
GENDERED LENSES: MASCULINITY, FEMININITY, AND KENYAN UNIVERSITY STUDENTS' JUDGEMENTS OF CONDOM TELEVISION ADVERTISEMENTS

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ABSTRACT

Purpose of Study: This paper aimed at investigating the importance of Masculinity/Femininity as a cultural factor that predisposes Kenyan university students to make judgment about condom television advertisements.

Problem Statement: In Kenya, the HIV/AIDS prevalence rate is 4.5 per cent among adults aged 15-49 years, with young people contributing 30 per cent of the infections. The television advertisements on condoms are thus important in ensuring that sexual health in the country is promoted. Nevertheless, cultural mismatch usually subversives such advertisements and this was the case in Kenya where the Kenya Film Classification Board (KFCB) banned prime time programming citing moral reasons in 2015. This culture clash makes it question how such advertisements are perceived and judged by the students of the university.

Methodology: The research population was identified as 236,905 students in eight local and private universities in the Nairobi County. The sample size of 399 respondents was used, and

306 of those who filled the questionnaires were returned, which resulted in a response rate of 76 percent. The questionnaires were done manually by the researcher and the data were analyzed using SPSS version 25. Descriptive as well as inferential statistics were used and the results were given in tabular form.

Result: The analysis has shown that there is a statistically significant correlation between Masculinity vs Femininity (within the context of gender equality, gender roles, and gender stereotypes) and the judgment of university students in Kenya of condom television advertisement.

Recommendation: The discussion recommends the use of cultural dimension theory in the broadcasting of the condom advertisement promotions on the Kenyan television to facilitate cultural congruence and acceptance. Moreover, the university deans and student welfare departments ought to increase education on contraceptive use, sexuality and media literacy to students in order to make them have a balanced and informed judgment about such advertisements.

Keywords: *Cultural misalignment, sexual health, media literacy, Masculinity versus femininity.*

INTRODUCTION

In Kenya, television has continued to be an influential channel of public health communication particularly among the youth and the young adults (Odhiambo, 2013; Wakefield et al., 2010). Television inserts of condoms become very important in preventing sexually transmitted diseases and HIV/AIDS as well as teaching the necessity of practicing responsible sex (UNAIDS, 2023; World Health Organization [WHO], 2022). However, the reaction of the people towards such advertisements is also mixed and response may depend on the cultural attitudes and values which are deeply ingrained. One of the cultural models used in understanding such reactions is the theory by Hofstede of cultural dimensions that offer a useful perspective (Hofstede, 2011). The masculinity versus femininity dimension is one of its most important dimensions, and it can be used to shed light on the fact, to what extent societies favor values such as assertiveness and competitiveness (masculinity) or care and cooperation and modesty (femininity) (Hofstede et al., 2010). The gender roles within masculine cultures are highly differentiated and sexuality can be perceived in a stricter, performance-based way (Hofstede et al., 2010). On the contrary, feminine societies are characterized by a sense of caring and compassion, and softer gender specifications, which may influence a more open or critical stance toward the concept of condom ads.

Kenya is multicultural with male and female value constructions existing together and reinforced by socialization agents like the family, other peers, schools, and media (Mberu et al., 2014; Schwartz, 2012). Cultural values may strongly influence the way the university students who are at an important stage of identity development and exposure to social influence interpret the messages conveyed through media including messaging about condom use (Arnett, 2015). Such interpretation can, subsequently, affect behavior intentions and health preferences (Ajzen, 2011; Fishbein & Ajzen, 2010). In spite of recent interest in sexual health communication research, little detail has been described as of how the specific cultural dimensions, specifically masculinity-femininity influences the evaluation of youth people

towards condom related topics in the media (Noar, 2012). The present research thus tries to address that gap by investigating the effect of this aspect of culture on the reception of the condom television ads by university students in Kenya. It is crucial to learn how cultures inform or influence the nature of a more culturally effective and responsive public health campaign.

