

**Influence of Social Media Advertisements on Sport Betting Among Students of
Lead City University, Ibadan, Nigeria**

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**Being an MSc Thesis Submitted to the Department of Mass Communication and
Media Technology, Faculty of Communication and Information Science, Lead
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Certification

This is to certify that Lawei Edesemokumo Edith (LCU/PG/002894) conducted this study on the influence of social media advertisement on sport betting among students of Lead City University, Ibadan, for the award of Master of Science (MSc) degree in Mass Communication and Media Technology in Faculty of Communication and Information Sciences, Lead City University, Ibadan, Oyo State, Nigeria, under my supervision.

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Dedication

This work is dedicated to God Almighty, the Giver of life.

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Acknowledgement

My gratitude extended to Lead City University, Ibadan, a citadel of academic excellence, for the privilege given to me to undergo my postgraduate studies. I am grateful also to the University Professors and lecturers for always lending a listening ear, guiding me, and offering assistance where needed. I am grateful to God Almighty for creating, nourishing, sustaining, and keeping me alive to complete this thesis. I am forever indebted to Him. May His name be exalted forever, Amen.

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Although the above-mentioned institutions and persons have assisted in the process of this research work, I alone stand responsible for the errors, if any, found in the work.

Abstract

In recent years, the landscape of sports betting has undergone a significant transformation, propelled by the ubiquity of social media platforms. The constant exposure to sports betting advertisements through platforms such as Facebook, Instagram, Twitter, and others creates a unique environment that demands exploration. The study examined the influence of social media advertisements on sport betting among students at Lead City University. The diffusion of innovation, social learning, and technological determinism theory provided the theoretical guide for the study. Descriptive survey research design was adopted, and 369 respondents were randomly selected as sample. A self-structured questionnaire was used to gather data. The collected data were analyzed using descriptive and inferential statistics. The results obtained revealed that the majority (61.9%,) of the respondents frequently used WhatsApp. The study revealed that the majority (33.1%) of respondents frequently engage in sports betting for profit. Also, the majority (30.3%) of respondents frequently consider sports betting as a potential source of income. Findings further revealed that the majority (27.5%) of respondents sometimes engage in sports betting for the fun of it. It was further revealed that the majority (30.8%) of respondents do not distract themselves from sports betting by engaging in other activities. From the findings, it was also revealed that the majority (47.9%) of respondents try as much as possible to avoid sports betting due to the risks involved. The study recommends that educational campaigns should be conducted to raise awareness about the potential risks and financial consequences of sports betting, especially among young people and regulatory bodies should enforce stricter controls on sports betting advertisements, particularly on social media, to limit their influence on vulnerable individuals.

Keywords: Social Media Advertisement, Sport Betting, Gambling, Internet, Digital Platforms

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Chapter One

Introduction

1.1 Background to the Study

Sport betting is the wagering of money, or anything of value, upon the outcome of an event such as the roll of dice, a hand of cards (or other table game), or the outcome of a athletic contest¹. It sometimes it refers more narrowly to forms of wagering that require a gambler's participation such as dice, cards, and wheel games². The sport

betting industry is one of the pioneers in internet technology development. It has designed sport betting experiences to stimulate the human senses, by creatively integrating audiovisual technology, such as touch screens, surround sound, augmented reality, haptic actuators etc. Although sport betting is increasingly becoming normalized in society, excessive youth sport betting has been construed as problematic, akin to delinquency, since it has potentially negative consequences, such as addiction, truancy, poor grades, and theft³. Given this, however, only a minority of school officials is aware of this growing problem, and few have adopted prevention curricula or policies. Since the 1970s, there has been an exponential expansion of sport betting opportunities for adults around the world. There is little doubt that the recent expansion of legalized sport betting has the potential to increase the prevalence of sport betting disorders⁴. One population that has received some attention in regards to sport betting and sport betting disorders has been adolescents. Today youths are bombarded with messages encouraging people to dream about big wins or achieve wealth by one form of sport betting or another. In addition, sport betting advertisements are common on Internet web sites and junk email. Sport betting can be a fun or relaxing way of spending time and money but youths, lured by the promise of instant wealth, might be particularly vulnerable to these messages. The research on problem sport betting among youth suggests that a substantial number endorse a wide variety of sport betting problem symptoms. In fact the prevalence of problem sport betting among youths has been found to be 2 to 3 times higher than that of adults⁵. Scholars have argued that the problem of sport betting is just another instance of a general addiction process that involves the combination of negative moods or stressful life events, use of escape coping and a physiological predisposition towards addiction⁶.

Scholars also found that sport betting is the most popular among Nigerians⁷. Sport betting may, however, include daily events which are not usually associated with word gaming connotations, such as community or organizational sponsored raffles, bingo or board games for children⁸. The practice of staging cash or other valuables in matches or unclear result activities, may also be recognized as sport betting. The public view of sport betting is frequently inaccurate. On the one side, it is common knowledge that sport betting presents a severe risk to those who are too willing to play. However, on the other side, it is also recognized, on average, that sport betting can have beneficial effects on societies and be a pleasant pastime for individuals (for example through the provision of a source of income for sports clubs or humanitarian causes). A prevalent finding is that people with more favourable sport betting behaviours are more susceptible to gaming and sport betting related issue⁹. There are concerns in the areas of public health and addictions regarding the effect of the comprehensive accessibility, publicity and sanction of legalised sport betting. The incidence of unregulated sport betting among adolescents has considerably risen between 1977 and 1993. A compulsive gambler is unrealistic in his thinking whereas non-gamblers view sport betting as unethical and disruptive, the gambler sees sport betting as taking calculated risks to build in a lucrative business with the firm belief in the saying “no wasting, no wanting”. There is a persistent “today is my day” feeling and in spite of heavy losses he still hopes to hit it big.

Sport betting is widely regarded as an acceptable social form of recreation. Sport betting is enjoyable and harmless for many people, but for others it can be both addictive and problematic with serious negative effects. These include bankruptcy, job loss, broken homes, the use and abuse of substances, depression and addiction. As an important public health and addiction concern, the impact of the extensive

availability of sport betting and the legalization of its publicity have been identified. The prevalence of disordered sport betting has significantly increased among young people and especially students in Nigeria's secondary and tertiary institutions

Social media advertising refers to the process of gaining website traffic or attention through social media sites. Social media advertising campaigns usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. Traditional campaigning approaches are overshadowed not only by rising social media but also due to increasing difficulty to create an outstanding campaign due to very competitive market. Impact of social media can be seen in television advertisements which sign off with a plea for consumers to visit their websites, Facebook or Twitter page with the promise of an exciting online experience, fun incentives and a sense of community that people actually want to get involved with¹¹. Research has shown that social media has become a platform that is easily accessible to anyone with Internet access¹⁰. Increased communication for organizations fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively inexpensive platform for organizations to implement advertising and marketing campaigns. With the advent of the Internet and the development of Web 2.0, there is a palpable shift in the control of communication and of course, advertising. The web has successfully switched the power of control from companies to the customers. Thus, customer decides what he/she wants to see, read, or listen to, so the companies compete in getting people's attention and delivering their messages. The good news is that when companies join these social networking sites, people can interact with the company and their products. This interaction makes users feel personal because of their previous experiences with social networking site. Social networking sites like Twitter, Facebook, Google Plus,

YouTube, Pinterest and blogs allow individual followers to “retweet” or “repost” comments made by the product being promoted. By repeating the message, all of the users’ connections are able to see the message, therefore reaching more people. Social networking sites act as word of mouth. Because the information about the product is being put out there and is getting repeated, more traffic is brought to the product/company. Furthermore most advertisements on Facebook for instance invite users to simply “Like” the product or the company by simply clicking the “Like” button. What follows such action is that the company henceforth starts sending such user contents, information and other interactive posts that market the product or the company so “liked”.

Social media provide companies with opportunities to engage directly with existing and potential customers, using a range of strategies beyond the ‘one-way’ promotion of a message which characterizes traditional marketing. Marketing objectives for social media may include improving relationships with existing customers, building market share, enhancing brand awareness, encouraging product trial, and ultimately increasing sales revenues. Content created on a company’s social media profile is typically only seen by those opting in to these sites; however, users sharing content with their networks broadens the audience viewing the statement, picture, post, or tweet and operators can pay to promote their content to a broader audience. Consequentially, many social media marketing campaigns aim to generate the digital equivalent of ‘word-of-mouth’, in the knowledge that both positive and negative user interactions are often collapsed into a unitary measure of popularity (e.g., page views, ‘likes’).

Changes in Facebook regulations have allowed some direct sport betting opportunities via this platform. However, scholars argue that the social networking sites of online

sport betting operators do not simply replicate online sport betting sites; rather they are used to portray a brand's personality to engage and create excitement in their communities. This is achieved through providing content of interest to potential consumers, as well as exclusive promotions and odds that may convert customers to active engagement with the site or venue. Interview studies involving sport betting operators suggest that respondents perceive social media to be a relatively useful tool to increase website traffic and to raise interest, awareness and eventually increase sales. This is consistent with an interview study with online gamblers, which found evidence of increased sport betting among existing gamblers in response to internet sport betting promotions. Studies revealed that sport betting operators commonly combined sport betting and non-sport betting content and that key messages were positively framed, and tended to use a range of cross-promotional tactics to emphasize fun, entertainment, and winning¹¹. Facebook and Twitter have proven to be effective platforms for Las Vegas casinos to communicate directly with current and potential customers and specifically promote their brand. This was borne out in a study on online gamblers which found that reputation is the most important factor in choosing an online sport betting site. These studies suggest that the potential benefits of social media for sport betting operators include building brand reputation and increasing consumer engagement in an attempt to increase sales.

1.2 Statement of the Problem

The surge in online sports betting advertisements across various social media platforms has become an integral aspect of users' digital experiences. The pervasive nature of these advertisements raise critical questions about their potential impact on

individuals, particularly in shaping attitudes, influencing decisions, and contributing to the normalization of sports betting within society. In recent years, the landscape of sports betting has undergone a significant transformation, propelled by the ubiquity of social media platforms.

In recent years, the landscape of sports betting has undergone a significant transformation, propelled by the ubiquity of social media platforms. The constant exposure to sports betting advertisements through platforms such as Facebook, Instagram, Twitter, and others creates a unique environment that demands exploration. This influence is not confined merely to the act of betting but extends to the perception of sports betting as a culturally embedded and socially accepted behaviour.

The convergence of sports betting and social media has been a natural progression in the digital age. Betting companies recognize the vast audience these platforms command and have strategically employed targeted advertisements to capture the attention of users. The seamless integration of betting odds, promotions, and endorsements within the social media landscape has blurred the lines between entertainment, information, and commercial intent. Hence, this study examines the influence of social media advertisement on sport betting among students of Lead City University, Ibadan.

1.3 Aim and Objectives of the Study

The aim of this study is to investigate the Influence of social media advertisement on sport betting among students of Lead City University, Ibadan . The specific objectives are to:

1. identify social media platforms used by Lead City Univerity;

2. identify social media platforms for sport betting advertisement that Lead City University Students are exposed to;
3. ascertain the level of sport betting engagement among Lead City University students;
4. ascertain the perception of Lead City University students towards sport betting
5. ascertain the influence of social media advertisement on sport betting among students of Lead City University

1.4 Research Questions

1. what are the social media platforms used by Lead City University students?
2. what are the social media platforms for sport betting advertisement that Lead City University Students are exposed to?
3. what is the level of sport betting engagement among Lead City University students?
4. what is the perception of Lead City University students towards sport betting?
5. what is the influence of social media advertisement on sport betting among students of Lead City University?

1.5 Hypothesis

H₀: There is no significant relationship between social media advertisement and sport betting.

1.6 Significance of the Study

The study in its entirety is of immense importance to various stakeholders. The research would provide a lot of information which would be beneficial to both

management and undergraduates of Lead City University, Ibadan, other researchers and the society at large. The management of the institution would be able to use the information to counsel students on sport betting. Likewise, students would be able to understand what sport betting is and avoid the habit of sport betting. Furthermore, scholars and researchers would find the findings of this study useful because it would provide relevant data on sport betting and its preventive measures. Finally, findings from this research would provide suggestions for further studies that students and researchers can look into and also carry out intensive study on.

1.7 Scope of the Study

This study will look at influence of Social media advertisement on sport betting among students of Lead City University, Ibadan. This research focuses on Social Media advertisement and how they influence sport betting on students of Lead City University. The undergraduate students of Lead City University, Ibadan will be the respondents for the study.

1.8 Limitations of the study

This study is limited by time constraints, as the researcher have to divide his time between this study and work.

1.9 Operational Definition of Terms

Advertising: Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them.

Internet: Internet is a global network that connects billions of computers across the world with each other and to the World Wide Web.

Problem Gambling: Problem gambling, also known as gambling addiction or pathological gambling, refers to an uncontrollable urge to continue gambling despite negative consequences. It is a behavioral disorder that affects individuals' ability to stop or control their gambling habits, often leading to severe financial, emotional, and social problems.

Social media: websites and applications that enable users to create and share content or to participate in social networking.

Sports betting: Sports betting is the activity of predicting sports results and placing a wager on the outcome. It is taking part in any game or activity in which you risk money or a valuable object in order to win money.

Social media advertising: in this work, social media advertising is interchangeable with social media marketing as they both refer to creating awareness and promoting the use/sales of products and services via social media products.

Engagement rates: The level of interaction with social media advertisements, measured by the number of likes, shares, comments, and views that these advertisements receive on social media platforms.

Betting Frequency: The number of times an individual places bets on sports events within a specified period, such as weekly or monthly.

Attitude towards betting: Individuals' overall views and feelings about sports betting, assessed through surveys and questionnaires that measure agreement or

disagreement with statements about the risks, rewards, and social acceptability of sports betting.

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Chapter Two

Literature Review

To provide empirical background to this study and also make this work comprehensive, the literature will be reviewed under the following sub-headings:

2.1 Conceptual Review

2.2 Theoretical Review

2.3 Review of Empirical Studies

2.4 Conceptual Framework

2.5 Summary of Gap in Literature Reviewed

Conceptual Review

2.1.1 Concept of Social Media Advertising

Social media advertising refers to the process of gaining website traffic or attention through social media sites¹. Social media advertising campaigns usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. Traditional campaigning approaches are overshadowed not only by rising social media but also due to increasing difficulty to create an outstanding campaign due to very competitive market. Impact of social media can be seen in television advertisements which sign off with a plea for consumers to visit their websites, Facebook or Twitter page with the promise of an exciting online experience, fun incentives and a sense of community that people actually want to become a platform that is easily accessible to anyone with Internet access. Increased communication for organizations fosters brand awareness and often, improved

customer service. Additionally, social media serves as a relatively inexpensive platform for organizations to implement advertising and marketing campaigns.

Advertising is the planned process of creating awareness and reinforcing customer loyalty to a product, person or idea via persuasive communication through media channels by an identified or identifiable sponsor; social media advertising is just doing this using social media platforms such as Facebook, Instagram, LinkedIn and Twitter². Social media advertising is also known as social media marketing; it is the promotion of goods and services through social media platforms. Scholars capture it thus: social media marketing is a form of online advertising that uses the cultural context of social communities, including social networks (e.g. YouTube, MySpace, and Facebook), virtual worlds (e.g. Second Life, there and Kaneva), social news sites (e.g. Digg and Del.icio.us) and social opinion-sharing sites (e.g. Epinions), to meet branding and communication objectives. Social media marketing involves the creation of appealing content on different social media sites to create awareness and gain new and existing customer's attention; it is marketing through online communities and social networks as opposed to traditional marketing channels like television, radio and print media.

With the advent of the Internet and the development of Web 2.0, there is a palpable shift in the control of communication and of course, advertising. The web has successfully switched the power of control from companies to the customers. Thus, customer decides what he/she wants to see, read, or listen to, so the companies compete in getting people's attention and delivering their messages. The good news is that when companies join these social networking sites, people can interact with the company and their products. This interaction makes users feel personal because of their previous experiences with social networking sites. Social networking sites like X,

Facebook, Google Plus, YouTube, Pinterest and blogs allow individual followers to “retweet” or “repost” comments made by the product being promoted. By repeating the message, all of the users’ connections are able to see the message, therefore reaching more people. Social networking sites act as word of mouth. Because the information about the product is being put out there and is getting repeated, more traffic is brought to the product/company. Furthermore most advertisements on Facebook for instance invite users to simply “Like” the product or the company by simply clicking the “Like” button. What follows such action is that the company henceforth starts sending such user contents, information and other interactive posts that market the product or the company so “liked”³.

However and undoubtedly, the use of social networking sites such as *Facebook* and user generated content (UGC) has presented both opportunities and challenges to the advertisers, marketers and the overall advertising landscape. IAB Platform Status Report concedes that “In the larger eco-system, social networking and UGC sites have provided high-value advertising inventory and audience segments needed to capture more of the market share and targeted audience reach that advertisers demand, e.g. Microsoft’s investment in Facebook, Google’s acquisition of *YouTube*”⁴. The report continues that, traditionally, marketers have been able to buy time or space on fixed media in a controlled context. They knew where their ad would appear, what it would look like, and perhaps most important, in what context it would be seen. In other words, they could be guaranteed their message wasn’t being delivered in a hostile or inappropriate environment. Today, such guarantees are harder to make, and that lack of control can be a source of great anxiety for marketers.

Considering the above, it is therefore important that advertisers and marketers be reminded that a new approach is deemed critical in their use of social networks.

Instead of broadcasting one-way messages at their audiences, advertisers are compelled to engage customers in a conversation. Instead of inviting individual consumers into an environment of their own making, marketers advertising on these sites are entering a conversation initiated, maintained, and “owned” by consumers themselves. Doing so carries risks, but failure to do so carries more.

On impact of social media advertising and or marketing on consumers purchase decisions, authors found that consumers felt that information sharing, collaboration and relationship building was necessary to support ongoing communication; social media marketing allowed organisations the opportunity to be in the position to offer additional sources of information regarding product benefits, product features and provide real time feedback to consumers; social networks, particularly Facebook were found to be most suitable information sharing platform at the beginning of the consumer purchase decision as many consumers relied on social recommendations; and many consumers used Facebook reviews and ratings (“likes”) as the means to seek recommendations, peer advice and find product information.

Scholars studying attitudes of young consumers towards social media marketing, surveyed a total of 124 students at some universities located in Istanbul. They found that 66.9% of the participants think that using a social media tools for advertising is useful; 50% of the participants are fans of at least one company or brand; 54% of the participants follow of at least one company or brand; 57.2% of the participants trust recommendations from people they knew personally about brands; 42.8% of the participants trust brand websites and mini-sites; and 47.5% of the participants like social network advertising very much⁵. Similarly, analyzing User Motivation and Social Media Marketing Responses in Taiwan found that social networking online is the main reason users keep spending time with social media such as *Facebook*.

Therefore, users perceive and respond to marketing venues, such as advertising and brand communities, in a different way than they do to traditional media⁶. The findings also indicate that user motivations generate complex effects for responses to social media marketing, differing across *Facebook* advertising and virtual brand communities. Scholars who studied consumers' perceptions and attitudes towards advertising on *Facebook* in Malaysia suggest that there are three online factors that significantly influence consumers' attitudes towards advertising on *Facebook*. The factors are perceived interactivity, advertising avoidance and privacy. Surprisingly, according to them, credibility was not a significant factor predicting consumer' attitudes towards advertising on Facebook.

2.1.1.1 Benefits of Social Media Advertising

The benefits inherent in using social media advertising for businesses can be summarized under the following points;

- **Cost Effective:** unlike traditional media that cost almost an arm and a leg to advertise with, social media provides a platform for businesses to advertise at any budget, even free.
- **Strong Customer Relationship:** Social media also gives you an opportunity to gain valuable information about what your customers are interested in and how they behave, via social listening. For example, you can monitor user comments to see what people think of your business directly. Social media is a place where brands can act like people do and this is important because people like doing business with other people; not with companies. It helps brands build "Know, Like and Trust" factor.

- **Highly Targeted:** Advertising on traditional media is not as targeted when compared to social media advertising, on social media like Face book, you create your audience specifics for instance their age, interests, income level/occupation, religious affinity, gender, relationship status and even location and Face book mirrors these criteria and matches your adverts to people that meet the criteria. Advertisements on sites such as *Facebook* are "geo-targeted" according to specific criteria, to reach the correct audience.
- **Wider Reach:** Social media advertising can help businesses reach a wider array of audience locally, regionally, nationally or internationally. The business bound on social media has no walls. Social media advertising can strategically position a business to reach audience anywhere and everywhere in the world. Because the internet has made the world a “global village” fulfilling the McLuhanian prophesy.

