condom advertisements among the students, largely because of its easy accessibility and evolution of technology, that it was accessible even via cellular phones.

ii. Advertisements had influence in use of condoms among the youth, in that advertisements influenced knowledge of safe sex practices.

iii. The respondents had an overall positive attitude towards condom use, and did not feel that using them would affect them or their partners negatively.

iv. The respondents' intention to use condoms was positive across gender, relationship status and religion.

v. The motivation to use condoms was high, and highly recommended among

the students social circles.

vi. Advertising had influence in changing condom use behavior among students, it encouraged uptake of condom use, and those in relationships in particular preferred using a condom with a partner as pleasant, nice and safe.

Advertisements had a role in behavior change, they influenced the uptake of condoms among the students at Daystar University and University of Nairobi.

Recommendations

Based on the research outcome, advertisement of condoms as a precaution against HIV/AIDS, STIs' and unwanted pregnancies need sustained creative ways of advertising. These creative avenues must incorporate all the important points noted earlier, like the effectiveness of a condom and conditions in which it can be used. The advertisement of condoms must also stress the importance of responsibility; this is to make the user aware that he/she has the responsibility over his/her health. This is also meant to make the user cautious so that as much as he or she will use a condom as protection against HIV/AIDS, STIs' and unwanted pregnancies, it does not mean that they have been protected fully from contracting AIDS because there are other modes through which AIDS is spread.

Areas for Further Research

The data for this study was collected from a mixed group of students learning at Daystar University and University of Nairobi. Thus, the findings may not be generalized to other universities or tertiary colleges; research in other institutions of learning might yield different results. In this regard, replicating this study in universities would be worthwhile to establish the validity and generalizability of the

present findings across different contexts.

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APPENDICES

Appendix A: Consent Form

School of Communication, Language and Performing Arts: Daystar University.

Title of research study: The role of advertisements in behavior change: a case of condom uptake among Daystar University & University of Nairobi students.

Researcher: Wahu Mbatia

Faculty Advisor: Dr. Clayton Peel

Study Purpose:

This study aims to test the effects of advertising of condoms on university going students aged 18-25 from Daystar University and the University of Nairobi. The results from this study will confirm or deny that advertising can be used to influence behavior change, and more so work towards adoption of positive behavior from the target audiences.

Why are you being asked to take part?

I am requesting you to take part in this study because you fall into our selected criteria, as a student of Daystar University/ University of Nairobi, who is between the age of 18 and 25 years old.

Filling in the questionnaire is expected to take up to 20 minutes

Confidentiality:

Daystar University requires us to keep your study records private. They will only be used for the purposes of this research. The only people who will be allowed to see these records are the researcher, her assistants, and members of the defense panel.

The researcher may publish the findings of this study. If she does, your name and other details will not appear in the publication. You may secure the findings of this research upon request from Wahu Mbatia, (254) 0722 745842.

Please sign the declaration below to indicate your consent to participate in this study.

I understand that this is research, and I freely give my consent to take part in this study.

_____ Name

_____ Signature

_____ Date

Appendix B: Questionnaire

Demographics

1. Please answer the following demographic questions.

What is your age (in years)? _____

2. What is your religious background? (Circle the correct answer)

a) Catholic b) Protestant c) Muslim

d) Other_____

3. What is your gender? a) Male b) Female

c) Other

4. Are you a (circle one):

a) Freshman b) Second year c)Third Year

d) Fourth Year e) Other_____

5. Are you currently in a romantic relationship? (circle one)

a) Yes b) No

Advertisement Effectiveness

6. Please rate which media you use most frequently, using (1) as most frequent and (3)

as least frequent. (1 most frequent, 2 moderately, 3 least frequent). Please circle one.

a. Television: 1 2 3

b. Radio: 1 2 3

c. Newspaper: 1 2 3

d. Internet: 1 2 3

7. Please name/describe your most memorable condom advertisement:

_____

8. Please indicate the degree to which you agree with each of the following statements

regarding condom advertisements you have watched, read or heard on the media.

(Circle a number from the scale below for each statement). (1 strongly disagree, 2 moderately agree, 3 agree)

1	2	3
Strongly Agree	Moderately Agree	Strongly Disagree

a. The condom advertisements I have watched/heard are effective. 1 2 3

b. The images portrayed in the advertisements depict realistic situations. 1 2 3

c. The advertisements prompt me to take action. 1 2 3

d. The advertisements prompt their target audiences to take action. 1 2 3

e. The advertisements are motivating. 1 2 3

f. The advertisements prompt me to change my attitudes. 1 2 3

g. The advertisement motivates me to change my behavior for the better. 1 2 3

h. The topics addressed in the advertisement are not at all important. 1 2 3

i. The advertisements address a timely issue. 1 2 3

j. The statements made in the advertisement are believable. 1 2 3

k. The advertisements are clear and precise. 1 2 3

l. The advertisements address critical topics. 1 2 3

m. I believe topics addressed in advertisements are important to consider. 1 2 3

Explicit Attitudes

9. For each of the following items, please circle the number that suitably describes your opinion.

1	2	3
Strongly Agree	Moderately Agree	Strongly Disagree

Using condoms with my partner would be:

a. Pleasant 1 2 3

b. Bad/ Nasty 1 2 3

c. Harmful 1 2 3

d. Nice 1 2 3

e. Safe 1 2 3

f.

Intentions

10. Please indicate the extent to which you agree or disagree with each of the following statements using the scale below: Circle a number.

1	2	3
Strongly Agree	Moderately Agree	Strongly Disagree

a. I buy condoms regularly	1 2 3
b. I always have a condom with me	1 2 3
c. I try use a condom every time I have sex	1 2 3
d. I will use a condom if one is offered to me	1 2 3
e. I only use condoms when the relationship is less than six months	1 2 3
f. I would encourage others to use a condom	1 2 3
g. I have never used/ do not use condoms	1 2 3

Motivation

11. Please indicate the extent to which you agree or disagree with each of the following statements using the scale below: Circle a number

1 2 3

Strongly Agree	Moderately Agree	Strongly Disagree

a. Most of my friends use condoms when they have sex. 1 2 3

b. My close friends will say 'no' to sex if a partner won't use a condom. 1 2 3

c. My close friends think that carrying condoms is the right thing to do. 1 2 3

d. Using condoms is viewed by my close friends as the right thing to do. 1 2 3

e. My close friends think that insisting a partner use a condom is the right thing to do. 1 2 3

f. Never had sex without a condom. 1 2 3

g. I do not have a need to use condoms. 1 2 3

h. Using condoms means you do not trust your partner. 1 2 3

i. My romantic partner would react badly if I insist on using a condom. 1 2 3

j. If I want to have sex, I will first talk to my partner about using a condom.

1 2 3

k. I will say 'no' to sex if my partner won't use a condom. 1 2 3

l. I plan to use a condom the next time I have sex. 1 2 3

Appendix C: Permit

A permit from National Commission for Science, Technology and Information (NACOSTI) was secured for the purpose of conducting this research.