STATEMENT OF THE PROBLEM

Notwithstanding the high investment in the area of public health communication, such as condom promotion using television ads, Kenya still experiences the difficulties with its young population sexual health (National AIDS Control Council [NACC], 2023; UNAIDS, 2023). Students in universities, although more educated and exposed to the media, are still the high-risk population that contracts sexually transmitted infections and becomes pregnant without intending to have a child (Kenya National Bureau of Statistics [KNBS] & ICF, 2023; WHO, 2022). The use of condom ads is meant to advertise a safer sexual behavior, but their benefits largely depend on the perception and its understanding by the audience that they are advertised to (Wakefield et al., 2010; Noar, 2012). In Kenya, the studies conducted so far have mostly been on the effects of condom advertisements in either behavior and attitudes with most of them focusing on access, awareness or moral objection (Ochako et al., 2015; Izugbara et al., 2010). Little has however been done to focus on the cultural basis of these assessments especially in relation to how culturally constructed gender values influence reaction to any such accessed media (Airhihenbuwa, 1995; Dutta, 2007). The dimension of masculinity and femininity of Hofstede cross-cultural paradigm is an appropriate one through which such relations can be viewed because it determines the way cultures put meaning into gender roles, emotional expression, and sexuality (Hofstede, 2011; Hofstede et al., 2010).

With bottom society that are masculine, sexual aggressiveness and strict gender roles can result into reluctance or ambiguous idea of the condom advertisements particularly in those descriptions that tend to provoke conventional ideas about sexuality (Hofstede et al., 2010). The answer is the opposite: opening and acceptance towards the same ads can be utterly contrasting in a feminine-centered environment, which focuses on the understanding and equality. The missing point in the literature is the gap of how exactly this cultural dimension influences the judgement of university students of condom television advert in Kenya. This is because, without this understanding, health communication strategies are bound to be culturally off-track, thereby becoming less effective, misinterpreted, or even unpopular with the population (Airhihenbuwa, 1995; Noar, 2012). This paper fills this gap, by examining how the masculinity-femininity dimension of culture may affect these judgments, as an informed contribution to more culturally-effective sexual health promotion messaging.

RESEARCH OBJECTIVE

To determine the influence of Hofstede's cultural dimensions on judgements towards condom television advertisements among university students' in Kenya and specific research objective was, to determine the influence of masculinity-femininity on judgements towards condom television advertisements among university students in Kenya.

THEORITICAL FRAMEWORK

This survey is based on the theory of the Cultural Dimensions developed by Hofstede, which is a rather popular theory in the field of investigation of the influence of cultural values on

behavior, interaction and decision-making (Hofstede, 2011; Hofstede et al., 2010). According to the theory, culture shapes how people think and act and receive messages delivered via media. This study is specifically on the dimension of masculinity and femininity identified by Hofstede among the six dimensions which are found to be especially important in predicting and explaining attitudes with regard to gender and sexuality and also the meaning of sexually oriented messages promoting public health like the condom ads (Hofstede et al., 2010; De Mooij, 2010).

Hofstede model was developed during the 1980s as a culmination of research at IBM and at first described four dimensions of cross-cultural variability: Power distance, uncertainty avoidance, individualism versus collectivism, and masculinity versus femininity (Hofstede et al., 2010). Each dimension gives a continuum in which the national or group cultures may be placed. Culture is not without imperfection as people seem to internalize majority of the values that are dominant in the society and these mostly happen because of agents of socialization like family, education system, religion and media (Bandura, 2001).

Masculinity-Femininity dimension includes how emotional roles are divided between men and women and expresses attitude of a society to achievement and gender norms. It is not biological sex; it is major issues of cultural values. Masculine Cultures focus on competitive spirit, ambition, aggressiveness, materialism, and strict gender roles (Hofstede et al., 2010). Boys and girls are being taught different roles in that men need to be rough, arrogant and sexually aggressive as women are to be giving and humble. The culture of feminine adheres to good life, relations, decency and support. The gender roles exist more freely and sensitivity, cooperation and shared responsibility are very important.