2.1.1.2 Challenges of Social Media Advertising

There are always two sides to a coin, with its many benefits and credits and potentials for businesses, there lay some challenges for businesses in the medium, however these challenges are not insurmountable. Some of the challenges are:

(a) Time intensive

As the name implies, social media is interactive, and successful, two-way exchanges take commitment. The nature of marketing changes in social networks, with the focus placed on establishing long-term relationships that can turn into more sales. Somebody has to be responsible to monitor each network, respond to comments, answer questions and post product information the customer deems valuable.

Businesses without a service to manage these social networks will find it difficult to compete. Trademark and

(b) Copyright Issues

It is of the utmost importance for companies to protect their own trademarks and copyrights when using social media to promote their brands and products. A company's brands and other intellectual property are often nearly as valuable as the products or services that they offer. Social media's capacity to facilitate informal and impromptu communication often on a real-time basis can aid companies in promoting their brands and disseminating copyrighted material, but it can also facilitate third-party abuse of a business' trademarks and copyrights. When using social media, whether via a third-party outlet or a company's own social media platforms, marketers should regularly monitor the use of their trademarks and copyrights.

(c) Trust, Privacy and Security Issues

Using social media to promote one's brand, products, or services can also implicate trust, privacy and data security issues. It is important for companies to be aware of these issues and take appropriate measures to minimize their exposure to liability related to personal data collection, use, and maintenance.

(d) Negative Feedbacks

One aspect of social networking that is especially damaging to marketing campaigns is negative post responses. Unhappy customers or industry competitors are able to post disparaging or offensive pictures, posts or videos and there is not much a marketer can do to prevent these occurrences. Still, negative or other non-constructive feedback cannot be ignored. Social networks must be managed

efficiently enough to immediately respond and neutralize harmful posts, which takes more time.

2.1.2 Conceptualizing Social Media

Mass media have been a major agent of socialisation and tool for social change especially now that people depend on message from mass media. The power of the mass media help solves social problems. Television, Radio and Print Advertising can entice people to buy a wide range of products and services, newspaper messages and advertisement influence our ideas, values and behaviour.

Social media has emerged to be one of the most vital communication means. It exists so as to ease communication among people regardless of the expanse, making it open to people to easily share information, files and pictures and videos, create blogs and send messages, and conduct real-time conversations⁷. These systems are referred to as social, simply because they allow communication with friends, course mates, teachers, project supervisors, lecturers so easily and effectively. Social media which are a form of electronic communication that has become the highest activity on the internet

By suggestion, through social media, individuals can with no much of a stretch trade profitable information which can enhance their profession interest, thoughts and so on. It additionally helps in sending pictorial outlines of thoughts. Scholars point that “social media is a group of internet-based applications that build on the ideological and technological foundations of web 2.0 and that allow the creation and exchange of user generated content”. It could be possible to use mass media to get people to act on behalf of their own health and well-being or to do right things. Based on this assumption, since World War II, the Federal, State and Local Government, private

foundations and other non-governmental organizations have sponsored hundreds of public services campaigns to promote social rather than commercial goods.

2.1.2.1 History of Social Media

When we think of social media, we generally think of Facebook and twitter. However, in reality it is more than that. The earliest ways to send messages over long distances were probably both audio and visual. People used to communicate smoke signals by day and beacon fires by night in ancient China, Egypt, and Greece. Drums were used in many parts of the world to extend the range of the human voice for communication as well. The seeds of social media were sown during 550 BC when the regular postal system was established in Iran where horse riders and horse-drawn wagons carried mail. Usually, mail consisted of governmental dispatches and was delivered from one place to another.

The 18th and 19th century were breakthrough period where devices like the telegraph (1792), telephone (1890) and radio (1891) ushered in a new era of the sending and receiving messages over long distances. The increasing number of express messages between businesses, financial and legal offices and banks in growing cities, as well as busy street traffic, gave rise to new methods of telegram and letter transportation. The pneumatic post was introduced to combat the shortcomings of the telegraphic network in Paris. The invention of telephone and radio took the meaning of communication to another level. The 20th century was marked by the growth and development of internet. With the growth and development of internet, there came era of exchange of messages from one person to another digitally or via web. Email, ARPANET, USENET, BBS (Bulletin Board System), IRC (Internet Relay Chat), Listserv, Blogger,

Six Degrees, LiveJournal, Napster were some of the important sites for social interactions and sharing.

The 21st century saw a spurt in the growth of social networking sites by the launching of *Friendster*, *Fotolog*, *Photobucket*, *Flickr*, *Orkut*, *Facebook*, *Ning*, *Digg*, *Twitter*, *Netlog*, *Youtube* etc. Social media has come a long way since the days of the telegraph and even the more recent days of Internet-relay chats (IRC), and it continues to evolve. In the last few years, social media has become a convention of the online landscape. Major social networks and social media websites make changes and improvements on a fairly regular basis, so it's sure to keep evolving in coming years.

2.1.2.2 Social Media Classification

Social Networking Sites: A social networking site provides a web-based platform for building social networks or social relations amongst people, e.g., shared interests or activities. They provide a means to interact over the internet, e-mail and now even the mobile phones. The most popular websites offering social networking currently are MySpace (started in 2003), LinkedIn (started in 2003), Facebook (started in 2004) and Twitter (started in 2006)¹⁴. A social networking site would allow a user to create profiles or personal homepages online and build up a social network. The profile page thus created is like the user's personalized webpage and contains profile information of the user like gender, religion, orientation, interests, place of birth, current location, marital status, books liked etc. The page can be customized as the user wants and include video clips, music files or photos on their page. Also included on the page is a list of friends that form the user's network. Typically, these friends are actual friends, acquaintances, and even strangers, who may have sent a friend request and the user has included them in his/her list.

Blogs: A blog (derived from the word weblog) is an —online journal where an individual, group, or corporation presents a record of activities, thoughts, or beliefs. There are many websites that allow users to create blogs without any paying any fee like Wordpress.com, Blogspot.com, and blogger.com. Anyone can create a blog on these websites and these blogs can be accessed by anyone by typing the web address or URL (Uniform Resource Locator). Another popular sub category of blogs is microblogging. A microblogging site is like any blog except for it limits the number of words that can be published in one message. Twitter.com is an example of microblogging.

Content Generating and Sharing sites: These sites serve as sources of information for various topics. Photo-sharing sites like *Flicker.com*, *picasaweb.google.com*, Video sharing sites like *youtube.com*, slide sharing sites like *slideshare.com*, document sharing sites like *docstoc.com* etc. all fall under this category. These sites serve as free content for all users of internet. Users can search for content, download and use the content available on these sites without any fee. The content is also generated by the users. This type of user generated content is also known as crowdsourcing. Video and PowerPoint presentation can be shared and uploaded in YouTube and SlideShare. This is a major advantage to most of the people who are unable to get access to the educational resources.

User Appraisal Sites: User appraisal sites serve as a platform for appraisals of various products and services. Though it is possible for consumers to express their view in any of the medium, user appraisal sites mainly deal with such reviews. Sites like *www.mouthshut.com*, *www.pagalGuy.com* are prime examples of such websites. These websites serve as a starting point of consumer's decision-making model for gathering information about products or services they are contemplating of buying. As

such these sites serve as important word of mouth for consumers and a source of expressing post purchase feedback.

2.1.2.3 Social Media as a Tool of Communication

Social media offers a variety of avenues through which we can communicate with people. In fact, social media is known to have been used widely in educational field also. Over the last 30 years the nature of communication has undergone a substantial change and it is still changing. Email has had a profound effect on the way people keep in touch⁸. Communications are shorter and more frequent than when letters were the norm and response time has greatly diminished. Instant messaging has created another method of interaction, one where the length of messages is shorter and the style of the interaction is more conversational. Broadcast technologies like Twitter transform these short bursts of communication from one-on-one conversations to little news (or trivia) programs: which we can tune in whenever we want an update or have something to say.

Online communication tools also have the potential to increase our awareness of the movements of our professional or social contacts⁹. Twitter, for instance, offers us an update of things people we know happen to be doing at a particular point of time. This phenomenon has been referred as social proprioception by Clive Thompson, named after the physical quality of proprioception that tells a creature where its extremities are by the reception of stimuli produced within the organism. Social proprioception tells us where the nodes of our community are and provides a sense of connectedness to and awareness of others without direct communication. Internet is the third place where people connect with friends, build a sense of togetherness.

Increasingly, a computer with an Internet connection is the locus of a range of interactions in a variety of media and a gateway to an array of social spaces for work and play. Social networking sites like Facebook and MySpace and virtual environments like Second Life and World of Warcraft have become online meeting spaces where users— members, residents, or players—can interact and express themselves. They offer a way to keep in touch with existing communities that users belong to offline, such as social and professional groups. They also make it possible for people who would not normally communicate more than a few times a year to keep in touch—colleagues met at conferences, for instance, or friends met through the online community itself. Sites like YouTube and Flickr represent another forum for online communication that is centered on sharing, preference, and popular culture. Visitors can browse movies (in the case of YouTube) or photos (in the case of Flickr), express personal preferences, add commentary, and upload their own creative work. YouTube is also a repository of popular culture in the form of newscasts, television shows, movies, or music videos that are of current interest. The kinds of interaction that occur on these sites center around shared interests and include not only verbal commentary, but commentary in the form of original or derivative works based on popular pieces.

One of the reasons people prefer such form of media is because of the interactions they can have there, both social and professional. Whether it is as simple as checking back to see what other comments have been added to yours or as involved as attending a workshop or presentation in a virtual world, the nature of the attraction lies in the connections between people that these online spaces afford.

2.1.3 Social Networking Platforms

- **Facebook:** *Facebook* is an online social networking service headquartered in Menlo Park, California. Its website was launched on February 4, 2004 by Mark Zuckerberg with his college roommates and fellow Harvard University students, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes. The founders had initially limited the website's membership to Harvard students, but later expanded it to colleges in the Boston area, the Ivy League, and Stanford University. It gradually added support for students at various other universities and later to high school students. Since 2006, anyone who is at least 13 years old is allowed to become a registered user of the website, though the age requirement may be higher depending on applicable local laws. The name 'Facebook' came from a colloquialism for the directory given to it by American universities students. Being part of the social network is simple. An individual would be required to register in order to have an account. After registering to use the site, users can create a user profile, add other users as "friend", exchange messages, post status updates and photos, share videos and receive notifications when others update their profiles. Additionally, users may join common-interest user groups, organized by workplace, school or college, or other characteristics, and categorize their friends into lists such as "People from Work" or "Close Friends"²⁰. *Facebook* had over 1.18 billion monthly active users as of June 2015. Because of the large volume of data that users submit to the service, Facebook has come under scrutiny for their privacy policies. Facebook Inc. held its initial public offering in February 2012 and began selling stock to the public three months later, reaching an original peak market capitalization of \$104 billion. As of February

2015, it reached a market capitalization of \$212 Billion. Ethnographic sources revealed that *Facebook* is the most popular social networks used in Nigeria.

- **X:** is an online social networking service that enables users to send and read short (240 characters) messages called "tweets". Registered users can read and post tweets, but unregistered users can only read them. Users access *Twitter* through the website interface, SMS, or mobile device application. Twitter Inc. is based in San Francisco and has more than 25 offices around the world. Twitter was created in March 2006 by Jack Dorsey, Evan Williams, Biz Stone and Noah Glass and launched in July 2006. The service rapidly gained worldwide popularity, with more than 100 million users who in 2012 posted 340 million tweets per day. The service also handled 1.6 billion search queries per day. In 2013, Twitter was one of the ten most-visited websites, and has been described as the 'SMS of the Internet'. As of May 2015, *Twitter* has more than 500 million users, out of which more than 302 million are active users. There are many ways to use and/or search on *X*. You can find Tweets from friends, local businesses and everyone (ranging from well-known entertainers to global political leaders, sports men and women and other high-profile personalities). By searching for topics, keywords or hashtags, you can follow ongoing conversations about breaking news or personal interests. Follower is the name of the game on Twitter, you need to get as many followers as possible, so you need to start interacting with other people for them to notice and follow you. To be active in *X*, you need to:

i. Follow Other People: Search for people that would like to follow you and what you provide and start following them. As with every other social network, they will receive a notification and most will check you out, if they like what they see, some will follow back. This is true for all the other social networks. Some accounts are used

rarely; some are redundant, while some people may not just be interested in what you offer. Therefore, not all notifications will be accepted to check you in and follow you back. After a certain period of time (5-10 days), it is a good idea to un-follow the ones that did not follow you back so you keep your followers/follows ratio in a good balance.

ii. Follow People Back: Just like you follow other people and want to be followed back in return, other people will follow you with the same idea in mind. Although, these might not be the people you want to target, in the beginning, it's a good idea to follow everybody back so you have a nice-looking profile with a decent number of followers. If you don't follow them back fast, they might un-follow you, so keep that in mind.

iii. Re-tweet Other People's Tweets. It is important that one should find tweets that are in line with his/her area(s) of interest(s) and re-tweet them. There are lots of interesting things on twitter that one can find and re-tweet. Once you re-tweet, the user that made that tweet will get a notification and might follow back. A new user might find people that are 'high up' with great accounts and re-tweet and interact with them often. They will eventually notice you and will help if you ask nicely or at least re-tweet some of your tweets for all their followers to see. To have a recipe for a great growing twitter handle, it is recommended that you schedule post, get other posts from other people on twitter, and get some post from different other feeds that are highly relevant to you based on your interests. This will make your account active on the social website.

- **Instagram:** *Instagram* is an online mobile photo/video sharing and social networking services that enables its users to take pictures and videos, and share

them on a variety of social networking platforms, such as *Facebook*, *Twitter*, *Tumblr* and *Flicker*. Its distinctive feature is that it confines photos to a square shape, similar to Kodak Instamatic and Polaroid images, in contrast to the 4:3 aspect ratio typically used by mobile device cameras. Users can also apply digital filters to their images. Instagram was created by Kevin Systrom and Mike Krieger, and launched in October 2010 as a free mobile application¹⁰. *Instagram* rapidly gained popularity, with over 100 million active users as of April 2012 and over 300 million in December 2014. The service was acquired by Facebook Inc. in April 2012 for approximately US\$1 billion in cash and stock. In 2013, Instagram grew by 23%, while Facebook, as the parent company, only grew by 3%¹¹. It is a powerful social media site that can drive amazing traffic to websites. A lot of powerful brands are using it successfully and they are reporting that it works better for them than Facebook and Twitter combined. The only downside of this platform is that, because of the way it was designed, one can only post images on it from ones' smartphone; thus, one cannot post images online from a computer or by any other means. To become an active user of Instagram is very simple. The first thing to do is to create an account; thus, creating Instagram account can be done from a phone in order to get accustomed with the way it works. These include setting up the account like details of the user, a Uniform Resource Locator (URL) and good profile images. It is important for one to make his account look good so that when people see it, they will be attracted to follow you without thinking twice. For an account to look good images of attractions and social/current issues (up to 15-20 pictures) are recommended and people will actually begin to take a look at it. It is advisable that after the initial posting,

additional 5-10 new images should be uploaded on a daily basis. This trick is to attract many followers as possible. Thus, to get many followers, you need to:

i. **Start Following Other People:** Use the search “function” and find people of like mind with their interests alien to yours. One also needs to be creative and target other users in order to entice them to follow you back. Once you start following people, they will receive a notification and in turn will follow you back if they like your account, and in some cases, some may follow back without going through your account¹².

ii. **Start Liking Other People’s Images:** People like to be appreciated and liked, and they will receive a notification when you do this. For these reasons many will be grateful and follow you in start noticing you after a while and will want to reciprocate.

iii. **Start Commenting on Other Peoples’ Images:** This can help to create connections that could help you to further grow your account. One final thing you can do on *Instagram* in order to boost your follower’s growth is to talk with other people on Instagram with big accounts and ask them to post one or two images from you to their followers. Posting interesting images grows one’s account and leads to steady increase in traffic.

- **WhatsApp:** *WhatsApp* was developed as an alternative to standard messaging. Currently, it meets the communication needs of more than one billion people. At present, WhatsApp supports voice and video calling, and the sending and receiving of many different types of media such as text, photos, videos, documents, and locations. It also provides the ability to create stories as social media applications. WhatsApp and other messaging applications make it easier for individuals to communicate more readily and better fulfill the fundamental

need for relatedness. In this context, it can be said that WhatsApp supports communication with the existing neighborhood and does not have the uses to help make new friends. Studies connect the use and gratification theory with maintaining existing relationships as well as informational and educational motives¹³.

- ***Snapchat:*** *Snapchat* is an instant messaging application that allows its users to send photos or short videos (called snaps). Users can determine how long the submitted snapshots can be viewed, and can create unlimited stories for 24hrs (*Snapchat* is known to have more than 100 million users, and is the third most popular SMS after Facebook and Instagram. The use of *Snapchat* is often seen as fun and it is used to communicate with the immediate community. Previous studies investigating *Snapchat* use from the Use and Gratification Theory perspective have reported different motivations such as entertainment, convenience, medium appeal, self-expression, modality, agency, interactivity, navigability, and privacy¹⁴.
- ***YouTube:*** *YouTube* is ranked second in the ranking of all websites visited on the Internet, and ranked first among video sites. It serves a very broad audience, both amateur and professional. Every user can rate (like/dislike), upload videos, and can comment on and share them. It allows users to interact with the site using methods such as rating, video uploading, commenting, and sharing. There are also numerous videos based on the self-promotion and self-broadcasting culture. *YouTube* offers a wide variety of opportunities for individuals in the form of active and passive participation, and has achieved previously unthought of levels of social interaction and participation. Previous studies investigating *YouTube* use from the Use and gratification theory perspective have reported different

motivations such as content creation and viewing, social gratification, relaxing entertainment, social interaction, and information seeking¹⁵.

- **Google+:** *Google+*, an SMS operated by Google, offers instant messaging, video-conferencing, grouping friends to allow content sharing, and engaging people with similar interests. *Google+* is viewed as a mix of the features of Facebook and Twitter, but it is more akin to Twitter because of the unidirectional flow. Naturally, *Google+* finds it difficult to compete with many popular social networking sites, and little research concerning SMSs has focused on *Google+*. Nevertheless, studies pointed the wide usage of *Google+* for education and information¹⁶.
- **Viber:** *Viber* was founded by four Israeli and Belarusian partners: Talmon Marco, Igor Magazinnik, Sani Maroli and Ofer Smocha, with Marco as its CEO. It was initially launched for iPhone on December 2, 2010, in direct competition with Skype. *Viber* is a mobile application that allows phone calls and text messages to all other users, whether mobile or landline, for free. It is available over WiFi or 3G with sound quality much better than a regular call with mobile carrier charges applicable when used over a 3G network. Once the application is installed, calls can also be made to numbers that do not have *Viber* at low rates using *ViberOut*. *Viber* works on most android, iphone, blackberry, windows, mac, nokia and bada devices. Once *Viber* has been downloaded on a mobile phone an access code is received via SMS or a callback to activate it. This ensures that only the real owner of the phone number can get it registered and prevents others from obtaining the access code and placing calls with the caller ID. *Viber* first requires installation on a phone in order to work on a desktop operating system

environment. Viber has over 100 million monthly active users from its 280 million global registered users¹⁷.

- **Tango:** Tango was developed in September 2009 by Uri Raz and Eric Setton of TangoMe Inc. and is based in Mountain View, California. It is a third party voice over internet protocol (VoIP) social media platform which offers video calls, voice calls and text messages over 3G, 4G and Wi-Fi networks. Tango is free except when used over 3G and 4G networks where data plan charges by the mobile carrier apply. Tango can be deployed using iphones, ipads, windows, and android devices. As at March 2014, there were over 200 million user and it was rated the twelfth most downloaded android phone app by PCMag. It has a simpler interface and does not require usernames and passwords and once installed the app searches through existing phone contacts to pinpoint contacts already using Tango and highlight them as those reachable via the app. On the other hand, there are some key issues with Tango as it has poorer voice and video quality especially when video calls are being made. To use this app, both the sender and receiver must be registered on the social media platform with no possibility of calls to non-Tango users and landlines. Unlike the situation with some popular VoIP social media apps, Tango has no integration with other social media platforms, no conference calling and no instant messaging capability. These are some of the disincentives to the mass acceptance of Tango.
- **LinkedIn:** This social media platform was launched in 2003 in Mountain View California and was founded by Reed Hoffman, Allen Blue, Konstantin Guericke, Eric Ly and JeanLuc Vaillant. Available in twenty-four languages, LinkedIn has been described as the most popular tool for professional networking. It is a social networking tool available to job seekers and professionals where users can invite

other users and even non-users to connect. Inviters who get several rejections from invitees' risk having their accounts restricted or closed. On this platform, users can get introduced to networks of contacts, new job and business opportunities, display products and services in their company profile pages, list job vacancies and search for potential candidates¹⁸.

- **Myspace:** Chris DeWolfe and Tom Anderson founded Myspace, which is headquartered at Beverly Hills, California, in 2002. It is a social networking website offering an interactive, user submitted network of friends, personal profiles, blogs, groups, photos, music and videos. It was the biggest social media platform up till 2008 when it was overtaken by Facebook. Its influence on pop culture and music was widespread and is credited with the creation of unique URLs for companies and artistes. A major issue leading to the loss of popularity of Myspace was the inability to build an effective spam filter which led to vandalism, phishing, malware and spam. Myspace was re-launched in 2013 and has bulletin, instant messaging and access to radio stations as some of its features¹⁹.
- **Blackberry Messenger :** Blackberry Messenger (BBM) was launched by blackberry manufacturer Research in Motion in 2006. It is a proprietary internet-based pin instant messenger, video and telephony application included on blackberry devices, that enables messaging and voice calls between one or several users on the platform. Developed initially for only blackberry devices, by 2013 it became available to android and ios phones. With the release of BBM 5.0, users can send a QR Code to add each other to their respective contact lists rather than using an alphanumeric pin or an email address associated with the users' blackberry²⁰.

- **Skype:** First released in August 2003, Skype was created by Dane Janus Friis and Niklas Zennström in partnership with Ahti Heinla, Priit Kasesalu, and Jaan Tallinn, who developed the backend. It is an IP telephony service provider that can be used to make free voice and video calls over the Internet to any Skype subscriber or to any other non-user at low calling rates. It is relatively simple to download and install the software, which works on most computers and phones. A dedicated Skype phone can be used on desktop computers, notebooks, tablets, mobile phones and other mobile devices fitted with a headset, speakers, microphones or USB phone. Skype also enables file transfers, texting, video chat and videoconferencing. In September 2005, eBay acquired Skype for \$2.6 billion.

2.1.4 Conceptualizing Sport Betting

Sport is a strong socio-economic phenomenon in many countries in the world. This is particularly so in comparison with European football clubs. The number of football fans from different clubs is enormous, as a result of which the Nigerian economy is positively developed.

Each time a match of significant football Leagues over the world takes place, fans apart from viewing the football matches make wagers on the outcomes, wanting to get financial prizes, just as the psycho-social encounters. Football betting is presently a noteworthy type of business in Nigeria. It is a developing business, betting shops are opening in the state, along these lines turning into a vital piece of social phenomena, paying little mind to the national underdevelopment.

Authors characterized sports betting as placing a financial bet on the result of a sports match, just as on occasions that happen inside the bigger match or fixture²¹. They affirmed that sports are normally aimed for entertainment and recreation, however, their importance fluctuates among various societies. Similarly, scholars opined that, sports fill both social and therapeutic needs crosswise over social settings, including male and female relations with regards to the home. This demonstrates sports, like football, have diverse appeals and are multi-logical in purposes and manifestations.

In general, in national and worldwide terms, it is practically impossible for people to develop without sports and human relations may turn out to be all the more difficult without sports. Sports can add to advancement if very much practised and comprehended. Human development, advancement and improvement are at the centre of social relations and societal presences which sports have a huge influence. It is imperative to connect with the ramifications of the sport through its indications and suggestions for human advancement particularly in creating social orders.

Sports wagering are to a great extent expressive monetary and social activities in western history, however having worldwide trans-outskirt resonance, for example, private enterprise causes the expansion of increases in new domains and the combination of the current ones through new methods like football. Football betting, in many societies where it is practised, is quickly turning into a well-known space for assets trades within the capitalist transmit. This is so since fans take "being a fan" further through the expressive economy for gains and loss with regards to Marxian survival of the fittest in the capitalists' moderated settings.

In the submission of other scholars, Sports' betting takes for the most part the type of games' outcomes forecasts made by fans. Fans that anticipate effectively are

remunerated and those whose forecasts weren't right lost and are monetarily punished. This is quickly turning into the order among numerous youths in Nigeria, as fans go above and beyond to "stake" on the more level of being a fan and skill in the football understanding. What most fans don't know or couldn't care less to know is the entrepreneur base of sports betting wrapped with recreational norms and values.

The dominant part of football fans in Nigeria are fans of foreign European football leagues. Football betting in Nigeria is therefore composed of significant European alliances. These significant European Leagues are generally, arranged by prominence among the Nigerian fans: English Premiership, Spanish La Liga, Italian Seria A and German Bundesliga. English Premier Clubs gain the best number of fans, Spanish La Liga is in second place, and the Italian Seria An in the third.

The most widely supported clubs, in order of the number of fans, are Manchester United, Chelsea, Arsenal, Barcelona, Real Madrid and Liverpool. It must, however, be noted that the "wide fan base" of the clubs is not rigid in Nigeria, but fluid, depending on the overall performance of the clubs over time. The local league in Nigeria gains a low number of fans. As football ends up famous and creates enormous interests in Nigeria, industrialists have created tremendous monetary interests and manufactured organizations around it²². These organizations are flourishing, for example in football betting. The quality of these organizations lies in the football fandom that is still on the expansion particularly as concerns European Leagues and Champions League.

The prominence of European football is associated with the presentation of DSTV, Eurosport, and different sports stations on the stage of link and satellite innovation in Nigeria during the 1990s and this denoted the start of a quick decrease in the fan base

of local clubs. Before the introduction of DSTV, Eurosport, and other satellite TVs, local football clubs like Stationeries Stores, ICC Shooting Stars, Rangers International and E1 Kanemi Warriors, among others, controlled an enormous fan base. In contemporary terms, be that as it may, the fan base of the local clubs is about non-existent, as European clubs wipe up the fan base, and football betting flourishes in this field²³.

Sports betting or soccer wagering implies staking financial and non-monetary assets on the results of football matches. Football is the most utilized concept in Nigeria and this study has chosen to adopt this idea since this is the thing that the betters and others use in a specific situation. Football betting is a typical aspect in societies. Youth engage in sports betting for different purposes. These include ego, recreation and relaxation, resource accumulation, therapeutic purposes, such as showing adherence to group norms to avoid sanction or demonstrating addiction. Sports' betting is a major business all around to the degree that it is presently assessable and directed as a real business Requirement of Online Sports Betting. Scholars affirmed that even though it might be hard to precisely appraise the all-out estimation of worldwide sports betting, because of the inconsistency in the administrative and financing conditions, dependable overviews gauge the estimation of the sports betting industry at around 700 billion U.S. dollars and 1.000 billion U.S. dollars, while in certainty the unlawful betting just maybe as a high as 500 billion U.S. dollars.

A few bookmakers even trust that sports betting is currently worth more than one trillion U.S. dollars. Most wagering activities are undocumented and operate on the informal levels among friends, colleagues, spouses, relatives, and even enemies, and can be as much as billions of U.S. dollars globally. Generally, online sport betting is a fast-growing business with an estimated annual growth rate of 12%, according to

Global Betting and Gaming Consultants, and this is driven by globalization and technology. Online based betting and football wagering especially are best observed as a subordinate of westernization and globalization.

Football has turned out to be a recreational commitment, as well as a social and financial activity with a solid intrigue crosswise over classes, sexes, races, sexuality and other social categorization, particularly in Africa and beyond with constantly tremendous potential for development.

While proficient writing has demonstrated that football is entertaining, the job of technology in the forceful imposing of the diversion at individuals can never be underestimated. Satellite and digitization of TV is the real main impetus that has made football accessible to the general population even in the remotest parts of the world, in this way making the fan base more extensive. Aside from spreading the compass of football betting, technology has additionally broadened the competitive capitalist advertise space and stages of football wagering, to refer to, for example, online-based wagering platforms, phone wagering, lotto-like wagering stages, etc.

For the most part, against all the football betting platforms online and offline, the chances offered by bookmakers depend on probability assessments or forecasts of matches which draw in a wide help of the fan base. Notwithstanding the level of the loyalty of fans, the denominator is the strong followership of football which has prompted capitalistic business creations. It is, however, vital to take note of that football betting, as a type of financial trades, while filling positive capitalistic enterprise purposes, (for example, the creation of employment and riches) for the high society could have negative results on bettors and societies. For example, many

commit suicide after losing their high stakes; many destroy their relational unions and essential social capital.

2.1.5 Brief History of Sport Betting in Nigeria

Sports betting is a social phenomenon that has been in presence for a huge number of years in mankind's history. History has it that the earliest record of betting shows up in antiquated Romans, with the accounts of workers and heads betting with shakers, this prompted obligations and the battles that broke out over them. In the last two decades, Nigeria has been witnessing a giant rise and high improvement in wagering activities which cuts across genders and ages. In rare cases will one find people especially the youths not talking about particular sports betting activities or the other such that it is now becoming a household issue.

The various upgrades in sports business industries have raised the waves attracting the attention of various Media both print and visual. This rise has further become the concern of various other disciplines such as economists, psychologists, sociologists and criminologists. The ancient ways of wagering were dominated by offline lottery, pool and slot due to technological advancement, there has been a significant improvement in the forms and process of wagering in recent times, to include such other as an online lottery, promo, pool, sports betting and casino slots.

The gaming organization has kept on growing, profiting from; the vast and energetic population, enhancing web infiltration and expanding access to web-enabled gadgets. Sports wagering have gradually risen as a worthwhile fragment, utilizing Nigeria's gigantic football culture. A portion of the major groups, for example, the English Premier League, and the Spanish La Liga have a large number of fans in the nation, wagering gives numerous Nigerian youths the chance to earn from what they cherish.

2.1.6. The Growth of Sport Betting

There are many discussions about sports betting draw in with comparable topics about the financial commitments and social advantages of betting. In Nigeria, the economic advantages of sports betting are assessed to be in the request of \$383 million spent on wagering over a year, alongside commitments to the Nigerian economy through games wagering-related business, the travel industry, speculation and network ventures. In the meantime, in any case, money related and different counsellors, social workers and human service agencies report the expenses and outcomes of problem betting from the, around, 0.7 per cent of issue speculators who represent 22.9 per cent of money spent on electronic gaming machines (EGMs or "pokies")²⁴.

Online sports wagering is quickly surpassing single another type of betting as far as an investment. A UK report, for instance, expresses that wagering on football (soccer) has seen the biggest development in the sports betting area, becoming 69% somewhere in the range of 2009 and 2012, research additionally recommends that sports wagering has all the earmarks of being the quickest developing type of activities, with starter discoveries demonstrating that betting through electronic gaming machines dropped from 39 to 19 per cent between 1999 and 2011, while support in games wagering expanded from 6 to 13 per cent over a similar period²⁵.

The worldwide nature of the Internet and sports implies that a lot of money is spent on betting and sports events globally. Scholars, for instance, noted that an expected AUD 4.9 billion was bet internationally on the FIFA World Cup in South Africa in 2010, incorporating \$110 million in Australia, an emotional increment on the estimated \$1.1 billion spent on the 2006 competition in German²⁶.

2.1.7 The Problem of Sport Betting in Nigeria

Sport betting has emerged as a significant problem among college students. The prevalence of problem sport betting among college students may be nearly three times higher than among adult. It is estimated that 2.6 million college students may be classified as problem gamblers, often experiencing negative consequences of their sport betting habit.

Sport betting is a common behavior among college students; most frequently sport betting at casinos or online. There are multiple risk factors and co-morbidities for college students that increase their likelihood of problem sport betting such as: male gender; tobacco, drug and alcohol use; certain behavioral disorders; lower socioeconomic status; membership in the college Greek system; and participation in athletics .

Sport betting is an important activity that is very common among the youth and serves as leisure activities which are common throughout the world. The sport betting process involves putting some of small value in an exchange from the greater one in future time. The outcome of sport betting is usually by chance and is not certain. sport betting is a risky business which is very common among the world of young adult and the rate at which people are engaging in the activities every day is increasing. Sport betting activities include and not limited to Bet9ja, online gaming, lotteries, and speculation. Generally, sport betting behaviour is not illegal activities, this has increased the prevalence of the activities in the societies and almost all part of the world allows one form of sport betting or the other. Lack of sanction the part of gamblers has pave the way for the introduction of new forms of sport betting activities such as the emergency of Bet9ja in Nigeria.

Today among Nigerian youth Bet9ja is a very popular sport betting activity where people have to predict the outcome of matches. The higher the number of matches individual predict the higher the expected outcome if the prediction is right at the end of the match. Due to technological development, the emergence of new forms of sport betting such as online sport betting like 1960 bet, this increase the prevalence of this behaviour in the society as people just need to sit in their room and apply online for match prediction, this in turn has increased various implications of sport betting among this population. Sport betting is a big problem among Nigerian youth today, high level of involvement in sport betting may result into problem sport betting which is otherwise refers to sport betting addiction, this problem has been reported to predispose youth to various health related problems such as depression and even to the abuse of psychoactive substances.

2.1.7.1 Types of Sport Betting

- **Moneyline Bets:** Moneyline bets are the simplest and most popular type of sports bet. With this bet type, you are simply betting on which team or player will win the match or event. The odds for each team or player are assigned by the bookmaker based on their analysis of the match and the teams involved. Moneyline bets can be relatively simple and straightforward, but they may not offer as much potential reward as other bet types. In addition, if you bet on a heavy favorite in a moneyline bet, the payout may be so low that it is not worth the risk.
- **Point Spread Bets:** Point spread bets are commonly used in sports like football and basketball. With this bet type, the bookmaker assigns a point spread to the favorite team, which they must win by in order for the bet to be successful. The

underdog team, on the other hand, can either win or lose by a certain margin and the bet can still be successful. Point spread bets can be more complex and require a greater understanding of the game and the teams involved. They also require a higher level of accuracy, as you must correctly predict not just the winner of the game, but also the margin of victory.

- **Over/Under Bets:** Over/under bets are based on the total number of points or goals scored in a match or event. The bookmaker sets a line for the total number of points, and you can bet on whether the actual number of points scored will be over or under that line. Over/under bets can be unpredictable, as they rely on factors such as the total number of points scored in a game. In addition, the odds may be less favorable for over/under bets than for other bet types, as they are more difficult to predict.
- **Futures Bets:** Futures bets allow you to bet on the outcome of a match or event that will take place in the future. For example, you can bet on which team will win the Super Bowl before the season even starts. If the team you pick wins the Super Bowl, you win the bet.
- **Prop Bets:** Prop bets, or proposition bets, are bets on specific events or occurrences within a match or event. For example, you can bet on which player will score the first goal, or how many three-pointers a player will make in a basketball game. Prop bets can be fun and offer a wide range of options, but they can also be risky and unpredictable. Because they are based on specific events or outcomes within a game, they may be difficult to predict with a high level of accuracy.

- **Parlay Bets:** Parlay bets is a bet type that involves betting on multiple outcomes in a single bet. In other words, a parlay bet is when you place multiple bets on one ticket. For you to win a parlay bet, all of the outcomes you have selected must be correct. Parlay bets can offer higher payouts than single bets, but they are also riskier, as a single incorrect outcome will result in the loss of the entire bet. Because you must correctly predict the outcome of multiple games or events, even a single incorrect prediction can result in a loss of the entire bet. Read our article on how to correctly predict football match without failing.
- **Teaser Bets:** Teaser bets are similar to parlay bets, but allow you to adjust the point spread for each outcome you have selected. This can increase your chances of winning, but will also result in lower potential payouts.

2.1.7.2 Dynamics of Sport Betting

- **Peer pressure:** some students get lured or pressured into the act by friends or peers. Since everyone is doing it, they also want to do it to feel among.
- **Get quick rich syndrome:** with the downward spiral in the country's economy young adults tend to want to do anything just to get quick money. sport betting seems to give such a view and most students jump into the act with the belief that one day they would win big and live rich.
- **Poverty/Environmental influence:** Most sport betting students come from poor homes and tend to have un-attended needs on every side. These prompts them to look for quick sources of money to sort out their needs. Most of them turn to sport betting as it portrays an opportunity to bring them and their families out of a life of poverty.

- **Poor Economy:** With an economy that tends to widen the gap between the poor and the rich in Nigeria, students from poor homes tend to go into sport betting, as it gives a false hope of riches beyond their imaginations affording them expensive opportunities alongside their rich counterparts. However, this is not usually the case as most of them end up much poorer than before.

2.1.7.3 Consequences of Sport Betting

For the frequent gamblers, those behaviors may provide an innocuous opportunity for excitement, socialization, or boredom relief. Sport betting explored through the public health perspective looks at the effect of sport betting on individual well-being and health, familial health, community health, health care system and public policy. Authors identified eight negative health and social consequences of sport betting: sport betting disorders, family dysfunction and domestic violence, youth and underage sport betting, alcohol and other drug problems, psychiatric conditions, suicide and suicide ideation, significant financial problems, and criminal behavior.

Negative financial outcomes are among the most tangible consequences of sport betting. University students are at a higher risk for financial problems than older adults due to other financial obligations from college expenses and tuition, as well as potential debt from the increased credit card availability to young adults. A study conducted at two Mississippi universities found that older college students are more likely to have problematic financial behaviors. College students often use resources such as credit cards, debit cards, or borrowed money to gamble; this is common for adult gamblers as well, but these habits may have greater negative financial consequences in a younger population.

Another negative consequence of heavy sport betting is poorer academic standing. Research, found an association between poor academic performance and pathological sport betting in young adults. Heavy Internet sport betting was associated with grade averages of D or lower. In the late 1990s, in Chapter 22, section 236 of the Criminal Code Act, the Nigerian government legalised certain forms of sport betting in an attempt to generate tax revenues. This has made sport betting more acceptable to the public, especially to the under-aged. The most popular forms of sport betting in present-day Nigeria are online sports betting (e.g. football league promotions and the pools), the lottery and slot machines. Many Nigerians view sport betting as a harmless leisure activity: a recent study of the Nigerian general population found that 36% of adult respondents had gambled and 53% of these people were daily gamblers. However, some argue that problem of sport betting in Nigeria, in the near future, will be a greater public health problem than substance misuse. Illegal sport betting, especially betting on football, is extremely popular in Nigeria, although its precise scale is unknown. It is surprising that, despite the nature and scale of this problem, sport betting and its related harms have not been adequately researched in Nigeria.

2.1.7.4 Attitudes toward sport betting among Youths

Public perceptions of sport betting are often equivocal. On the one hand, people are usually aware that sport betting poses serious risks to those who are predisposed to gamble excessively. However, on the other hand, it is also acknowledged that sport betting can have positive consequences for communities (e.g. via providing a source of revenue for sporting clubs or humanitarian causes) and can be an enjoyable pastime for individuals. The balance of such negative and positive views very likely affects the attitudes that individuals hold toward sport betting and ultimately influences their decisions to engage in sport betting.

There is ample evidence showing that people's attitudes toward sport betting are good predictors of how much people gamble and how likely they are to experience sport betting related problems. A common finding is that those who hold more positive attitudes toward sport betting are more likely to gamble and to experience sport betting-related problems. These findings provide support for theories of behaviour and decision-making that assign attitudes an important role in determining people's intentions to act and, indirectly, their actual behaviour; an example is the theory of planned behaviour. Authors who have applied this theoretical framework to sport betting behaviour as well as more general, health risk-taking behaviours suggest that attitudes are affected by broader demographic, personality and other individual-level factors²⁷. However, in connection with attitudes toward sport betting, little is known about the relative importance of the different background influences. As the prevalence rates for problem sport betting are higher for adolescents than for adults, focusing on factors related to attitudes toward sport betting for the former group is particularly important, both in terms of prevention and treatment.

In Nigeria today, as a result of technological development and availability of internet facilities, the level of youth engagement in sport betting behaviour is increasing. This is a big problem among this population. Present indication shows that more and more people are involve themselves in this activity; some have even perceived it as a source of income and abandon other activities that can provide themselves with better future. Recent data shows that Nigerians spend about 1.8 billion naira daily on online sport betting. While some people benefit from this activity, majority tends to lose their money in this activity.