In a male culture, sex can be a display that is framed as a show and a victory; the use of condoms can be something stigmatized as an attribute of weakness, a lack of trust (Hofstede et al., 2010). By contrast, in a feminine culture sexuality can be perceived as an emotional, relationship phenomenon in which mutual care, protection is most important. Besides impacting on social behavior, the masculinity femininity orientation also determines how individuals perceive the media content, especially the media that discusses the culturally sensitive topics like sex and gender (De Mooij, 2010; Hofstede, 2011). A case in point is condom advertising which tends to break some of the rules of sexual conduct, present women as sexually independent individuals, urge both partners to share sexual responsibility, employ emotional or logical arguments to advertise safe sex (Wakefield et al., 2010; Noar, 2012).

To people who believe in the regulations of masculine value systems, condom ads will be perceived as encouraging sexual promiscuity; ads that appeal to tear jerker or male vulnerability can be dismissed as unmanly and condom ads featuring women can be considered as a cultural inappropriacy or emasculating (Hofstede et al., 2010; Izugbara, 2008). On the side of the feminine orientations, feminine individuals may respond positively to Ads that purport care, trust in relations, and a sense of responsibility with regards to health and may be more convinced to be influenced with emotional narration or to be appealed to in terms of relationships. Therefore, even so-called judgments like appropriateness, believability, relevance or cultural acceptability of condom advertisements are likely to go through the masculinity femininity prism.

The Kenyan society has passed all the aspects of masculine and feminine features in one way or another mostly due to either ethnic differences, religious differences, urban-rural differences, and the differences between living generations (Mberu, et al., 2014). Students at

university are of special interest since they are simultaneously influenced by traditional cultural tradition (via family and their upbringing) to contemporary/global values (as per education and media), their attitudes tend to be in transition (Arnett, 2015). They are quite susceptible both to support and to challenge of norms and they are a high-priority target group in the context of public health communication, and especially in terms of preventing the spread of HIV. Their cultural orientation in the masculinity-femininity continuum may explain why specific messages are effective or not in making the judgments of condom advertisements. This can give an idea of how to come up with more culturally sensitive and persuasive strategies of health communication.

The theory developed by Hofstede is best-suited to the current study due to the issue of cultural relevance that aids in the comprehension of how ingrained values of society affect individual judgments. Moreover, gender sensitivity illustrated in masculinity and femininity dimension addresses the cultural expectations regarding gender, which is dominant in the development and understanding of the message of condoms. More so, the comparative potential enables one to examine the differences not only across differently charted societies but even within cultural subgroups like masculine v feminine-leaning students and lastly the connection of communication which joins psychology with communication and with cultural studies or, in another word, allows to interpret message reception in a multidisciplinary way (Bandura, 2001; De Mooij, 2010).

According to the framework provided by Hofstede, the research hypothesizes that cultural orientation of masculinity and femininity has a major impact on the judgment of university students concerning condom television advertisements in Kenya. Masculine oriented students have more chances to reject or prejudicially evaluate condom advertisements that contradict traditional gender norms whereas feminine oriented students have increased chances of evaluating such advertisements positively through the aspects of relationships and health messages (Hofstede et al., 2010; Noar, 2012).

According to this theoretical framework, the cultural values held by the participants relative to masculinity-femininity dimension are what matters where condom ads are concerned regarding judgments made by university students. The cultural dimension developed by Hofstede provides a solid prism through which specific preferences related to individuals within a given society can be examined, as well as the wider friction in society between tradition and modernity, gendered expectations within the society, and media pressure (Hofstede, 2011; Schwartz, 2012). Using this theory as a foundation for the study, the results obtained will be culturally sensitive and can be used in the design of more effective, value-sensitive messaging that will improve the state of public health in Kenya (Noar, 2012; UNAIDS, 2023).