2.1.8. Sport Betting Addiction

sport betting addiction or pathological sport betting is a persistent and recurrent maladaptive sport betting behavior, characterized by some of the following: preoccupation with sport betting, need to gamble with increasing amounts, inability to cut back or stop, "chasing" losses, lying about sport betting, adverse social and financial consequences at risk" sport betting and problem sport betting, to sport betting addiction. Most people do not recognize that one can become addicted to sport betting just as one can become addicted to alcohol or drugs. Even persons who are heavily involved and in great difficulty because of their sport betting think they are having money problems or it is a run of bad luck. They just do not see themselves as possibly addicted to this activity. Most people think of addiction as associated with some kind of substance, not with an activity.

Scholars went on to explain that sport betting addiction can negatively affect the individual (physical problems such as stress related symptoms or conditions, and psychiatric problems such as depression, anxiety spectrum disorders, and substance misuse), their family (relationship problems, domestic violence, neglect of children), and wider society (crime and absenteeism from work)²⁸. Further, addictive gamblers are very reluctant to seek help because of a fear of stigma or because of guilt and shame about the sport betting behavior and its consequences.

2.1.9 Overview of Advertising

Advertising is a multifaceted communication tool used by businesses and organizations to promote their products, services, or ideas to a target audience. This two-page overview will delve into the fundamental aspects of advertising, exploring its objectives, strategies, and impact on consumer behavior²⁹.

The primary goal of advertising is to create awareness and generate interest in a product or service. Beyond that, advertisers aim to establish a positive brand image, foster brand loyalty, and ultimately drive sales. Advertising serves as a persuasive medium, influencing consumer perceptions and preferences. It is a means for companies to differentiate themselves from competitors and communicate the unique value propositions of their offerings.

Advertising strategies vary based on factors such as the target audience, product type, and market conditions. The choice of media is crucial, whether it's traditional channels like television, radio, and print or digital platforms such as social media, online banners, and search engine marketing. Creative elements, including visuals, copywriting, and branding, play a pivotal role in capturing audience attention and conveying the desired message. Additionally, advertisers often employ segmentation and targeting to tailor their messages to specific demographics, ensuring maximum relevance and impact.

Advertising has a profound impact on society, shaping cultural norms, trends, and lifestyles. While it serves as an engine for economic growth, it also raises ethical considerations. Advertisers must balance the need for persuasive messaging with a responsibility to provide accurate information. Misleading or deceptive advertising can erode trust and harm both consumers and the reputation of the advertiser. Ethical advertising practices contribute to long-term brand credibility and positive consumer relationships.

2.1.9.1 The Genesis and Growth of Advertising

The genesis of advertising cannot predate the emergence of mass communication media. This is because advertising is basically a mass communication effort. However

advertising by use of different forms of notices on rocks or buildings have been traced to Greek and Roman merchant of old who carried some commercial signs in clay, wood or stone and hung them in front of their shops in the same manner that we use in convey to their prospective customers the wares they had for sell including their prices and a few other important information. Those day they also made inscription on the walls of their small shops to indicate the kind of products available for their customers. As time went on advertising started to become a serious business and it wasn't long before people started to offer themselves as specialists in advertising. The earliest known record of an advertising agency dates back to 1786.

2.1.9.2 Importance of Advertisement

A proper advertisement has a great impact on sales of the produce and that is why companies spend huge amount of money to make effective advertisement. Needless to say that there are many advantages or benefit of advertisement.

The most important use of advertisement is that it provide avenue where you can easily interact with the prospective client, answering any question or concern they may have about your product or service. Advertising is important so that companies can market their product and get it noticed. Advertisement can increase profits and promote sales.

The first and key factor of advertising is that it will draw audience attention to a product or service offered by a company. Potential customers are made aware of thow the product can benefit them. Advertising is also important to connect to current customers and remind them why they have chosen the right company. Current consumers can also be kept up to date with the latest products and services available to them.

Advertising gives companies and business the opportunity to build up brand and an identity. A recent example of this having great success is with the Milo brand. The distinct adverts in both TV and print form are instantly recognizable as the company's own and give it an identity as a clean, modern and reputable brand. Advertisement need to relate to current trends and sell both a product individually as well as the company as a whole. If an advertisement succeeds at both it can help draw an audience to the product or service and build a relationship between the consumer and company. Establishing this connection should lead to a boost in sales for the business.

Advertising is of great importance in our world of competition. It is important for both the seller and buyer. Advertising introduces new products to the general public. For example, the public get to know about how useful some medicines are for some diseases.

2.1.9.3 Functions of Advertising

- **Marketing:** Advertising sells a product, a service or an idea to the target audience. Communication: It serves to communicate information and message to people there providing consumers with the buying information they need.
- **Education:** Advertising imbue it's audience with "quality of "Psychic mobility" through advertising consumer horizon are stretched beyond their immediate physical and mental confines such that they become aware of new consumption alternative.

- **Social Function:** It has the capacity to do other thing than sales like it promotes and advocate special value such as those bordering on sustained development, child welfare, disease prevention.

2.1.9.4 Advertising in Nigeria

Advertising in Nigeria is traced to be one of the earliest form of mass communication namely town crying. Town criers were used in the dissemination of information about important ceremonies and used in the inter tribal wars, disaster, marriages, births death and so on even today town criers are still being used in many villages in Nigeria to communicate vital information the town crier is paid in kind to structure and disseminate his message effectively at the right time and to the right audience. Another common advertising medium in Nigeria in the early days was Hawking. Hawkers advertise their goods by shouting out the names of the waves they were carrying and extolling the qualities of such waves. Despite their advertising validity the earliest form of mass communication soon stepped a side for the modern media mass communication which in the face of mounting commercial growth were found to be more potent in advertising message delivery and wider audience reach. It is worthy to note that the traditional media communication is still in use in some parts of Nigeria as Advertising media.

Modem Advertising commenced in Nigeria with the establishment of the first newspaper in the country. Iwe Irohin, the paper was set up in 1859 and it publisher Henry Town send of the church missionary society. According to authors, when Iwe Irohin commenced publication it carries advertisement in form of announcement which includes on births, weddings, death, church activities, vacancies, shipping

schedules etc with the setting up of other newspaper namely. Anglo Africa (1863) Lagos weekly Records (1891) Lagos standard (1892) Nigeria pioneer (1914) and so on. The horizon of newspaper advertisement widened considerably. These computed for the revenue that accrued from Government and commercial advertising.

By 1960 advertising had moved into the magazines and the broadcast fold. The significance of the magazines lies in its introduction of color into Nigeria advertising. The radio capitalized on the intimacy of the human voice while television exploited movement which made advertising dramatization possible Nigeria advertising cannot therefore be companies that set the stage for the business environment that powered the advertising dream. Those companies are the royal Niger company's which later metamorphosed into United African company (U.A.C) lever Brother cadb. Lny's A.J scarred, Daily Times, intentioned Bank which later become first bank Nigeria Television Authority (N.T.A) federal Radio corporation of Nigeria (FRCN) .co name just a few these captains of commerce and industry prepared the fertile ground from which Nigeria advertising grew up to productive advert.

2.1.10 Messages in Sport Betting Advertisement

Advertising is defined as any industry financed communication that utilises vying media sources to encourage engagement with a gambling brand or product. While analysing the existing literature surrounding the ambiguous subject of gambling advertising, it became clear that there are several different tactics or methods that are deployed within the advertising. The first trend that presented itself was the sheer volume of content that frames gambling in a positive light. Content analyses that have been carried out in the past have exemplified this, one of which consisted of a study of online casino marketing in the UK found the use of language within

the ads to be centred on positive emotions, such as happiness and trust. Land-based casino advertisements were not dissimilar, as Australian casino endorsements were framing their premises as accommodating, comfortable and well-equipped. This advertising commonly attempted to focus on better monetary value for customers, while exaggerating the potential chances of success through the gambling activities they were offering. People were encouraged to bring family members, children included, based on the presence of non-gambling related amenities on the premises.

The attempts at framing the act of gambling in a positive light were also noticed upon the examining of online social casino (free to play gambling) advertisements, which boasted bright colours and themes linked to financial success were deployed, clearly glamourising the act. These ads were regarded as having a high chance of enticing young people, due to the inclusion of cartoon animal characters and pop culture references. Supplementary studies on betting advertising backed this finding, citing the use of content containing animations, memes, humour and celebrity endorsement in the advertising that could have particular appeal to younger people³¹.

Depicting sport betting in a positive manner is a commonly deployed strategy for operators worldwide. A study conducted by concerning the use of social media by gambling operators in Australia found the advertisements on social platforms to be no different. Expectedly, there were posts that glamourised gambling, with others emphasising gambling winnings and how winners have benefitted from their success. Prior research has stated that younger people are particularly susceptible to these underlying messages in the advertising, perceiving that gambling supplies easy money, entertainment and enjoyment, all while requiring minimal effort, certainly not a fraction of the amount required in school or work.

A message that is clearly being utilised by sport betting operators' is the strategic alignment of gambling activity with sport. This alignment, also known as the 'gamblification of sport, has raised concerns regarding its contribution to the desensitisation of gambling, especially within the young male sub-culture. This is particularly worrying, given that young adult males are the socio-demographic group that are most at risk to problem gambling. This alignment of gambling and sport is thought to promote the message that gambling is a way to demonstrate masculinity, sporting knowledge, skill and benefit financially because of these. The messages are clear; gambling, like sport, is healthy harmless.

A common theme between the past studies is that port betting advertising is essentially very similar to all other forms of advertising; the benefits are emphasised and often exaggerated, with little to no light shone upon the negative aspects³⁰. Gambling is marketed as an exciting, lucrative and socially beneficial activity. It is widely assumed that the messages contained within gambling advertisements can change, positively, people's attitudes towards the activity. This positive change in people's attitudes may then stimulate them to take part in gambling. These latent messages give us an understanding of the different types of consumers gambling operators target, and also how gambling operator's hope their industry and offerings are perceived by the public.

2.1.10.1 Deception in sport betting Advertisement

A common sub theme amongst the published literature surrounding gambling advertising is that of deception, and how it is ever-present in the promotion of gambling activity. As gambling activity is widely regarded as a major social and health problem, companies that market the activity as something positive often come

under scrutiny for acting unethically and irresponsibly. This criticism concerns a variety of strategies deployed by gambling operators with the aim of making their products – and the consequences of using these products – less harmful than they truly are.

The psychological devices used by gambling operators within their advertisements make them biased towards the positive – as the marketing strategies are not intended to give a whole- honest picture of gambling. This leads us to the belief that a large proportion of gambling advertisements can be seen as deceptive and dishonest. In marketing, there are two forms of misleading advertising, each of which is distinguished from the other. These are known as objectively misleading advertisements and subjectively misleading advertisements. Objectively misleading advertisements are easily identifiable as there is usually an obvious difference between what is claimed or advertised, and the true characteristics of the product or services marketed.

In contrast, a subjectively misleading advertisement “creates, increases or exploits a false belief about the expected product performance”. As the claims in this type of advertisement are not technically false, they present more challenges when it comes to identifying them. A key determinant is how people that view the ads perceive and interpret the messages being relayed. A common example of this is lottery advertisements stating “You could become a millionaire!” accompanied by happy smiles and large amounts of cash, is objectively truthful. While the chance of winning the lottery is extremely unlikely, it is true that it may happen to you once you purchase a ticket for that lottery event. However, it is safe to assume that in some viewers, their perceived chances of winning may be heightened upon the viewing of these advertisements. The ads attempt to get viewers to place emphasis on the highly

improbable chance of winning the jackpot, while including nothing about each person's statistical chances of winning it.

The economists Clotfelter, Cook, Edell and Moore have criticised lottery advertisements for misleading the target audience in various different ways. In their report, they provide an overview on many different strategies deployed by lottery operators in the United States, to reach and entice their target customers. The objectives of these advertisements are multi-faceted; motivating non-players to begin playing, encouraging existing players to play more often, or to convince dormant players to begin playing again. In order to achieve these objectives, gambling operators aim to make their advertisements as enticing as they can, as quickly as possible.

Of the marketing plans examined, 22 from 25 of them specifically mentioned advertising themes. The 3 most common themes that were identified were:

- Focus on prize / jackpot
- Excitement of playing
- Former - Winner awareness

The constant emphasis on the amount of money that can be won is blatantly misleading. Some ads focus entirely on the potential winnings. For example, a print campaign from Colorado used 80% of the ad space to display "\$10,000,000". With another 10% of the ad space occupied by the lottery's logo and 5% for the phrase "What will YOU do with it all?", 1.25% was reserved to inform the audience of their chances of winning the jackpot (1 in 5,245,786). It is clear to see that the objective here is to divert the customers attention away from their chances of winning and focus

it on the sum of money available. Making customers aware of previous winners may further alter their perceived chances of winning through appealing to their sense of relatability, these stories reinforce the idea that it “could be you”. These stories are upbeat and may include the age-old story of the first-time ticket buyer turned millionaire, creating a sense of excitement for the audience and perhaps, successfully, luring them in.

As there is a significant lack of research that has been carried out regarding people’s perceptions of lottery advertising in Ireland, and the frequency in which the Irish public play lottery games, there are opportunities to establish the attitudes towards these advertisements the public hold.

2.1.10.2 Harm Reductive Content

Most people take part in gambling at least once a year, with participation rates ranging from 65 to 82 percent. For a percentage of these people, gambling may indeed add quality to their lives. It can provide an environment for social interactions, competition, intellectual challenge, excitement and escape. Gambling advertising therefore has the capability to add consumer value to the activity, through dispersing information on their products & services.

In contrast, sport betting advertising also has the capability to negatively influence consumer perceptions through not holding their best interests and safety at the forefront of their marketing. As this promotion is ever-present, and all around us, there is always more that gambling operators can do to protect the safety and wellbeing of their customers. It is accepted that the main objective of gambling advertising is to spread awareness of gambling brands and products. However, gambling marketing is usually delivered on platforms that have a large reach, such as

sport sponsorships and social media. These platforms provide gambling operators with many opportunities to include more harm reductive content in their marketing. While it is true that there are some safeguards on social media platforms, these are easily bypassed by those who are not of age, inflating their age on these sites, exposing them to previously restricted gambling content. Therefore, social media sites could focus on age verification measures to prevent this marketing of gambling activity to adolescents.

Currently, the frequency of these harm reductive messages is too low – references to harm reduction were present in only 3% of the world's most popular sports broadcast³¹. Further, there were no examples of harm reduction or age restriction messages in high profile locations – such as on the jerseys of the athletes or the advertising boards surrounding the field of play. When these messages were present, they were mostly limited to advertising breaks which, ironically, are no longer a factor due to the recent “whistle to whistle” advertising ban. This restricts gambling ads being shown around live sport, beginning five minutes before the event and finishing five minutes after. Horse and greyhound racing broadcasts are exempt from this ban, outlining how there is still more to be done to protect consumers to gambling advertising exposure.

While some people can successfully take part in the activity specifically for leisure, others aren't so lucky, and for them it may lead to significant problems in their lives. Ireland ranks 14th for average highest losses on betting in the EU, with roughly 12,000 problem gamblers in the country, according to a survey carried out in February 2022. Therefore, it may be safe to assume that harm-reductive content in Irish gambling advertising is not having the desired effect, and the lack of research regarding this

concept allows for the author to appraise the interviewee's perceptions of safer gambling messages.

Harm-reduction messages have the capability to counter the promotional message by encouraging safer gambling, drawing attention to the negative aspects of the activity, and making it known there are institutions devoted to helping people who have developed problems. Research tells us that harm-reduction messages can initiate moderate changes in consumer gambling activity. However, the effectiveness of such messages is reliant on their positioning, design and content. These factors ultimately influence the message's dissemination. Where harm reduction messages are included in gambling marketing, roughly three-quarters have age warnings and terms & conditions with very poor visibility, with more than half having harm-reduction messages with very poor visibility. This is consistent with the perception that the consumer protection message is subordinate to the promotional content, and strategically placed as little attention as possible compared to the marketing.

A key issue with these messages surrounds those that are distributing them. It is suggested that gambling marketing is carefully designed to cue gambling activity, as most measures taken to combat gambling harms are led by operators within the industry. Independent research carried out on these campaigns, ones funded by beneficiaries of harmful products such as alcohol and tobacco, continuously found them to be ineffective, misleading or promoting the industry and its players. A recent comparative study carried out in Australia is perhaps the most recent to show this. Harm-reduction messages in advertisements run by both public health agencies and alcohol industry social aspects found the latter were less effective at motivating the

intent to reduce alcohol consumption, inciting positive fun-related perceptions towards those who consume alcohol.

The possible negative consequences of gambling are rarely, if ever, discussed within harm reduction messages. Nor is there any straightforward, objective advice on how someone viewing the message can control or improve their gambling activity. Instead, phrases that are commonly used include “When the fun stops, stop”, “Enjoy gambling responsibly” and “Play it safe”. Further, they simply include telephone numbers or site addresses to sources of support for problem gambling, when there is potential for a more in-depth message. “When the fun stops, stop” is perhaps the most common harm-reduction message attached to gambling marketing in Ireland and the UK, but there are fundamental issues with the message. The attempts to focus people's perceptions on the “fun” that may be enjoyed while gambling is clear, as the word is usually displayed more prominently than the other words in the message.

The content analysis carried out by found that this particular message was present in roughly two-fifths of the advertisements they analysed. This is concerning, not least because of the perceived lack of fun that people have when they are gambling. In 2018, the UK Gambling Commission found that 29% of people who were engaging in gambling activity were doing so for fun.

It is for these reasons that these types of advertisements have been criticised for not providing people with enough information and guidance for responsible gambling, relying on the consumers interpretation of what responsible gambling looks like.

2.1.10.3 Structural Features of Sport Betting Advertisement

The marketing of gambling is conducted on various platforms and devices, ranging from conventional methods to more innovative ones, some of which will be detailed later in this section. Before gambling advertising can be disseminated through these platforms, operators try to ensure the marketing is as enticing as possible, to maximise the impact the marketing will have on those exposed to it. The structural elements of gambling marketing are designed to appeal to an array of emotions and cognitions to encourage gambling. There is an emphasis on the use of team colours, as well as the dramatising of sentient features of gambling, as if it were a sport – stimulating sights and sounds, the challenge of competition and the joy of winning.

Research carried out by Ebiquity, a media investment analysis firm, found that gambling marketing on television have shifted their focus from practical & retail themes to brand engagement & emotional persuasion³⁴. The growth that social media platforms have enjoyed since this literature was published has undoubtedly led to even more brand engagement for these gambling firms. A substantial portion of the engagement on these platforms is driven by the fact that consumers can “like”, repost or join in the conversation under a post, which are usually cleverly worded to drive as much engagement as possible. Paddy Power are experts at this, with their well-known advertising campaigns often catching headlines. Today, gambling firms do not even need to post marketing in order to have consumers bet with them, as there are countless “tipster” pages on all social platforms that post predictions that followers then use for their own bets with their chosen bookmaker.

It is safe to assume that these structures are put in place to drive gambling activity as much as possible. In order to make the process of viewing the advertising and then engaging in the activity as seamless as possible, at the forefront of each gambling firm’s social media pages is a direct link to their site, where bets can be placed in

seconds. The impact of the advertising would be compromised if it was difficult to engage in the activity after being exposed to the marketing of it, so it is in gambling operators' best interests to make it as easy as possible for potential customers.

2.1.10.4 Delivery & Strategic Placement of Sport Betting Advertisement

Advertising campaigns are constructed with the target audience in mind. Firms will try to market their products with as much volume as possible, on the platforms in which they know their customers will be engaged. The forms of media that we consume are constantly growing and evolving and gambling operators have invested heavily in advertising in these spaces. The UK's gambling industry advertising spend increasing more than 17% from 2014 to 2018 is testament to this. This level of funding has facilitated the development of sophisticated advertising campaigns that are dispersed across various forms of media, including most forms of social media, as well as being deeply intertwined in sports.

Sport betting operators are shifting their focus to extending the reach of their advertising into these digital spaces, as it supplies them with continuous advertising space. Naturally, The Covid-19 pandemic was a major factor in the shift of focus to advertising in the digital sphere. Therefore, attempts to reduce the volume of television advertising, such is the case currently in Ireland and the UK, will do little in reducing the overall exposure to gambling advertising amongst potentially vulnerable audiences.

When exploring previous literature on the strategic placement of gambling advertising, two main topics of discussion arose most frequently. These were the extensive inclusion of gambling advertising in all aspects of sport, and the circulation of gambling promotional content on social media. A study examining the frequency and

nature of gambling advertising on major sport television broadcasts in the UK made for some interesting reading. Of all the major sports, viewed by millions worldwide, boxing broadcasts were found to contain the most frequent gambling references, with promotional content appearing approximately every thirteen seconds. Football broadcasts were the next most saturated in gambling marketing references, with one appearing every twenty-one seconds. The samples examined were mostly English and Scottish premier league games, although champions league and international fixtures were also observed. The latter pair contained much fewer gambling references from the domestic games. These references included, and were not limited to, the advertising boards surrounding the pitch, gambling firm's logos on player shirts and pre & post-match interview boards. Most of these references were present in strategically selected locations, such as pitch-side and on player's shirts, and at times where viewership would be at its highest point. These are measures taken to increase the size of the audience for gambling marketing and promotional content.

Although these conventional methods of television and print media are still popular, it is the digital space that seems more appealing for gambling operators to pursue their marketing. The global reach of today's social media platforms supply gambling operators with opportunities to drive brand awareness, recruit new customers and interact with new and existing customers seamlessly. The most popular platforms used by operators to distribute gambling marketing include *Twitter, Facebook, Instagram and YouTube*. A brief navigation through any of these apps will almost always be interrupted, in some sense, by gambling marketing. These instances include sponsored posts directly from betting firms, which the social media site will place on the 'timeline' of a certain number of accounts, irrespective of whether they are following the betting firm or not.

Similarly, YouTube ads are a method of advertising that consumers cannot simply unsubscribe or opt-out from, and Bet365 have taken advantage of this, with their 15 second non-skippable ad at the forefront of many YouTube videos on the site today. It makes sense for Bet365 to focus on these advertising opportunities, as they are an online-only company and have no land-based promotion. Professional athlete endorsements are another popular strategy, a major driver of brand awareness and activity, depending on the reach of the athlete. Athletes partnering with betting companies for promotion is more popular in combat sports, but the popularity of these athletes is growing over time, leading to more people being influenced by their posts to social media, which are commonly in partnership with a gambling firm.

Past research has found that younger people tend to perceive these types of promotions as depicting gambling as an activity that provides enjoyment and easy money, especially when these messages are not countered by information on responsible/problem gambling, which we have seen is far too common³⁵. It has been suggested that the digital marketing strategies such as the ones outlined above have the potential to embed brands in the lifestyles of their consumers, creating a relationship between individuals and brands.

It is hard to measure the true reach of a gambling promotional campaign on social media, because as people interact with them through replies or 'likes', the more eyes become exposed. This is particularly concerning, as the potential sharing of this content may aid gambling operators in marketing their products to vulnerable audiences, such as those who are under 18 years of age. Operators can include age restrictions on their content, preventing those not of age from 'liking' and sharing. However, the ease in which one can falsify their age, with no age checks conducted

by Facebook or Twitter, is striking. Even more alarming are the findings from a study that found 38% of people under the age of 18 on Facebook are under the 13-year-old age requirement, and over half of 12-year-olds observed in Europe declaring they actively use a social media site of some kind.

Increased regulation of betting advertising has, unsurprisingly, been strongly associated with lower problem gambling rates. The lack of restrictions on social media concerning this genre of content, ongoing problems within monitoring it, coupled with its viral use amongst today's youth, suggest that more measures must be taken, and additional research carried out, for us to understand more about the distribution of gambling marketing across digital platforms, and how it shapes consumer attitudes and perceptions.

When placing marketing in locations with high exposure isn't having the required effect, operators occasionally utilise other methods of reaching their audience. A relatively untapped method of marketing, at least in the UK and Ireland, is direct messages to customers. An alternative to the more general methods of advertising such as TV ads and social media promotions, emails and texts allow the firms to reach their targeted customers immediately, with little to no barriers between the parties.

The digitalisation of the gambling industry creates a betting experience that is extremely easy to tap into, whereas previously people had to take more active steps if they wanted to take part in gambling. Both promotional emails and text messages usually contain direct links to the operators' site or app, e-mails facilitate a more intriguing form of communication, with the inclusion of images and longer text, while texts are usually brief and contain only text. These messages sent from Gambling

operators directly to consumers act as a double-edged sword. While they are distributing targeted promotions and incentives, these also act as a broad reminder for people to engage in gambling activity.

The sheer volume of people that encounter some form of sport betting advertising through these placement and delivery strategies makes the relative scarcity of previous research in this field surprising, although it leaves the present study with more opportunity to gain an understanding of perceptions towards the marketing techniques.

2.1.10.5 Impacts of Sport Betting Advertisement

Gambling operators devote astronomical amounts of money to their advertising campaigns, in sports venues, newspapers, billboards, television, radio and the many channels on the internet. Many countries have experienced an increase in the volume of this marketing in the recent past. The rationale for this increased investment in gambling advertising is that investments will pay off in the form of increased levels of gambling participation.

Measuring the impacts of advertising on consumers is a challenging task. A portion of the content used in the marketing is purposely tweaked in order to suppress critical observations. In enticing fashion, the marketing may change consumer perceptions of sport betting in a more favourable manner. People can measure the perceived influence that sport betting advertising has on them, although this is often biased through the “third person effect”, in which people downplay the impact advertising has on themselves and to exaggerate the effect on other people. Moreover, people can approximate the amount of advertising they are exposed to when it is requested, although bias may also

be present here, in the form of recall errors and differing interest in the products & services advertised.

2.1.10.5.1 Shaping Perceptions

It is argued that perceptions are influenced by every-day interactions and approved social norms. The influence of perceived social norms is a concept that is also suggested by Martin Fishbein's theory of planned behaviour, an underpinning theory in the analysis of data in this study, to be discussed later in this section .

Social risk theorists believe that by analysing the social processes that shape risk perceptions may aid in the understanding of why people engage in activities that are potentially detrimental to their health and wellbeing. For example, Research claims that younger people are motivated to partake in risky behaviour, as a means of developing their social identity and position in their social circle. Therefore, social context is an underlying factor when evaluating people's motivation for risky behaviour. For example, social norms in an individual's everyday environment may encourage them to make choices that are more agreeable or aligned with society's choices. The consistent and widespread exposure to gambling advertising may desensitise people to the effects of the activity, gradually aligning it with society's norms. This is consistent with the previously discussed 'gamblification of sport. This refers to the deep lying role that gambling advertising holds in sports broadcasts today. Young men's sports betting attitudes and activity suggest that they perceive gambling as a normalised activity for men who are active fans of sport, and this can lead to their own participation in gambling.

2.1.10.5.2 Influence on Behaviour

In the recent past, the gambling industry has enjoyed numerous technological advances and modernisations that have led to new online gambling products, some of which have been discussed previously in this section of the dissertation. The range of different products now available to people, on different devices and locations, has changed the way they interact with them. Studies suggest that the increase in availability and accessibility of opportunities to gamble is directly linked to the increase in problem gambling among people.

These studies have also reported that the viewing of gambling advertising is closely related to an increase in desire to gamble among people with different activity levels, from low-risk participants to problem gamblers. The association between the viewing of gambling advertising and the subsequent altering of the viewers perceptions of gambling activity have also been discussed. It has been conceded that further research in this field should study the self-perceived influences of gambling advertising by observing variables such as the channels through which the advertising is distributed and existing attitudes towards gambling and gambling advertising.

2.1.11 Overview of Gambling

Gambling has emerged as a significant problem among college students. The prevalence of problem gambling among college students may be nearly three times higher than among adult. It is estimated that 2.6 million college students may be classified as problem gamblers, often experiencing negative consequences of their gambling habit

Gambling is a common behavior among college students; most frequently gambling at casinos or online. There are multiple risk factors and co-morbidities for college

students that increase their likelihood of problem gambling such as: male gender; tobacco, drug and alcohol use; certain behavioral disorders; lower socioeconomic status; membership in the college Greek system; and participation in athletics .

Gambling is an important activity that is very common among the youth and serves as leisure activities which are common throughout the world. The gambling process involves putting some of small value in an exchange from the greater one in future time. The outcome of gambling is usually by chance and is not certain. Gambling is a risky business which is very common among the world of young adult and the rate at which people are engaging in the activities every day is increasing. Gambling activities include and not limited to Bet9ja, online gaming, lotteries, and speculation. Generally, gambling behaviour is not illegal activities, this has increased the prevalence of the activities in the societies and almost all part of the world allows one form of gambling or the other. Lack of sanction the part of gamblers has pave the way for the introduction of new forms of gambling activities such as the emergency of Bet9ja in Nigeria.

Today among Nigerian youth Bet9ja is a very popular gambling activity where people have to predict the out of matches. The higher the number of matches individual predict the higher the expected outcome if the prediction is right at the end of the match. Due to technological development, the emergency of new forms of gambling such as online gambling like 1960 bet, this increase the prevalent of this behaviour in the society as people just need to sit in their room and apply online for match prediction, this in turn has increases various implication of gambling among this population. Gambling behaviour is a big problem among Nigerian youth today, high level of involvement in gambling may result into problem gambling which is other refers to gambling addiction, this problem has been reported to predispose youth to

various health related problem such as depression and even to the abuse of psychoactive substances.

2.1.11.1 Types of Gambling

According to scholars, the following are some of the different types of gambling available to students;

- **Lottery:** Game for distributing prizes by chance whether by throwing or casting of dice, tickets, cards lots, numbers or figures.
- **Casino:** Private club or establishment where gambling takes place or place where people gamble by playing card games, roulette, slot machines etc.
- **Promotional Competitions:** These are competitions that are conducted for the purpose of promoting producer, distributor, supplier or the sale of any goods or services and participants participate by sending SMS messages. The prizes are distributed by conducting random draws, examples include promotional competitions offered by telecom companies, beverage companies etc.
- **Sports Betting:** This is the activity of predicting sports results and placing a wager on the outcome.
- **Betting of animals:** This is the activity of predicting animal race results and placing a wager on the outcome.
- **Online/Internet gambling:** This refers to gambling that takes place over the internet.

- **Ludo:** This is a board game for two to four players, in which the players race their tokens from start to finish according to die rolls. In this study, it was considered to be gambling only if money was staked by the players involved.

2.1.7.2 Dynamics of Gambling

In deducing the different reasons why students tend to go into gambling, the following were deduced;

- **Peer pressure:** some students get lured or pressured into the act by friends or peers. Since everyone is doing it, they also want to do it to feel among.
- **Get quick rich syndrome:** with the downward spiral in the country's economy young adults tend to want to do anything just to get quick money. Gambling seems to give such a view and most students jump into the act with the belief that one day they would win big and live rich.
- **Poverty/Environmental influence:** Most gambling students come from poor homes and tend to have un-attended needs on every side. These prompts them to look for quick sources of money to sort out their needs. Most of them turn to gambling as it portrays an opportunity to bring them and their families out of a life of poverty.
- **Poor Economy:** With an economy that tends to widen the gap between the poor and the rich in Nigeria. students from poor homes tend to go into gambling, as it gives a false hope of riches beyond their imaginations affording them expensive opportunities alongside their rich counterparts. However, this is not usually the case as most of them end up much poorer than before.

2.1.11.3 Consequences of Gambling

For the frequent gamblers, those behaviors may provide an innocuous opportunity for excitement, socialization, or boredom relief. Gambling explored through the public health perspective looks at the effect of gambling on individual well-being and health, familial health, community health, health care system and public policy. Authors identified eight negative health and social consequences of gambling: gambling disorders, family dysfunction and domestic violence, youth and underage gambling, alcohol and other drug problems, psychiatric conditions, suicide and suicide ideation, significant financial problems, and criminal behavior.

Negative financial outcomes are among the most tangible consequences of gambling. University students are at a higher risk for financial problems than older adults due to other financial obligations from college expenses and tuition, as well as potential debt from the increased credit card availability to young adults. A study conducted at two Mississippi universities found that older college students are more likely to have problematic financial behaviors. According to authors, these problematic financial behaviors were associated with sensation-seeking and risk-taking activities like gambling³². College students often use resources such as credit cards, debit cards, or borrowed money to gamble; this is common for adult gamblers as well, but these habits may have greater negative financial consequences in a younger population.

Another negative consequence of heavy gambling is poorer academic standing. Research, found an association between poor academic performance and pathological gambling in young adults. Heavy Internet gambling was associated with grade averages of D or lower. In the late 1990s, in Chapter 22, section 236 of the Criminal Code Act, the Nigerian government legalised certain forms of gambling in an attempt

to generate tax revenues. This has made gambling more acceptable to the public, especially to the under-aged. The most popular forms of gambling in present-day Nigeria are online sports betting (e.g. football league promotions and the pools), the lottery and slot machines. Many Nigerians view gambling as a harmless leisure activity: a recent study of the Nigerian general population found that 36% of adult respondents had gambled and 53% of these people were daily gamblers³³. However, some argue that problem of gambling in Nigeria, in the near future, will be a greater public health problem than substance misuse. Illegal gambling, especially betting on football, is extremely popular in Nigeria, although its precise scale is unknown. It is surprising that, despite the nature and scale of this problem, gambling and its related harms have not been adequately researched in Nigeria.

2.1.11.4 Attitudes Toward Gambling Among Youths

Public perceptions of gambling are often equivocal. On the one hand, people are usually aware that gambling poses serious risks to those who are predisposed to gamble excessively. However, on the other hand, it is also acknowledged that gambling can have positive consequences for communities (e.g. via providing a source of revenue for sporting clubs or humanitarian causes) and can be an enjoyable pastime for individuals. The balance of such negative and positive views very likely affects the attitudes that individuals hold toward gambling and ultimately influences their decisions to engage in gambling.

There is ample evidence showing that people's attitudes toward gambling are good predictors of how much people gamble and how likely they are to experience gambling related problems. A common finding is that those who hold more positive attitudes toward gambling are more likely to gamble and to experience gambling-

related problems. These findings provide support for theories of behaviour and decision-making that assign attitudes an important role in determining people's intentions to act and, indirectly, their actual behaviour; an example is the theory of planned behaviour²⁵. Authors who have applied this theoretical framework to gambling behaviour as well as more general, health risk-taking behaviours suggest that attitudes are affected by broader demographic, personality and other individual-level factors. However, in connection with attitudes toward gambling, little is known about the relative importance of the different background influences. As the prevalence rates for problem gambling are higher for adolescents than for adults, focusing on factors related to attitudes toward gambling for the former group is particularly important, both in terms of prevention and treatment.

In Nigeria today, as a result of technological development and availability of internet facilities, the level of youth engagement in gambling behaviour such as Bet9ja is increasing. This is a big problem among this population. Present indication shows that more and more people are involve themselves in this activity; some have even perceived it as a source of income and abandon other activities that can provide themselves with better future. Recent data shows that Nigerians spend about 1.8 billion naira daily on online sport betting. While some people benefit from this activity, majority tends to lose their money in this activity.

2.1.11.5 Gambling Addiction

Gambling addiction or pathological gambling is a persistent and recurrent maldaptive gambling behavior, characterized by some of the following: preoccupation with gambling, need to gamble with increasing amounts, inability to cut back or stop, "chasing" losses, lying about gambling, adverse social and financial consequences at

risk" gambling and problem gambling, to gambling addiction. Most people do not recognize that one can become addicted to gambling just as one can become addicted to alcohol or drugs. Even persons who are heavily involved and in great difficulty because of their gambling think they are having money problems or it is a run of bad luck. They just do not see themselves as possibly addicted to this activity. Most people think of addiction as associated with some kind of substance, not with an activity.

Scholars went on to explain that gambling addiction can negatively affect the individual (physical problems such as stress related symptoms or conditions, and psychiatric problems such as depression, anxiety spectrum disorders, and substance misuse), their family (relationship problems, domestic violence, neglect of children), and wider society (crime and absenteeism from work). Further, addictive gamblers are very reluctant to seek help because of a fear of stigma or because of guilt and shame about the gambling behavior and its consequences.

2.1.12 Prevalence of Sports Betting and Problem Gambling

There is no such concept as sport-related problem gambling in prevalence surveys because problem gambling is assessed on the totality of gambling experiences rather than a single activity. For instance, in the three British Gambling Prevalence Surveys (BGPSs) conducted since 1999, sport-related gambling is subsumed within a number of different gambling forms: football pools and fixed odds coupons', 'private betting', and 'other events with a bookmaker'. The 2010 BGPS included 'sports betting' as a category, along with 'football pools' (no coupons), 'fixed odds betting terminals', 'private betting', 'spread betting' (which can include both sports or financial trading). In addition, the 2010 BGPS added a new category under online gambling activities to

include 'any online betting'. More recently, the Health Survey for England 2013 also introduced a new category: 'gambling on sports events (not online)'.

Despite these limitations, some evidence can be inferred from gambling activity by gambling type. In England and Scotland, among adult males aged 16 years and over during a 12-month period, 5% participated in offline football pools, 8% engaged in online betting (although no indication was made about whether this only involved sport), and 8% engaged in sports events (not online). Categories are not mutually exclusive so an overlapping of respondents across categories is very likely. A similar rate was found in South Australia in 2012, with those betting on sports over the past year accounting for 6.1% of the adult population, an increase from the 4.2% reported in 2005. In Spain, 1.5% of the adult (male and female) population had gambled online on sports in 2015 which is a significantly lower proportion compared with the British data, although methodological variations cannot be underestimated³⁴. Spanish data also shows that, among those who have gambled online on a single gambling type only, betting on sports is the more prevalent form with up to 66% of those adults.

The gambling type data disaggregation from France focuses only on those who gamble instead of examining the general population of gamblers and non-gamblers. Among online gamblers, 35.1% reported having bet on sports during the last 12 months in 2009. In another study with data from 2012, sports betting represented 16.4% of the gambling cohort although again, the representativeness of sports betting behaviour among the general gambling and non-gambling population cannot be determined. Due to the aforementioned shortcomings in the definition of sport-related gambling, there is only fragmented empirical evidence concerning the impact of sports-related problem gambling behaviour. For instance, clinical reports indicate that treatment seeking has grown in Australia. In British Columbia (Canada), surveys

have found that 23.6% of at-risk or problem gamblers had gambled on sports either offline or online. A smaller proportion (16.2%) was found in the Spanish population screened in the national gambling survey, except this subgroup was entirely composed of online bettors. In a study with patients from a pathological gambling unit within a community hospital in Barcelona, the researchers found that among those who had developed the disorder gambling online only (as opposed to those who gamble both online/offline or offline only), just over half (50.8%) were sport bettors. Those who gamble online only (on any activity) and those that only gamble online on sports events represent a small minority of the total number of problem gamblers. However, the numbers make it advisable to monitor the evolution of this trend as the online gambling population grows.

2.1.12.1 New Situational and Structural Factors

The internet has substantially transformed the situational and structural characteristics of sports betting. Situational factors comprise all environmental features that might make gamblers feel comfortable (both psychologically and physically) while gambling, including sensory factors like colour, music, and smell in the environment, novelty of the activity, accessibility or proximity to a gambling venue, social facilitation and intrinsic association, which is defined as ‘the degree to which gambling is associated with other interests and attractions’.

New situational factors in online sports betting include: (i) easier and faster accessibility to betting opportunities; (ii) ubiquity of bettable competitions around the globe and seamless availability of those competitions around the clock; (iii) anonymity (in terms of social stigma traditionally attached to gambling) and comfortable betting from home or elsewhere via mobile devices; (iv) greater social

facilitation via online communities of bettors or betting leagues organized between groups of friends; and (v) an enhanced intrinsic association of sports betting with sporting values such as health, competition, team identification and loyalty, further facilitated by the proliferation of live sport content on television and social media.

Structural factors refer to the specific characteristics or design of the gambling activity —e.g. win probability, sound and lighting effects of the game, event frequency (how many bets a person can place in a given period of time), loss chasing facilitation (gambling to recover lost money), jackpot size, price structure, near-miss opportunities (the psychological bias of interpreting losses as nearly wins or anticipatory of a winning streak).

New structural factors in online betting include: (i) a greater frequency of bets, with shorter intervals between bets, and shorter event durations (e.g., virtual sports), meaning faster reward mechanisms; (ii) in-play betting, which encompasses a closer connection between watching sport and betting; (iii) contextual betting, with live markets that open after specific actions — e.g. betting on the outcome of a penalty kick seconds after being awarded by the referee; (iv) greater illusion of control over the bets with new functionalities that emphasize the skills involved and diminish the role of luck —e.g. cash out (the person can withdraw the bet before the end of the event at the price stipulated by the betting site), accumulators (a person can aggregate multiple events in a single bet, increasing the potential return), exchange (betting against other people instead of the bookmaker); and (v) a greater integration in the betting process of the knowledge about the sport (e.g., daily fantasy sports), resulting in the gamification of the betting experience.