EMPIRICAL REVIEW

The theoretical premise of the current study is based on the culture dimensions theory proposed by Hofstede, who offers the framework in view of how culture affects human behavior and communication (Hofstede, 2011; Hofstede et al., 2010). Hofstede originally came up with four dimensions, power distance, uncertainty avoidance, individualism, and collectivism before adding two others, masculinity and femininity. The dimension of masculinity that is the focus of this paper helps draw the distinction between cultures that are achievement and assertiveness oriented (masculine) and those that focus on relationships and life quality and care about people (feminine) (Hofstede, 2011). Gender roles are often well defined and supported in masculine societies. Women are supposed to be loving and humble

whereas men are supposed to be tough, dominant, and career oriented. Societies that practice femininity will encourage complementary functions between the sexes, the cooperation rather than competition, and the emphasis on emotional happiness (Hofstede et al., 2010). Such orientations influence significantly the response of individuals to message relating on sex, relationships and morality, the central themes of condom adverts (Airhihenbuwa, 1995; Dutta, 2007).

The use of condom advertising has been one of the significant methods that have been used to advertise sexual and reproductive health, particularly, in the war against HIV/AIDS (UNAIDS, 2023; Wakefield et al., 2010). Nevertheless, they are not received in the same way, and cultural dispositions tend to have an effect in the reception of these messages (Noar, 2012). It has been found out that condom promotion advertisements may meet opposition in societies where sexuality is a taboo topic or societies that thrive on conventional gender arrangements (Izugbara, 2008; Ochako et al., 2015). Religious leaders, conservative communities, and some politicians in Kenya have criticized condom advertisements, with most of them considering the use of such messages as stimulus to immorality or cultural degradation (Izugbara, 2008; NACC, 2023). Although university students are less insulated in regional cultures and gender norms than those still in school, the fact is that they are still contained in local cultures and gender demands (Arnett, 2015). Such factors probably determine how they perceive condom advertisements.

The cultural dimension of masculinity-femininity affects the relationship between individuals and the interpretation of the media. Any media that also represents gender roles or otherwise possibly sexual equality may be seen in masculine cultures as subversive or unacceptable. Therefore, sexual imagery depicting women as those who enjoy sexual independence, or men as emotional will perceive that the commercialized messages are at magic with what society expects (Schwartz, 2012). In several studies it has been reported that those individuals oriented to masculinity prefer direct and assertive patterns of communication and might interpret emotional or relationship-oriented messages as feeble and irrelevant (De Mooij, 2010; Hofstede et al., 2010). On the contrary, people in feminine-based societies are more inclined towards messages that stress on safety of relationships, mutual accountability and emotional happiness hence, they are more appreciative of health campaigns that focus on mutual responsibility in sexual relationships (Noar, 2012).

The students in universities are a bridge-population: to some extent they are swayed by cultural norms that took place in the past and have an open exposure into global conventions that are brought into their way by the education and the media (Arnett, 2015). Researchers have demonstrated that individualist/collectivist or masculine/feminine orientation of culture may have huge influence on how students respond to health messages (Hofstede, 2011; Schwartz, 2012). The Kenyan youth culture is undergoing change due to the interaction between the urbanization, digital media and the institutional values with the traditional expectations (Mberu et al., 2014). Such tensions are especially strong regarding the attitudes of students towards gender and sexuality issues (Izugbara, 2008).

According to some studies, students of universities whose masculine orientations are solid may tend to believe that condom advertising pushes towards promiscuity or a lack of male dominance. On the other hand feminine-oriented students are more likely to consider these advertisements as something that support mutual responsibility and care (Noar, 2012). But

there is hardly any literature that clearly addresses this cultural aspect of the Kenyan university setting especially in relation to condom media campaigns.

The media is a mirror and shape of cultural values (Gerbner, Gross, Morgan, & Signorielli, 2002). Television advertising, being a socializing agent is instrumental in defining the attitude particularly gender and sexual attitudes (Bandura, 2001). Communication and cultural studies have focused on the culture building aspects of masculinity and femininity in particular with strengthening or challenging media messages (De Mooij, 2010). Repeated exposure to adverts like condoms as an example may lead to a gradual change in shaping the acceptable or normal sexual behavior mainly when such advertisements either signify the existing cultural norms or subvert them (Wakefield et al., 2010).