New situational and structural factors associated with Internet gambling have been considered to influence the onset of problem gambling in other non-sporting gambling context. The relative novelty of these situational and structural characteristics affecting the wagering on sports is reflected in the scarcity of research devoted to understanding them. However, there are a few studies. An analysis of 47,603 Bwin betting website subscribers showed some interesting results in the direction of the importance of structural factors determining excessive gambling (LaPlante et al., 2008). The Most Involved Bettors (those comprising the most active 1% of the user sample) who gambled on final outcomes did not escalate their gambling behaviour over time whereas those who gambled in-play did so. In a follow-up study a number of years later, the effect of in-play betting in the development of problem gambling became clearer. The researchers expanded the sample to other forms of gambling and compared the role of breadth (i.e., many different gambling forms) and depth involvement (i.e., more frequent betting) in problem gambling onset. They hypothesised that more involved users would be more likely to become problem gamblers (which was shown to be the case). For every form and gambling, when controlling for depth and breadth involvement, the model was not able to predict gambling-related problems, with one exception: in-play betting. The study suggested that a structural characteristic of a game, the live betting action, could be a precipitant, in conjunction with other determinants, of gambling disorders.

Another study found that self-limiting features—in which the bettor determines a maximum amount of money to be bet—made problem gamblers bet less frequently but, in turn, increased the stakes of the bets placed. Bettors who scored high on problem gambling scales chased their losses by implementing a risk aversion strategy, placing high bets conservatively on short odds events—i.e. events with unbalanced

contenders in which the outcome can more likely be determined beforehand but with a lower monetary return. The impact of the remainder of the situational and structural characteristics of online sports betting remains largely unknown.

2.1.12.2 Marketing Convergence

The marketing cycle of a typical online betting firm aptly illustrates the converging nature of sports and its neighbouring industries. For instance, consider this soccer narrative. A betting site buys advertisement space in a national newspaper. The online edition of that newspaper accompanies the advertisement with an active link. If a user clicks on it and access the betting site, the newspaper as an affiliate marketer will get 30% of the money that user has lost betting. In order to boost the number of users clicking on it, the paper publishes next to it a news article featuring Real Madrid on the eve of a match against Manchester United with the following headline: ‘Cristiano Ronaldo scored in 4 of his last 5 visits to Old Trafford’. Now, the journalist shares the link to that piece of news on X , predicting a goal from Ronaldo, with a non-negligible likelihood that he or she is in business with a betting company, according to what was found in a 2014 sample of the ten most followed sports journalists in Spain. The tweet might be read by someone at home, or even in the stands of a stadium as the game is being played, in which case a betting company might have sponsored the installation of high-speed Wi-Fi connection to facilitate bets. The bet will be preferably made in the proprietary app of the team, who partnered with the betting firm for an amount of money in exchange for adorning the stadium with the brand’s logo, although exclusivity in the electronic banners surrounding the pitch is not possible since the home team must comply with the different betting partners of the league.

Chances are that those at home watching the game on television will hear a litany of statistics and ephemerides about the game delivered by the commentators, provided by a data company like *Perform* or *Dimension Data*, who in turn also provide those same data to betting companies, and which are also in a partnership with the league. It is these same data that will inform a fantasy league competition, which also sponsors the league. It might be the case that among the members of the family watching the game at home there are minors who cannot legally gamble for money, for whom a social gaming alternative is also available that can smooth the transition towards real money gambling in the future). Also, for some demographic groups, sports betting might not be as appealing as eSports, but sport teams have already started sponsoring players in those competitions. When the match has finished, fans can watch further gambling commercials such as ones related to poker, conveniently introduced by sportsmen such as Neymar, Rafael Nadal or Cristiano Ronaldo, or indulge themselves in a little trading in the forex market company *Xtrade* endorsed by Cristiano Ronaldo himself.

A potential downside of such convergence might be the errors derived by a faulty identification of each product's category and characteristics. The border between not-for-real-money social gaming on sports and real money gambling might not be obvious, especially when gambling gradually approaches gaming with more gamification attributes being added to the betting experience, and simultaneously, gaming approaches gambling by implementing real or virtual money in-app micro purchases or simulating gambling environments. Blurred lines might impact the understanding of what is information and what is promotion, as has been observed with children having problems distinguishing gambling advertising from non-advertising content. Another downside could be the transference of positive attributes

from sport to other markets (most notably financial trading or poker in the example above), that buy their way into the mental association by, for instance, becoming a named sponsor of a sporting competition.

However, neither the situational and structural characteristics nor the cross-marketing convergence act as singular factors determining online betting behaviour. More likely, they work by aggregation, populating a marketing and advertising ecosystem that far from curtailing other gambling motivating factors —individual factors such as the biological, psychological or social characteristics of the gambler— it facilitates them.

2.1.12.3 Advertising Online Sports Betting

Marketing strategies are essential in a market environment such as online sports betting wherein product differentiation is minimal and price inelasticity robust. Business insiders widely accept that product innovation is instantly replicated across competitors, which are permanently seeking to generate, so far unfruitfully, a disruptive competitive edge. In a context where the number of licensed bookmakers is constantly growing, advertising plays a big part in luring customers who cannot tell the difference between companies. Advertising and marketing spend on sports betting has increased exponentially over the last five years in Europe, and that is mirrored on the exposure to betting commercial messages of sports fans. Researchers have estimated that viewers of the Australian Football League and the National Rugby League —the two most followed sport codes in Australia— are exposed to 10 to 15 minutes of gambling advertisements per game. Similarly, looked further into the environmental impact of gambling advertising in sport events. They calculated that in three rugby league matches the public had been exposed to ‘322 episodes’ of betting marketing —for example, considering an episode every time an electronic banner

advertised a gambling site— which is somewhat paradoxical given in-play betting is illegal in Australia.

Bookmakers might have been diluting the importance of the prediction of the final outcomes of an event and shifting their attention to new functionalities that promise bigger entertainment. Research into them found that, from a utilitarian and turnout maximisation perspective, those functionalities are a bad business for bettors as they typically carry a higher expected loss . The same researchers realized that betting operators emphasize the participation in complex bet types, whose probability cannot be easily estimated.

One of the marketing tricks is the use of the psychological bias known as the ‘representativeness heuristic’ (Tversky and Kahneman, 1983). Imagine the following two betting propositions concerning a soccer game: (a) FC Barcelona will lose the next match against the bottom team in the league (an extremely unlikely event, say 0.01 probability); (b) FC Barcelona will lose the next match against the bottom team in the league but (i.e. AND) Leo Messi will score at least one goal (this one an extremely likely event, for the sake of the argument, 0.99 probability). Mathematically speaking, proposition B can never be a better choice than proposition A, since $P(A)=0.01$ as opposed to $P(B)=0.01 \times 0.99= 0.0099$. However, bookmakers understand that Messi scoring a goal is a highly representative event that can be effortlessly be retrieved from memory, transferring the representativeness to the whole betting proposition. In addition, it is plausible that representative heuristics work in conjunction with wishful thinking, overestimating the likelihood of an event based on one’s own preferences, as anecdotal evidence from betting advertisements concerning national teams participating in international competitions appear to suggest.

Below two of most utilized master narratives in online betting promotions are discussed, namely skill-enhancing narratives—in which there is an overemphasis on the capacities and knowledge of the bettor—and, at the other end of the spectrum, risk-lowering narratives—which underemphasise the risks involved in betting and typically overestimate the probability of winning.

- **kill-enhancing advertising:** Vahe Baloulian, CEO of the betting software company *BetConstruct*, declared that new features were there to give customers ‘a chance to feel more in control by engaging more often and making decisions’, with ‘feel’ and ‘control’ being the keywords here. The ‘feel’ component refers to a perceived non-factual sensation that lies at the heart of the advertising endeavour. The perception of control over the betting activity has been found to be a common attribute of gambling narratives in Sweden, in which elements of skill have been exaggerated, as well as in televised commercials from Canada, wherein betting has been associated with the imagery of media sport communication, skills, and long-meditated strategies, while luck was downplayed.

Many betting features newly added to online platforms are said by commercials to enhance the control of the user over the outcome of the event bet upon, including more gamified experiences (where passive bettors supposedly become players), immersive betting experiences, and fantasy sports (where the player actively recruits a team). In these examples, the betting experience demands a higher involvement from the bettor, arguably resulting in a psychological transference between the active role of a bettor executing actions and the actual influence a bettor’s actions may have on the outcome of an external event. In essence, betting advertising contributes to the

myth of gambling as a sport, an activity that is healthy, harmless, and that can be mastered with practice and talent..

Among the most used selling points that enhance the self-efficacy and control of the sports bettor are the narratives of masculinity. Attributes such as loyalty to the team, being a real man, and being brave enough to prove sporting knowledge have been implicit in some sports betting messages, including stereotyped gender depictions and sexualized ima. The prototype sports bettor is male, young, tech-savvy, and professional, which aligns with the target audience of betting advertising. This reinforces the idea of male providers that sublimates in gambling their manly instincts for aggression, competition, and combat, as was observed in the behaviour of horserace bettors as identified in early studies.

- **Risk-lowering advertising:** In parallel to the skill-enhancing strategies, advertising diminishes the harmful consequences of excessive betting by representing it as a risk-free activity. The combined narrative would be that of a safe environment where intelligent people possess the tools to succeed. In an attempt to lower the perceived risk inherently embedded in any betting activity, three major messages have been emphasized by advertisers: (1) betting is a perfectly normal activity; (2) errors in betting predictions are not fatal; and (3) betting is a social activity.

Advertising has been frequently proposed as a significant mechanism of gambling normalisation . The portrayal of gambling attitudes and behaviours in media representations as well as in real life environments promotes the idea of gambling as an intrinsic form of entertainment. This is true for all forms of

gambling but sports betting presents some singular intensifiers. Unlike any other gambling form, sport instils in betting its health and sanitization attributes . Attributes such as fair competition, success through talent and perseverance, equal opportunities and big rewards, respect for nature, green and healthy habits are transmitted to betting behaviour. Celebrities deepen that connection as they have been proven to reduce the perceived risk by the public of the products they endorse . Sports people tell the story of young, talented risk-takers who challenged the odds but emerged successful in the end, arguably a perfect incarnation of the bettor's own aspirational narrative.

Another marketing technique broadly employed by betting operators concerns the provision of risk-free bets. Advertisements typically offer welcome bonuses for new customers, free bonuses for loyal clientele, and money-back exceptions in multiple complex accumulated bets. All of these free offers pose a dual threat. On the one hand, the so-called free money requires bettors to engage in further betting in order to reclaim their benefits (leading to money losses in the process). On the other hand, even if it is a bona fide free bonus, problem gamblers might conceptualise betting as a riskless activity that entails no responsibilities even when done excessively.

A third main risk-lowering technique used in commercials is the representation of betting as a social form of entertainment to be conducted alongside other people. Solitary gambling, like solitary drinking, has been thought to be a determinant and/or consequence of problem gambling. However, some studies have raised the alarm about the misconception that gambling, when done in group, cannot be problematic . In fact, peer facilitation has been identified as a fundamental contributing factor to impulse

betting, with excessive betting being more plausible when sport matches are viewed in the company of others. Sport is a cultural product, socially consumed (watched, practiced, discussed, and bet upon). The social stigma attached to gambling habits might be shifting towards its naturalisation, a long-term process that advertising cannot carry out on its own but can certainly facilitate.

2.1.12.4 Impact on Problem Gambling

The causal association between betting advertising exposure and betting behaviour is far from being established. Some correlational studies have demonstrated that bettors who scored high on a problem gambling screening instrument also watched more sport on television and were more exposed to gambling advertising, but authors argue that those who have a gambling disorder might be more likely to expose themselves to advertisements as a result of their fixation, regarding advertising as the consequence rather than the cause of the problem. Yet, more recent studies have noted that problem gamblers who report stronger advertising impacts on their gambling behaviour were equally exposed to advertising than non-problem gamblers.

Individuals who suffer an addiction to sports betting report that watching betting commercials worsens their behaviour, or at least curtails their capacity to discontinue betting. Considering the limited evidence there is to support the influence of advertising in converting new gamblers, some have argued that promotions only effect the market share between the companies but not the overall volume of bettors. When asked about the betting promotions with highest impact on them, problem gamblers highlighted the on-screen displays (i.e. integrated into the narration of the game), with a message that emphasized how easy placing a bet was, preferably

accompanied by a risk-free kind of bonus, and communicated to them by an attractive (but non-surprisingly) non-expert presenter host

Minors : A major source of preoccupation concerns the impact of betting advertising upon children. Parents usually express their own immunity to gambling promotions while show concern about the influence those advertisements can have on their children, which could also be understood as a form of third-person effect wherein people overestimate the negative impact that advertising has on others while underestimating it on themselves. Researchers asked Australian children aged 5-12 to play with magnets on a board featuring their favourite sports teams and commercial brands in order to test how many were able to connect the team with the brand sponsoring that team's jersey. Arguably, one of the most alarming findings was that one-fifth of the children associated their team with the betting company *Bet365*, even when that company was not the actual jersey sponsor.

The causes for concern regarding the influence of sports betting advertising upon children are twofold: sports bettors are younger than ever and they tend to consider betting with friends a lesser form of gambling, a game in which they can self-express, be rebellious, and (as the saying goes) 'put their money where their mouth is'. Some children have acknowledged that betting advertisements teach them that with sufficient knowledge and preparation they can influence the odds of an event, and that skill is fundamentally involved in the game. While most gambling advertising forms are restricted to adult spaces, including watershed prohibitions for television in various countries, sport events (both in-situ and on television) enjoy a privileged regime with much fewer restrictions. In many jurisdictions (such as the UK), advertising sports betting in sport events is allowed at any hour and in any format,

provided the event is not specifically targeting minors or that the athletes competing in it are not minors.

The sentimental bond with elite sport leagues and popular sportspeople appears to be entrenched in the imagination of children and adolescents. In contrast to alcohol or other forms of gambling advertising that recreate adult worlds with adult pleasures, sports betting cannot stop evoking a world familiar to children. In other words, if poker, casino, or slot machine advertising is rendered problematic is because the activities advertised are regarded as demerit goods attached with negative connotations. However, sports betting and sport betting advertising are permanently associated with sport activities, which are largely considered harmless merit goods that can be actively performed or passively consumed (watching, reading, discussing) by children. Betting operators and advertisers alike may try to capitalise on that sentimental bond, exploring how traits such as team identification, territorial affiliation, loyalty, and peer pressure can lead to a more engaged betting conduct. Although no empirical evidence is available concerning the real influence of sporting sentimental bonding on minors' betting attitudes and behaviours, one recent interview-based study found preliminary indications of such influence in young adults. In this regard, it cannot be overemphasized the social responsibility of leading sport organizations and popular athletes among children when partnering with betting companies and delivering messages that exploit and normalise the sentimental threads associating betting with sport.

2.2 Theoretical Framework

2.2.1 Diffusion of Innovation Theory

The Diffusion of Innovation theory, developed by sociologist Everett Rogers in 1962, is a framework that explains how new ideas, products, or technologies spread within a society or social system. The theory aims to understand the process by which innovations are adopted by individuals and groups over time.

The theory postulates that when new technological innovations are introduced, they will move across a series of stages before they are generally adopted. The theory, as explained, “traces the process by which a new idea or practice is communicated through certain channels over time among members of a social system. The theory describes the factors that influence people’s thoughts and actions and the process of adopting a new technology or idea. The diffusion of innovations involves both mass media and interpersonal communication channels. Scholars further asserts that when new technological innovations are introduced, they pass through a series of stages before being widely accepted.

The implication of this theory for social media advertising is that as a new form of technology, social media advertising has come to be known as an innovation. The early or late adoption of this new technology is of major importance to this study to ascertain the rate of adoption of this new technology for advertising purposes. Since this study attempts to measure how far and well Nigerian businesses have adopted social media as a viable advertising platform and marketing tool for growing their businesses, the theory becomes more relevant in that it underpins the rate at which online advertising (particularly social media advertising) has diffused in the Nigerian online business sphere.

2.2.2 Technological Determinism theory.

The technological determinism theory was pronounced a full fledged theory in 1964 through the works of the Canadian media scholar, Marshal McLuhan³⁰. The theory states that there is a long and still active tradition of searching for links between the dominant communication technology of an age and key features of society – with a common element of media centeredness. The thrust of this theory is the fact that everything that happens in the society has been revolutionized by the introduction and adoption of new media technologies. It further goes to say that the technologies of the day determine the behavior of societal members and society by extension.

Going from the above explanation about technologies becoming the major determinants of lifestyles and patterns in the society, the theory is relevant to this study in that social media is part of the recent technological developments that has come to stay and its presence has changed the way things work in the society. Advertising has now moved on from the traditional media to the new media (social media). Thus this theory explains the existence and the extent to which new technologies (social media in this case) have changed the way things work in the society as against the usual norm of advertising in traditional media. And this goes a long way in understanding the level of adoption of these technologies by online business professionals in Nigeria.

2.2.3 Social Learning theory

Social learning is a theory of learning process social behavior which proposes that new behaviors can be acquired by observing and imitating others. It states that learning is a cognitive process that takes place in a social context and can occur purely through observation or direct instruction, even in the absence of motor

reproduction or direct reinforcement. In addition to the observation of behavior, learning also occurs through the observation of rewards and punishments, a process known as vicarious reinforcement. When a particular behavior is rewarded regularly, it will most likely persist; conversely, if a particular behavior is constantly punished, it will most likely desist. The theory expands on traditional behavioral theories, in which behavior is governed solely by reinforcements, by placing emphasis on the important roles of various internal processes in the learning individual.

The theory is important to this study as it proposes that sport betting as a form of behaviour that is highly subjected to reinforcement and reward. The theory proposes that as individuals engage in sport betting and such sport betting brings high return in terms of money, such individuals are motivated and reinforced to participate more in the behaviour. This reinforcement tends to strengthen the relationship between sport betting and outcome of such sport betting (reward).

The theory posits that this reinforcement creates a sense of physiological arousal which serves as motivation or enforcement for an individual to engage in sport betting in order to gain more profit. In other words, as the level of return from sport betting is encouraging, such individuals are engaged more in sport betting and may eventually experience sport betting addiction at the end. The theory suggests a strong association between reward and sport betting predisposes individuals to more sport betting related activities.

2.3 Review of Empirical Study

In a study titled “Social media advertising/marketing: a study of awareness, attitude and responsiveness by Nigerian youths” ; it is noted that the advent of social media has introduced a paradigmatic shift in the way advertisers/marketers promote their

goods and services³⁵. The study posits that the realm of social media advertising is still in its developmental stages. *Facebook* is also identified as the most popular platform among users and advertisers alike. The study found that the level of awareness of social media advertising (facebook in particular) among youths is high; It also concludes that some challenges exist as it pertains to the attention and engagement with the products via the ads. It recommends that social media advertisers make their ads more assertive, eye-catching, detailed, brief and concise, more visible and more properly positioned.

Another study on “an Assessment of the use of social media as advertising vehicles in Nigeria: A study of facebook and twitter” assert that social media sites such as facebook and twitter are potent tools in modern communication and marketing³⁶. The study revealed that 70% of business organizations in Nigeria are embracing social media to communicate with their customers. 35% of businesses surveyed acknowledged success with the use of social media advertising. They recommended that more Nigerian organizations should embrace social media advertising since it has the potential of reaching their target audience.

In the study “The effectiveness of advertising through social media in Gauteng” asserted social media advertising has become a norm for most companies through various sites such as youtube, facebook, twitter, etc. Social media marketing is gaining more prominence among companies as it enables brand engagement on a more personal level with the customer. The researcher surveyed 189 respondents and found out that brand engagement, brand attitude, brand image, and consumer engagement contribute to the effectiveness of social media marketing particularly on *Facebook*.

A study on the “effects of social media marketing on small scale business performance in Ota-metropolis, Nigeria”, it is revealed that social media provides businesses the opportunity to engage their audience on many different levels including personal³⁷. It also states that in the beginning (of social media marketing efforts by businesses), it is important for a business to focus on creating relationships with consumers.

In the study “social media marketing in emerging markets” its credited the boom in social media marketing to its numerous roles of reaching more customers. Employing survey method, the researcher found that social media activity positively affects brand success in emerging economies³⁸. Also facebook is a prominent social media platform employed by organizations in emerging economies; but the rate of adoption is still low considering the percentage of organizations that have social media departments/teams. It is also concluded that social media advertising is gaining traction in emerging economies.