Nevertheless, cultural mismatching between message design and values of audience may result into message rejection, misinterpretation or backlash (Noar, 2012; Dutta, 2007). This is important in the Kenyan context because it is necessary to comprehend the way in which the dimension of masculinity and femininity affects the cognitive and emotional attitude of young viewers to the advertisements of condoms. Without such understanding, media campaigns might end up driving away the target groups instead of reaching out to them. Even though ample research exists concerning the cultural dimensions, health communication and many others, little research has been conducted about how the masculinity-femininity dimension relates directly to the student judgment of certain media forms such as condom television adverts in sub-Saharan Africa. The best of the existing studies in Kenya concentrate on the overall performances of their condom advertisements or on the socio-religious resistance and never on cultural orientation as variables (Ochako et al., 2015; Izugbara, 2008).

Also, there is a lack of studies on judgments as evaluative reactions since there is limited knowledge on how judgment is culturally mediated (Schwartz, 2012). This paper hence attempts to bridge this literature gap by studying the influence of masculinity-femininity cultural dimension on the judgments (perceptions of appropriateness, credibility, offensiveness or persuasiveness) of condom television adverts among university students in Kenya.

CONCEPTUAL FRAMEWORK

The hypothetical conceptual framework presupposes that the equality of genders, gender roles, and gender stereotypes affect the manner in which masculinity and femininity are constructed and performed among Kenyan university students, which consequently has an impact on their evaluation of the condom television advertising. Gender equality, in terms of the extent to which people support equal rights, opportunities, and agency to both men and women, is also expected to soften extreme masculinity and femininity creation. Students that strongly believe in gender equality can have a more egalitarian interpretation of condom commercials, seeing mutual sexual responsibility and mutual decision-making as natural. In its turn, the low support of gender equality can support the traditional masculinity principles (e.g., dominance, sexual assertiveness), and femininity principles (e.g., passivity, modesty), which makes the assessment of male and female characters in condom advertisements depend on these principles. Gender equality, in this manner, serves as an orientation of values, which have an impact on the cognitively and socially framing masculinity and femininity.

Gender roles and gender stereotypes can work at the more direct level of social expectations and symbolically attributed meaning to men and women. Gender roles dictate culturally approved practices, as men should take the initiative to have sex or women maintain morality,

but gender stereotypes ascribe generalized characteristics (e.g., men are risk-takers, women are nurturers) that are used to interpret the message by the audience. In the Kenyan college students, traditional gender roles and stereotypes can possibly result in unequal evaluation of condom advertisements especially in the way responsibility, desire and power are depicted. To illustrate, advertisements that portray women as sexually aggressive can be evaluated negatively amongst students who have strong traditional role beliefs because such images are not in line with the traditional femininity norms. On the same vein, the depiction of either cautious or emotionally expressive men can be a challenge to hegemonic masculinity ideals. Therefore, gender roles and gender stereotypes determine the prism in which masculinity and femininity are created and thereby determine how one will evaluate, that is ideally the credibility, appropriateness, moral acceptability and persuasiveness of condom television advertising.

RESEARCH METHODOLOGY

The research involved using quantitative method (Creswell & Plano Clark, 2018). It sampled 399 university students based on the eight universities in Kiambu County whose population is 236,905 students aged among 18 and 25 years calculated as the sample determined by Yamane (1967) formula to represent finite populations. The sampling process comprised multi-stage sampling such as purposive, stratified, cluster and simple random sampling where the representation of the levels of academics was achieved and minimum bias occurred (Creswell & Creswell, 2018).

The methodology of the data collection followed the approach of questionnaires, both closed and open-ended, distributed in-person or remotely through Google Forms with the given informed consent (Dillman, et al, 2014). The validity and reliability was determined by the pilot study that was done in the Technical University of Kenya (38 participants) (Creswell & Creswell, 2018). To test hypotheses and establish relationships researchers used SPSS Version 25, and descriptive statistics (frequencies, means, standard deviations, skewness, kurtosis), univariate analysis of variance, and multiple regression (Field, 2018; Tabachnick & Fidell, 2019).

FINDINGS AND DISCUSSION

The demographic test showed that most of them were female (53.91%), aged 18-20 years (73.04%), first-year students (60.87%), single (90.87%), and Christian (97.83%), which shows that the research was based on young (18-20), predominantly Christian first-year students. This group is paramount to be used because they are highly susceptible to HIV/AIDS and are also under heavy exposure to media thus forming an ideal sample of study to determine how culture plays a role in the reception of adverts.

Descriptive statistics

Descriptive statistics (min, max, mean and standard deviation), are represented in table 1 below.

Table 1: Masculinity/Femininity

| | Mean | SD | Skewness | Kurtosis | Responses | Percen |
|--|------|-------|----------|----------|----------------|--------|
| I think condom ads targets male audience | 3.03 | 1.283 | -.095 | -1.118 | Strongly | 14.78 |
| | | | | | Disagree | 22.61 |
| | | | | | Neutral | 20.87 |
| | | | | | Agree | 28.26 |
| | | | | | Strongly Agree | 13.48 |
| I recommend condom ads to feature both male and female condoms | 3.46 | 1.220 | -.494 | -.637 | Strongly | 9.13 |
| | | | | | Disagree | 12.17 |
| | | | | | Neutral | 24.78 |
| | | | | | Agree | 31.74 |
| | | | | | Strongly Agree | 22.17 |
| I think a man should have a final say on condom use | 2.76 | 1.344 | .096 | -1.229 | Strongly | 24.78 |
| | | | | | Disagree | 19.57 |
| | | | | | Neutral | 21.30 |
| | | | | | Agree | 23.48 |
| | | | | | Strongly Agree | 10.87 |
| I recommend female to remind male partners on condom use. | 2.94 | 1.235 | -.080 | -.915 | Strongly | 16.96 |
| | | | | | Disagree | 17.39 |
| | | | | | Neutral | 31.30 |
| | | | | | Agree | 23.48 |
| | | | | | Strongly Agree | 10.87 |
| I think men should be the ones to wear condoms | 2.51 | 1.170 | .496 | -.579 | Strongly | 20.87 |
| | | | | | Disagree | 34.78 |
| | | | | | Neutral | 23.48 |
| | | | | | Agree | 13.91 |
| | | | | | Strongly Agree | 6.96 |
| I encourage females to always carry female condoms | 3.20 | 1.305 | -.261 | -1.014 | Strongly | 14.35 |
| | | | | | Disagree | 15.65 |
| | | | | | Neutral | 24.35 |
| | | | | | Agree | 27.39 |
| | | | | | Strongly Agree | 18.26 |

The results indicate that 41.74 percent (28.26 percent agreed, 13.48 percent strongly agreed) of them think that the advertisement of condoms is mainly towards men. It is an indication of masculine cultural rules, according to which the main decision-makers when it comes to sexual health are men. Within these cultures, contraception and protection can be described as being the preserve of men which buttresses the fact that men should lead when it comes to the use of condoms. Nevertheless, 37.39 percent (22.61 percent disagreed, 14.78 percent strongly disagreed) did not agree with this perception, indicating that a few students realize the existence of a more balanced or rotating gender role in the condom use. The 20.87% neutral answers show that most students might not be able to make a clear conclusion on whether

condom advertisements depict gender roles well or not because of the lack of knowledge on other messages that cover or represent women.

Inferential Statistics

The impact of masculinity/femininity on the judgment of condom television advertisements was analyzed by means of a regression model on 39 adolescents who are university students in Kenya. So as to evaluate this effect, gender equality, gender roles and gender stereotypes were determined to establish the effects it has on the judgement of the condom television advertisements among the Kenyan university students. The testing of the following hypothesis was undertaken:

H0: Masculinity versus Femininity does not importantly influence the judgment regarding condom television advertisements among the university students of Kenya.

The findings are outlined (as tables) below. In Table 2 the regression analysis showed that there was a weak positive association between Masculinity/Femininity and judgment of condom television advertisements ($R = .269$). The value of the coefficient of determination ($R^2 = .072$) shows that Masculinity/Femininity can explain only 7.2 per cent of the variation in judgment among Kenyan students of the university. The low explanatory power of the model is further verified by the adjusted R^2 (0.068). These results make it possible to believe that though Masculinity/Femininity may play its role, its general impact on the judgment towards condom television advertisements is very low and most of the variation can be explained by other factors outside of the model.