A study investigated sport betting and income disparities in the United States using panel data between 1980 and 1997³⁹. Despite the fact that a number of studies have examined consequences of increasing income imbalance, studies for the effects on sport betting behavior are minimal. The study findings indicated that an increase in income inequality had a positive correlation with increased expenditure on sport betting. The study employed longitudinal data and estimated fixed-effects regression model in the analysis of two categories of sport betting expenditure classified as pari-mutuel betting spending and lottery spending. Increased lottery expenditure was found to positively affect income inequality while pari-mutuel betting was found to be non-linear for high income inequality. The positive effect of sport betting expenditure

on income inequality was associated with mobile aspirations, resource availability for the well to do and status anxiety in the lower part of the distribution.

Researchers carried out in Australia investigated the effect of stimulus packages on sport betting⁴⁰. One of the components was cash payments given directly to individuals and households. Ideally, these payments are meant to increase expenditure of household consumption and thus lessen the expected decrease in aggregate demand. Due to the increased popularity of electronic gaming machines concerns were raised regarding this suggestion; that a significant amount of the payout would be used for gaming. Monthly data for net EGM expenditure was used as well as the number of gaming machines situated in clubs and hotels in three states that were known for sport betting. Equations were defined for each of them. The response variable was the log of total net expenditure on gaming (TNE in USD for the year 1989/1990) , with a dummy variable being the log of the number of EGMs(Smoke) and used to explain variations in EGM demand influenced by number of smoking bans in 17 gaming venues. A series of dummy variables that corresponded to times stimulus payments were paid were used as regressors. The study applied a lag operator with a difference of 12 periods to eliminate the periodic pattern in TNE which was in months.

By the use of Seemingly Unrelated Regressions, researchers , estimated three state equations taking into account the autoregressive error process varying from one state to another⁴¹. The specifications were dependent on each equation by the use of Lagrange in detecting autocorrelation as well as the Ljung-Box Q statistics. The study established the presence of white noise from the detection of correlograms of the residuals in every equation. In their findings, they established that gaming expenditures increased significantly by 10.4 percent for the first stimulus while second stimulus increased the gaming expenditures by 15.9 percent when the stimulus

was increased by 26.3 percent for 4 months. Consequently, they could not reject the postulation that impact was the same in the 3 states but they rejected, at a significance level of 0.05, the hypothesis that two stimulus packages paid in different periods had a similar effect on electronic gaming machine revenues. Payments in the first stimulus saw low income households and pensioners benefitting. Payments for the second benefitted a diverse range of households outside the first scope.

A study was conducted on the relationship between use of credit, at an individual and household level, and sport betting⁴². Particularly, they sought to find out the how sport betting affects risk-taking behavior such as availability of credit options and the use thereof leading to indebtedness. The study used a sample of cross-sectional data collected in UK Expenditure and Food Surveys for 6 years starting from 2001. The findings provided evidence that using credit had a positive effect on sport betting while there was a strong positive correlation between sport betting and credit use at household level. It was particularly evident in lower income households.

A study was conducted on the relationship between pathological sport betting and relative deprivation in youths at a micro level⁴³. The study was based on symptoms reported by the pathological gamblers themselves and family data on material resources, for a total of 19,321 participants included in the 2013-2014 in Italy for school going children. The study findings revealed that individuals from families that were relatively deprived of resources had increased the rate of pathological sport betting symptoms by four times. This was indicated by the prevalence ratio of 4:18. Using a multinomial negative regression analysis, the disorder symptoms due to sport betting were found to be more prevalent in among men in the first- generation immigrants and not in youths. In this study the controlling variable was the peer

support. The findings supported the conclusion that high level of deprivation and having low peer support jointly affect disordered sport betting.

The study in Manitoba conducted a longitudinal study of young adults for a period of four years starting from 2007 to 2011⁴⁴. The study was initially based on 679 Manitobans between 18 and 20 years old. It concluded with 517 respondents giving a retention rate of about 90 percent in the period. Using the latent growth curve modeling, the study findings showed that the severe problem of sport betting and the rate at which it changed depended on factors such as sex, age of the participants, sport betting experience, alcohol consumption, drug dependence, anxiety, social support perception, impulsiveness and illusion control. The study established that sport betting risk diminished over time due to a downward spiral which is inevitable among youths.

In a study on the effects of sport betting, concluded that sport betting plays a key role in social disorganization and deprivation of many communities in New Zealand particularly to those who came from low income families and minority ethnic groups⁴⁵. There was evidence of adoption of the public health policy backed by legislation to deal with the challenges posed by the sport betting especially to the vulnerable groups with increase in resource allocation to deal with this menace. sport betting caused challenges such as poverty, anger, infightings, stress, lack of food and rent in Maori area in where the majority of the residents were the poor.

A research sought to find the how alcohol consumption affected sport betting behavior among youth in the US⁴⁶. Samples of youth were drawn from Buffalo area, New York at a household level. They used a multivariate analysis of variance. The findings of this study indicated that sport betting positively increased with an increase in drug use by youths in US. Findings showed that sport betting and use of alcohol

were associated with four main factors which include moral disengagement, adolescent and peer delinquency and impulsivity. Other factors such as monitoring by parents, drug abuse and smoking cigarette were main factors that determined use of alcohol. The study showed sport betting was prevalent among the youths with evidence that sport betting and alcohol consumption was associated with smoking, illegal drug use as well as delinquency.

While studying the sport betting problems, researchers sought to find out the effect of impulsivity and how socio-economic status (SES) interacts to influence sport betting onset in youth for the period engaging students with a least 12.5 years of age in Canada⁴⁶. Using the Cox proportional hazards regression, the study findings showed that impulsivity led to increase in the risk of sport betting for those who did not possess university degree as well as those living in poor dwellings in Canada. Those with no university education were more vulnerable to impulsivity in the region as compared to those who had university degree.

A research employed a cross-sectional design and sequential logistic regression model in their study on sport betting in Canada⁴⁷. It indicated that majority of the youths who accounted for 60.2 of respondents had gambled within the preceding one year. The study noted that social bonding was a compensatory factor while location and peer influence posed as major risk factors. They forecasted the challenges faced by young adults engaged in sport betting such as impulsivity and gender issue. In addition, the findings showed that antisocial behaviour strongly contributed to problem sport betting closely followed by environmental risks factors and peer influence.

The Scotland study by [redacted] found sport betting prevalence to be 9.0 percent while 15.1 of those interviewed were found to be at risk of sport betting⁴⁵. In their endeavors to find out the means of sport betting among the youths, they noted that fruit machines in all the groups factored in this study which consisted of 2,043 youngsters aged between 11-16 years. In their country, the fame of sport betting was due to the risks and high rates of problems associated with sport betting. It was established that pathological gamblers have been a matter of concern in Scotland with evidence that 76 percent of the people who live in Scotland had gambled.

Researchers studied the relationship between unemployment and sport betting in Iceland⁴⁸. In doing so demographic variables such as gender, age and employment status were considered among others. The respondents were aged between 18 to 70 years, the mean was 41 years and standard deviation was 14 years. The study had two objectives: to find out relationship between unemployment and sport betting and secondly, to compare the prevalence of sport betting among the unemployed, employed or students. The findings were as follows: unemployment and sport betting were found to be weakly correlated and sport betting prevalence did not vary much according to employment status among the unemployed, those who were employed or in school. Descriptive statistics were collected for the relevant variables and SPSS applied to achieve objectives of the research. To check for variations in age between the genders individual sample *t*-tests were applied. To determine the significance of the associations between categorical variables chi-square test was applied. To determine how strongly the categorical variables were associated Phi correlation was calculated. 53.2% of the problem gamblers were aged between 18 and 25; 87.2% of the problem gamblers were male; 23% of

those who were unemployed reported feeling depressed due to low or no income while 9% of those employed or in school reported the same feeling.

Researchers in sport betting and employment did a research to find out the impact of sport betting on work⁴⁹. The survey was done online in United Kingdom among respondents aged 25-34 years. Demographic variables were used here as well and descriptive statistics were also used for analysis. The findings suggested that unemployed people of those in low paying jobs were twice as likely to engage in fixed odds betting than those in well-paying jobs; more than 82% of the respondents thought that sport betting and financial constraints resulting from it thereof are likely a distraction for people who are working; 6% men thought about sport betting at work compared to 1% among the women; 45% of those with responsibilities were more likely to gamble compared to 39% among those without responsibilities.

A research conducted studied the sport betting behavior among the youths in Sub-Saharan Africa⁵⁰. They noted that increasing unemployment and low wages in Sub-Saharan Africa among the greatly contributed to youths participation in sport betting. The industry was prominent and had serious economic implications such as employment creation and revenue generation which has created a positive attitude towards it by the young people. That noted, sport betting has also had negative effects such as anxiety, depression, and sleep deprivation, cardiovascular disease, peptic ulcer disease, and hypertension. These arise mainly when one becomes addicted to sport betting. As a result, they suggested that a couple of measures should be undertaken which include: laws outlawing underage sport betting to be enacted, education and creating awareness concerning sport betting would be important, increased allocation and financing to aid in improvement of inadequate

programs for addiction and mental health which were associated with problem sport betting in Sub-Saharan Africa among other measures.

Another study examined the relationship between youth engagement in betting games and the level of unemployment in Nigeria⁵¹. To achieve the objectives of the study, the study applied structural equation model (SEM) and confirmatory factor analysis. The evidence showed that factors such as technological advancement, big winning promises as well as bonuses played an important role on the youth participation on betting games. Contrary to the priori expectations, unemployment among the youths was found not to significantly affect the participation of youths on betting. The study also noted that betting had caused increased awareness on various sporting activities in the world in addition to the growth of the Nigerias economy.

Also, a study examined the effect of social and economic factors on sport betting in Kampala⁵². The study used data collected from the household survey carried out in Kampala city in April 2015 as the basis and the findings provided evidence that 25% of adults had engaged in some form of sport betting in the one year preceding the survey. The key factors that were found to affect participation in sport betting included: age, income, employment status and sex. The sport betting was mainly an activity for less fortunate in society and the poor spent much of their incomes on sport betting as compared to the rich counterparts.

In a study titled sport betting in Kenya it was he focused on Nakuru, explored the factors that led to participation of youths on sport betting in Nakuru⁵¹. It was noted from the total number of those who were interviewed that approximately 39 percent of them had participated in sport betting activity with 4.6 out of 100 of the

respondents reported to have engaged in online sport betting. The study showed that participation in sport betting was affected by factors such as incomes, internet access and level of advertisement of gambles in the media using a descriptive study design. The study however noted that education level was not a key factor affecting sport betting in Kenya.

Researchers did a research in Kenya to assess the effect of sport betting commercials on youth behavior⁵³. Surveys were done among some youths selected through purposive and proportionate sampling aged 18 to 29 years. The study was focused on how sport betting affected youths behavior after they internalized and actualized the sport betting messages received. The variables considered were demographic such as age, level of education, source of income among others and descriptive statistical analysis was used. The results obtained showed that undergraduates would gamble more than postgraduate; 80% of the respondents said that constant sport betting commercials and advertisements made them aspire to gamble more especially when there are winners; 21% youths used computers to gamble while 69% and 10% used mobile devices and sport betting booths respectively; 52% of the respondents spent an average of 6 hours daily in sport betting while 41% and 7% spent less than and more than 6 hours respectively; 41% of the respondents said that they had ever won money out of the bets they placed while 59% lost.

Also, researchers did a research to find out how betting affected Kenyan university students⁵⁴. Demographic variables were considered in this study and descriptive statistics were used in the analysis. 70% of the respondents indicated that money was the biggest motivator, while the rest did it out of boredom or just for fun. 68% of those who came from low income families and were not getting support from

parents relied on gains from winning the bets for their entertainment and daily expenditure. There was a range of all types of gamblers among the university students, from those who did it to sustain their daily upkeep to those who placed bets just to conform and enjoy themselves and those who missed regular class schedules due to sport betting. To get money to place the bets 55% had to sell a belonging or borrow, 26% occasionally found other sources to finance the bet and 19% just used whatever amount they had. Koross study also found out that 65% of students used their school fees or upkeep money to bet, 20% had done it occasionally while 15% had never done it before. It was noted that a number of students had been reported to use their school fees to gamble and lost a significant amount and therefore ended up dropping out of college because of non-payment or not sitting for exams. The findings also suggested that there's a high correlation between smoking, drinking and sport betting.

2.4 Conceptual Framework

Social Media Advertisement

Sport betting

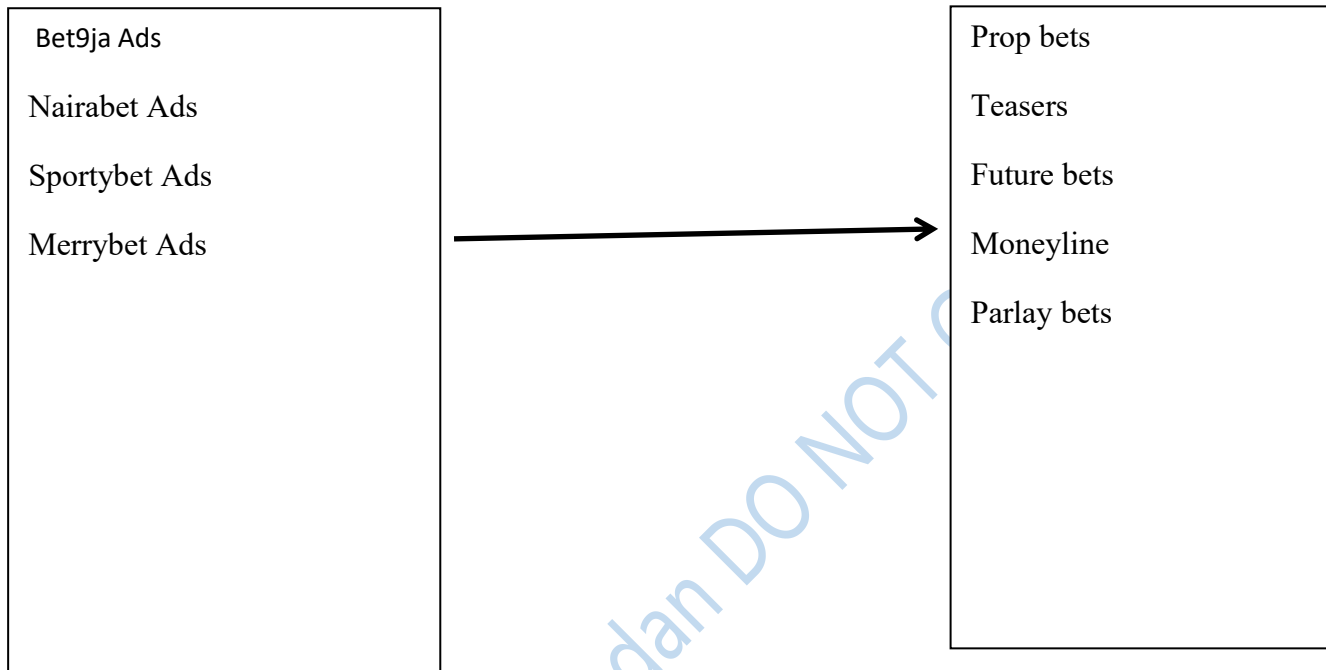


Fig 2.1: Conceptual framework on influence of social media advertisement on sport betting

Source: Researcher (2023)

Social media advertisement is the independent variable, while sport betting is the dependent variable. Social media advertisement involves the different different ads such as Bet9ja ads, Nairabet ads, Sportybet ads, merry bet ads among others . These messages are seen as online campaigns that can be seen through different contents that have wider reach. These advertisements provide awareness on different sport betting which involves prop bets, teasers, future bets, moneyline and parlay bets.

2.5 Summary of Gap in Literature Reviewed

sport betting advertisements are common on Internet web sites and junk email. sport betting can be a fun or relaxing way of spending time and money but youths, lured by the promise of instant wealth, might be particularly vulnerable to these messages. in this Study, scholars revealed that Social media provides companies with opportunities to engage directly with existing and potential customers, using a range of strategies beyond the 'one-way' promotion of a message which characterizes traditional marketing⁵⁵. Marketing objectives for social media may include improving relationships with existing customers, building market share, enhancing brand awareness, encouraging product trial, and ultimately increasing sales revenues. Content created on a company's social media profile is typically only seen by those opting in to these sites; however, users sharing content with their networks broadens the audience viewing the statement, picture, post, or tweet and operators can pay to promote their content to a broader audience.

The literature reviewed revealed that Social media has had a huge impact on the online sport betting industry. It has allowed more people to access and engage with online sport betting platforms, as well as providing a platform for marketing and advertising. Social media also provides an opportunity for players to interact with each other, share tips and strategies, and discuss their experiences. It is widely acknowledged that the media have a powerful effect on people's behaviours and attitudes, and that the objective of any commercial advertisement is to capture consumer attention, convey positive attitudes towards the product, and encourage the adoption of the messages espoused.

It was pointed out by scholars program that sport betting is widely regarded as an acceptable social form of recreation. sport betting is enjoyable and harmless for many people, but for others it can be both addictive and problematic with serious negative

effects⁵⁶. These include bankruptcy, job loss, broken homes, the use and abuse of substances, depression and addiction. As an important public health and addiction concern, the impact of the extensive availability of sport betting and the legalization of its publicity have been identified.

From the foregoing, one would observe that, not much attention has been given in a comprehensive manner to social media advertising messages in influencing sport betting. Also, not much attention is given to the contents of social media advertising messages on sport betting. There is therefore, the need for research on social media advertising messages in promoting sport betting. This work therefore, greatly contributes to the understanding of the relationships between social media messages and sport betting.

Endnotes

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Chapter Three

Methodology

This chapter presents the procedures adopted for the research study. It includes the research design, population of the study, sample, as well as sampling techniques, data collection and data analysis.

3.1 Research Design

The study adopted the descriptive survey research design. It was adopted because the design is considered to be the most suitable for this type of study due to the fact that the results can be generalised among the study population.

3.2 Population of the Study

The population of the study comprised undergraduate students of Lead City University, Ibadan. Four thousand, seven hundred and thirty (4730) students were registered for the 2022/2023 academic session of Lead City University, Ibadan. This data was gotten from the office of the Director of Registration of the university. Students were registered across seven faculties of the university, viz: Basic Medical and Applied Science, Communication and Information Science, Law, Engineering, Management and Social Sciences, Environmental Design and Management, and Arts and Education.

3.3 Sample and Sampling Techniques

The study employed snowball sampling technique. This is because it enabled the researcher to obtain a sample that best represents the entire population being studied. Also, it gave the researcher the opportunity to pick from the population, which give way for convenience. However, the sample for this research was determined by employing the Taro Yaman 1967 formula for obtaining sample.

$$n = N / 1 + N (e)^2$$

$$n = 4730 / 1 + 4730 (0.05)^2$$

$$n = 4730 / 1 + 4730 * 0.0025$$

$$n = 4730 / 1 + 11.825$$

$$n = 4730 / 12.825$$

$$n = 368.8$$

$$\therefore n = 369$$

Therefore, the sample for the study was 369.

3.4 Description of Research Instrument

The instrument for the research study was structured questionnaire. The questionnaire items were drawn from the research questions formulated for the study. The questionnaire was divided into five sections: the first section (section A) contained demographic profile of the respondents, while section B contained questions on social media utilization, section C contained questions on social media platforms for sport betting advertisement, Section D contained questions on level of sport betting engagement, and section E contained questions on perception of Lead City students toward sport betting.

3.5 Validity of the Research Instrument

The validity of a scale refers to the degree to which it measures what it is supposed to measure. Unfortunately, there is no one clear-cut indicator of a scale's validity. The validation of a scale involved the collection of empirical evidence concerning its use or verification of the scale by a number of professionals in the area of research. Hence, to validate the scales of the instrument used, the researcher gave the questionnaire to her supervisor and three lecturers in the Department of Mass Communication and Media Technology, Lead City University for review and to verify the validity of the

instrument. After the questionnaire was reviewed and returned, necessary corrections, as suggested were made to the instrument.