Table 2: Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .269 ^a | .072 | .068 | 3.53296 |

a. Predictors: (Constant),

Table 3 shows an ANOVA table which determined the significance of the model. The results indicated that the model with Masculinity/ Femininity as predictor variable significantly predicted judgement towards condom television advertisement among university students in Kenya ($F= 17.730$; $p=0.000$).

Table 3: ANOVA^a

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 221.299 | 1 | 221.299 | 17.730 | .000 ^b |
| | Residual | 2845.849 | 228 | 12.482 | | |
| | Total | 3067.148 | 229 | | | |

a. Dependent Variable: Judgement towards condom television advertisement

b. Predictors: (Constant), Masculinity/ Femininity

Table 4: Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized | T | Sig. |
|-------|------------|-----------------------------|------------|--------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 16.672 | .838 | | 19.895 | .000 |
| | MAS | .189 | .045 | .269 | 4.211 | .000 |

a. Dependent Variable: Judgement towards condom television advertisement

From table 4, the model equation can be written as:

$$Y = 16.672 + 0.189X$$

Where Y is the Judgement towards condom television advertisement while X is the Masculinity/Femininity. There is a positive and significant relationship between Masculinity/Femininity and Judgement towards condom television advertisement among university students in Kenya. A unit increase in power distance led to an increase in Judgement towards condom television advertisements by 0.189 units. Since the P value is less than 0.05 at 5% level of significance, then there is enough evidence to reject the null hypothesis and conclude that cultural dimensions, particularly gender equality, gender roles, and gender stereotypes significantly affect judgement towards condom television advertisement among university students in Kenya.

CONCLUSION

This research, studied how the dimension of masculinity-femininity of the cultural dimension affects how the university students in Kenya evaluate the condom television commercials. Based on the cultural theory of Hofstede, the study identified that the judgments made by the students regarding the advertisements are not merely made in accordance with the message of the advertisements but are guided largely on the gender role values internalized by them, attained through the higher-level processes of socialization under culture. The results support the fact that, masculine students have a higher tendency of viewing condom advertisement negatively viewing it as a campaign to encourage immorality, override male dominance or challenge sexual traditions.

On the other hand, students having feminine cultural orientations would also think less negatively about feminine oriented advertisements considering them responsible, relationship oriented and more about mutual sexual health. Moreover, the cultural orientation is likely to exert an effect beyond the emotional evaluation, such as cognitive assessment (e.g., believability, credibility), acceptability of the presentation of media contents and ultimately,

effectiveness of condoms advertisement is mostly moderated by the manner in which the message resonates to the value system of the audience, especially their perceptions of gender roles, sexuality, and emotionality. The research finds that finding how the cultural aspect of masculinity and femininity affects their communication is crucial in developing health communication in a way that can be helpful to the concerned parties. The inability to marry condom advertising and cultural orientations among the university students threatens to face rejection, misinterpretation, or opposedness in advertising, resulting in reducing the effectiveness of the health-promoting initiatives.

RECOMMENDATIONS

The study recommends that condom advertisements should be made to fit both masculine and feminine orientations by the Health communication strategists, advertisers as well as the NGOs. One-size-fits-all campaigns have to be abandoned by the public health agencies and, instead, the latter has to implement segmented communication approach, which takes into consideration the various types of the cultural values held by the young adults. Cultural literacy in sexual health education should be implemented by universities and also health promoters in order to make the students understand the influence of the cultural norms on their attitudes and behavior. This is likely to decrease the stigma associated with condom use and provide an opportunity to engage in critical discussion of gender identities as well as sexual responsibility. Because culture orientations of students are enhanced through the socialization agents like family, peers, institutions, and media, university administration should cooperate with the definition of hurting culturally sensitive campaigns by the public health initiatives and consider peer educators and student leaders to have at least slightly different value orientations.

To be studied in the future should be the role of other dimensions of Hofstede (e.g., individualism collectivism, uncertainty avoidance) in media judgments and triangulation of quantitative results with rich qualitative data using mixed methods, branching out to study judgments among younger people in vocational schools, slums, or the villages.

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