3.6 Reliability of the Research Instrument

The reliability of a scale refers to the degree to which the items that make up the scale hang together and measure the same underlying construct. One of the most commonly used indicators of reliability is Cronbach's alpha coefficient. Ideally, the Cronbach alpha coefficient of a scale should be close to 0.7. Cronbach's α (alpha) as a coefficient of reliability was used to measure the internal consistency for all variables in this study. Hence, α social media advertisement on sport betting was 0.86; sport betting among undergraduates of Lead City University, 0.52 and Bet9ja social media messages on sport betting, 0.51. Coefficients ranged between 0.51 and 0.86. With short scales (e.g., scales with fewer than ten items), it is common to find quite low Cronbach alpha values (e.g., 0.5). In this case, it may be more appropriate to report the mean inter-item correlation for the items. An optimal range for the inter-item correlation of 0.2 to 0.4 is recommended. Hence, the inter-item correlation of the scales for influence of social media advertisement and sport betting among students of Lead City University, Ibadan was done.

3.7 Method of Data Collection

The methods of obtaining the data needed for this study was distributing the questionnaire to the population of this study. The questionnaire was administered through face-to-face approach to the respondents. Therefore, the administration and retrieval of the questionnaire was done by the researcher and two research assistants over a period of three weeks. The research assistants were trained by the researcher in order to ensure a smooth process of the administration of the instrument. The

questionnaire was administered to the respondents within the time the respondents were less occupied with their academic activities.

3.8 Data Analysis

After collection, the data were coded before being analysed. Since the analysed data were categorical in nature and in Likert scale. Percentages were used for the descriptive analysis. Statistical Package for Social Sciences version 20 (SPSS v.20) was used to analyse the data obtained for the study.

Chapter Four

Results and Discussions of findings

This chapter deals with the Presentation of data on Research Questions and Hypothesis, and Discussion of Findings. three hundred and sixty-nine (369) questionnaire were distributed and three hundred and fifty seven(357) were returned and found valid for analysis.

4.1 Demographic Data Analysis

Table 4.1: Demographic Characteristics of Respondents (N=357)

Variable	Option	Frequency	Percentage (%)
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Sex	Male	153	42.9
	Female	204	57.1
Age	15-17yrs	81	22.7
	18-20yrs	115	44
	21yrs and above	161	45.1
Religion	Christianity	181	50.7
	Islam	102	28.6
	Others	74	20.7
Level of Study	100	51	14.3
	200	65	18.2
	300	98	27.5
	400	100	28
	500	43	12
	Total	361	100

Source: Field Survey (2024)

The table shows the information of respondents based on gender. The male respondents were 153(42.9%) while the female respondents were 204(57.1%). This implies that majority of respondents were females.

The table also discloses the distribution of respondents based on age. It reveals that 81 (22.7%) are within the age bracket of 15-17 years while 115 (44%) falls within 18-20years. A further look at the table discloses that 161 (45.1%) of the respondents were 21 and above.

Table also discloses the distribution based on Religion. It reveals that 181 (50.7%) were Christians while 102 (28.6%) were Islam. A further look at the table discloses that 74 (20.7%) of the respondents were other religion.

Table also discloses the distribution based on level of study. It reveals that 51 (14.3%) were in 100 level, 65 (18.2) were in 200 level, 98 (27.5) were in 300 level. A further look at the table discloses that 100 (28%) of the respondents were in 400 level while 43 (12%) were in 500 level.

4.2 Presentation of Data

Research Question One: What are the social media platforms used by Lead City University students?

Table 4.5: Descriptive analysis of the social media platforms used by Lead City University students (N=357)

Variables	Level of Agreement (n=357)				Mean	SD
	FU	SU	FU	NU		
Facebook	132 37.0%	78 21.8%	55 15.4%	72 20.2%	2.9	2.4
Whatsapp	221 61.9%	125 35.0%	11 3.1%	-	3.2	2.8
Twitter	81 22.7%	101 28.3%	121 33.9%	54 15.1%	3.2	2.8
Snapchat	111 31.1%	88 21.6%	101 28.3%	57 16.0%	3.2	2.2

Linkedin	75	145	115	22	2.9	3.0
	21.0%	40.6%	32.2%	6.2%		
Instagram	131	113	100	13	2.5	2.7
	36.7%	31.7%	28.1%	3.6%		
Youtube	99	121	116	21	2.8	2.9
	27.7%	33.9%	32.5%	5.9%		
Wordpress	33	25	191	108	2.8	2.9
	9.2%	7.0%	53.5%	30.8%		
Tiktok	183	68	58	48	2.8	2.9
	51.3%	19.0%	16.2%	13.4%		
Telegram	142	108	89	18	2.8	2.9
	39.8%	30.3%	24.9%	5.0%		
Grand Mean					3.0	2.7

Source: Field Survey, (2024)

(FU= Frequently Used, SU= Sometimes Used, FAU= Fairly Used, NU=Never used)

Analysis in the table depicts that 37% frequently used Facebook, 21.8% sometimes used it, 15.4% fairly Used it whereas 20.2% never used it. The table reveal that 61.9%% frequently used Whatsapp, 35.5% sometimes used it, 3.1% fairly Used it whereas none have never used it. 22.7% frequently used Twitter, 28.3% sometimes used it, 33.9% fairly Used it whereas 15.1% have never used it. 31.1% frequently used Snapchat, 21.6% sometimes used it, 28.3% fairly Used it whereas 16.0% have never used it. 21.1% LinkedIn , 40.6% sometimes used it, 32.2% fairly Used it

whereas 6.2% have never used it. 36.7% frequently used Instagram, 31.7% sometimes used it, 28.1% fairly Used it whereas 3.6% have never used it. 51.3% frequently used YouTube, 7.0% sometimes used it, 53.5% fairly Used it whereas 30.8% have never used it. 9.2% frequently used WordPress, 28.3% sometimes used it, 33.9% fairly Used it whereas 15.1% have never used it. 51.3% frequently used TikTok, 19.0% sometimes used it, 16.2% fairly Used it whereas 13.4% have never used it. 39.8% frequently used Telegram, 30.3% sometimes used it, 24.9% fairly Used it whereas 5.0% have never used it.

Research Question Two: .what are the social media platforms for sport betting advertisement that Lead City University Students are exposed to?

Table 4.3: Descriptive analysis of the social media platforms for sport betting that Lead City University Students are exposed to (N=357)

Variables	Level of Agreement (n=357)					
	HE	ME	NSE	NAE	Mean	SD
Bet9ja	86	101	83	87	2.8	2.6
	24.1%	28.3%	23.2%	24.4%		
Nairabet	55	121	118	63	3.2	2.9
	15.4%	33.9%	33.1%	17.6%		
Sportybet	129	81	23	125	2.3	2.1
	36.1%	22.7%	6.4%	35.0%		
Msport	31	92	42	192	3.2	2.9
	8.7%	25.8%	11.8%	53.8%		

1xbet	119	132	55	51	3.2	3.3
	33.3%	37%	15.4%	14.3%		
22bet	110	75	62	110	2.7	2.2
	30.8%	21%	17.4%	30.8%		
Merrybet	18	53	94	192	2.7	2.2
	5.0%	14.8%	26.3%	53.8%		
Parimatch	11	21	122	203	2.7	2.2
	3.1%	5.9%	34.2%	56.9%		
Paripesa	81	73	133	70	2.7	2.2
	22.7%	20.4%	37.3%	19.6%		
BetKing	100	110	83	64	2.7	2.2
	28.0%	30.1%	23.2%	17.9%		
Betway	85	51	155	66	2.7	2.2
	23.8%	14.3%	43.4%	18.5%		
Grand Mean					2.9	2.7

Source: Field Survey (2024)

(HE= Highly exposed, ME= Minimally exposed, NSE= Not so exposed , NAE = Not all exposed)

Analysis in the table depict that, 24.1% are highly exposed to Bet9ja, 28.3% are Minimally exposed, 23.3% are not so exposed whereas 24.4% are not at all exposed. 15.4% are highly exposed to Nairabet, 33.9% are Minimally exposed, 33.1% are not so exposed whereas 17.6% are not at all exposed. 36.1% are highly exposed to Sportybet, 22.7% are Minimally exposed, 6.4% are not so exposed whereas 35.0% are not at all exposed. 8.7% are highly exposed to Msport, 25.8% are Minimally exposed, 11.8% are not so exposed whereas 53.8% are not at all exposed. 33.3% are highly exposed to 1xbet, 37% are Minimally exposed, 15.4% are not so exposed whereas 14.3% are not at all exposed. 30.8% are highly exposed to 22bet, 21% are Minimally exposed, 17.4% are not so exposed whereas 30.8% are not at all exposed. 5.0% are highly exposed to merrybet, 14.8% are Minimally exposed, 26.6% are not so exposed whereas 53.8% are not at all exposed. 3.1% are highly exposed to Parimatch, 5.9% are Minimally exposed, 34.2% are not so exposed whereas 56.9% are not at all exposed. 22.7% are highly exposed to Paripesa, 20.4% are Minimally exposed, 37.3% are not so exposed whereas 19.6% are not at all exposed. 28.0% are highly exposed to BetKing, 30.1% are Minimally exposed, 23.2% are not so exposed whereas 17.9% are not at all exposed. 23.8% are highly exposed to Betway, 14.3% are Minimally exposed, 43.4% are not so exposed whereas 18.5% are not at all exposed.

Research Question Three: What is the level of sport betting engagement among Lead City University students

Table 4.4: Descriptive analysis of the level of sport betting engagement among Lead City University students (N=357)

Variables	Level of Agreement (n=357)					
	FU	SU	RU	NAU	Mean	SD
Participation in sport betting activities	126 35.3%	120 33.6%	77 21.6%	34 9.5%	3.0	2.6
Active engagement in sport betting	117 32.0%	89 24.9%	51 14.3%	100 28.1%	3.2	2.8
Considers sport betting as a potential source of income	108 30.3%	68 19.0%	93 26.1%	88 24.6%	3.5	2.4
engagement in sport betting for the fun of it	98 27.5%	105 29.4%	39 10.9%	46 12.9%	2.7	2.4
Engagement in sports betting for profit	118 33.1%	53 14.8%	74 20.7%	112 31.4%	2.3	2.5
Significant amount of money is spent on sport betting	55 15.4%	83 23.2%	104 29.1%	115 32.2%	2.8	3.0
There's pressure from peers to engage in sports betting	79 22.2%	81 22.7%	87 24%	110 30.8%	3.0	3.2
Enjoying the thrill of placing bets on sporting events	115 32.2%	76 21.3%	87 24.4%	79 22.1%	3.0	3.2
Grand mean					2.9	2.7

Source: Field Survey (2024)

(FU= Frequently Used, SU= Sometimes Used, RU= Rarely Used , Not at all used = NAU)

Analysis in the table depicts that 35.3% of Respondents are frequently used to participation in sport betting activities, 33% are sometimes used to, 21.6% are rarely used to whereas 9.5% are not at all used to. 30.3% of respondents are frequently used to considering sport betting as a potential source of income, 19% are sometimes used to it, 26.1% are rarely used to whereas 24.6% are not all used to. 27.5% of respondents are frequently used to engagement in sport betting for the fun of it , 29.4% are sometimes used to it, 10.9% are rarely used to whereas 12.9% are not all used to. 33.1% of respondents are frequently used to engagement in sport betting for profit, 14.8% are sometimes used to it, 20.7% are rarely used to whereas 31.4% are not all used to. 15.4% of respondents are frequently used to spending significant amount of money on sport betting , 23.2% are sometimes used to it, 29.1% are rarely used to whereas 32.2% are not all used to. 22.2% of respondents are frequently used to the fact that pressure from peers to engage in sport betting, 22.7% are sometimes used to it, 24% are rarely used to whereas 30.8% are not all used to. 32.2 % of respondents are frequently used to enjoying the thrill of placing bets on sporting events, 21.3% are sometimes used to it, 24.4% are rarely used to whereas 22.1% are not all used to. 32% of respondents are frequently used to active engagement in sport betting, 24.9% are sometimes used to it, 14.3% are rarely used to whereas 28.1% are not all used to.

Research Question Four: what is the perception of Lead City University students towards sport betting?

Table 4.5: Descriptive analysis of response on the perception of Lead City University students towards sport betting (N=357)

Variables	Level of Agreement (n=357)					
	SA	A	SD	D	Mean	SD
I'm not in the endorsement of sport betting	71 19.8%	129 36.1%	68 19%	89 25%	2.5	2.7
I prefer to do other things than engage in sport betting	58 16.2%	32 9%	83 23.2%	184 51.5%	1.9	2.2
Engagement in sport betting does not tally with my belief	68 19%	110 30.8%	76 21.3%	103 28.9%	2.4	2.6
I believe there are better source of income than sport betting	73 20.4%	82 23%	91 25.5%	111 31.1%	2.3	2.6
I distract myself from sport betting by engaging in other activities	82 23%	98 27.5%	67 18.8%	110 30.8%	2.4	2.7
Sport betting is not good for my mental health	116 32.5%	61 17.1%	31 8.7%	149 41%	2.4	2.7
I block sport betting advertisement when they appear on my social media timelines	33 9.2%	79 22.1%	83 23.2%	162 45.4%	2.0	2.2
I try as much as possible to avoid sport betting due to the risks involved	171 47.9%	58 16.2%	82 23.0%	46 12.9%	2.0	2.2
Grand Mean					2.3	2.5

Source: Researcher's Field Survey (2024)

(SA= Strongly agree, A= Agree, SD= Strongly disagree, D= Disagree)

The table reveals that 19.8% of Respondents strongly agree not being in the endorsement of sport betting, 36.1% agree, 19%strongly disagree whereas 25% disagree. 16.2% of Respondents strongly agree to preferring to do other things than

engage in sport betting, 9% agree, 23.2%strongly disagree whereas 51.5% disagree 19% of Respondents strongly agree that engagement in sport betting doesn't tally with their beliefs, 30.8% agree, 21.3%strongly disagree whereas 28.9% disagree 23% of Respondents strongly agree to distract themselves from sport betting by engaging in other activities, 27.5% agree, 18.8%strongly disagree whereas 30.8% disagree 20.4% of Respondents strongly agree that they believe there, are better sources of income than sport betting, 23% agree, 25.5%strongly disagree whereas 31.1% disagree 32.5 % of Respondents strongly agree that sport betting is not good for their mental health, 17.1% agree, 8.7%strongly disagree whereas 41% disagree 9.2% of Respondents strongly agree to blocking sport betting advertisement when they appear on their social media timeline, 22.1% agree, 23.2%strongly disagree whereas 45.4% disagree . 47.9% of Respondents strongly agree to trying as much as possible to avoid sport betting due to the risks involved, 16.2% agree, 23.0%strongly disagree whereas 12.9% disagree

4.3 Test of Hypothesis

H0₁: There is no significant relationship between social media advertisement and sport betting.

Table 4.3.1 Pearson’s production moment correlation between social media advertisement and sport betting

Variable	X	S. D	N	r	P	Remark
Social media advertisement	14.450	3.8013			-	
Sport betting	11,650	3,413	150	.939**	0,000	Significant

Correlation Significant at *P<0.05 Level

The table indicate that there is a significant relationship between social media advertisiement and sport betting at $r = .939$, $P < 0.05$. That is the null hypothesis which state that there is no significant relationship between social media advertisement and sport betting is Invalid.

4.4 Discussion of Finding

Research Question One: What are the social media platforms used by Lead City University students?

Findings reveal that majority of Respondents frequently used Facebook. Also majority of the respondents frequently used Whatsapp. Findings also reveal that majority of the respondents have never used Twitter. It was revealed that majority of frequently used Snapchat. Majority of respondents sometimes used LinkedIn. Majority of respondents frequently used Instagram. Furthermore, majority of Respondents sometimes used YouTube and WordPress. Majority of respondents frequently used TikTok and Telegram.

The findings on social media usage among respondents can be analyzed through the lens of Everett Rogers' diffusion of innovation theory, which categorizes adopters into innovators, early adopters, early majority, late majority, and laggards. The frequent use of platforms like Facebook, WhatsApp, Instagram, TikTok, and Telegram by the majority indicates these have reached the early and late majority stages, demonstrating widespread acceptance and integration into daily routines. Snapchat's similar usage suggests it is embraced by the early majority, showing its growing popularity. In contrast, LinkedIn, YouTube, and WordPress are used occasionally, pointing to their adoption by the late majority, who are more cautious. Meanwhile, the majority's lack of Twitter usage places it with the laggards, indicating minimal penetration and less perceived value within this group. This pattern reflects the diffusion of innovation theory, highlighting how social media platforms spread through different adopter categories over time¹.

Social media has emerged to be one of the most vital communication means. It exists so as to ease communication among people regardless of the expanse, making it open to people to easily share information, files and pictures and videos, create blogs and send messages, and conduct real-time conversations. These systems are referred to as social, simply because they allow communication with friends, course mates, teachers, project supervisors, lecturers so easily and effectively. Social media which are a form of electronic communication that has become the highest activity on the internet. By suggestion, through social media, individuals can with no much of a stretch trade profitable information which can enhance their profession interest, thoughts and so on. It additionally helps in sending pictorial outlines of thoughts. Scholars point that “social media is a group of internet-based applications that build on the ideological and technological foundations of web 2.0 and that allow the creation and exchange of user generated content”. It could be possible to use mass media to get people to act on behalf of their own health and well-being or to do right things. Based on this assumption, since World War II, the Federal, State and Local Government, private foundations and other non-governmental organizations have sponsored hundreds of public services campaigns to promote social rather than commercial goods.

Research Question Two: What are the social media platforms for sport betting advertisement that Lead City University Students are exposed to?

Findings revealed that Majority of respondents were minimally exposed to Bet9ja, Nairabet and 1xbet and BetKing. Also, majority of respondents were highly exposed to sportybet and 22bet. Findings also revealed that majority of respondents are not at all exposed to Msport, Merrybet, Betway Parimatch. It was further revealed that majority of respondents are not so exposed Paripesa. The findings on the exposure to various betting platforms among respondents can be related to the technological determinism theory, which posits that technological advances shape societal structures and cultural values. The minimal exposure to Bet9ja, Nairabet, 1xbet, and BetKing suggests these platforms have not significantly influenced the respondents' behavior

or cultural practices, possibly due to less aggressive marketing or technological engagement. In contrast, the high exposure to Sportybet and 22bet indicates these platforms have effectively leveraged technology to become more prominent in the respondents' lives, likely through user-friendly interfaces, mobile accessibility, or targeted advertising, thus shaping their betting habits and preferences. The lack of exposure to Msport, Merrybet, Betway, Parimatch, and the low exposure to Paripesa further illustrates that these platforms have not yet impacted the respondents' technological engagement or cultural adoption, possibly due to limited technological outreach or competitive disadvantages. This pattern underscores technological determinism by showing how the prominence and design of certain platforms can drive societal and behavioral changes among users².

The various upgrades in sports business industries have raised the waves attracting the attention of various Media both print and visual. This rise has further become the concern of various other disciplines such as economists, psychologists, sociologists and criminologists. The ancient ways of wagering were dominated by offline lottery, pool and slot due to technological advancement, there has been a significant improvement in the forms and process of wagering in recent times, to include such other as an online lottery, promo, pool, sports betting and casino slots. The gaming organization has kept on growing, profiting from; the vast and energetic population, enhancing web infiltration and expanding access to web-enabled gadgets. Sports wagering have gradually risen as a worthwhile fragment, utilizing Nigeria's gigantic football culture. A portion of the major groups, for example, the English Premier League, and the Spanish La Liga have a large number of fans in the nation, wagering gives numerous Nigerian youths the chance to earn from what they cherish.

Research Question Three: What is the level of sport betting engagement among Lead City University students?

Findings revealed that Findings revealed majority of respondents are frequently used to participation in sport betting activities. majority of Respondents are frequently used to active engagement in sport betting. Also, majority of respondents are frequently used to considering sport betting as a potential source of income. Findings further revealed majority of respondents sometimes used to engagement in sport betting for the fun of it. Majority of respondents are frequently used to engagement in sport betting for profit .Further, majority of respondents are not at all used to spending significant amount of money on sport betting. It was also revealed that majority of respondents are not at all used to the fact that there's pressure from peers to engage in sports betting. Majority of respondents are frequently used to enjoying the thrill of placing bets on sporting events

The findings on respondents' engagement in sports betting activities can be analyzed through the lens of social learning theory, which posits that people learn behaviors through observation, imitation, and modeling within a social context. The frequent participation in sports betting and the perception of it as a potential income source suggest that respondents have observed and imitated behaviors they see as beneficial or rewarding. This is further supported by the frequent engagement for profit and the thrill of betting, indicating that respondents likely model their behaviors on observed successful outcomes and the emotional excitement of betting. The occasional engagement for fun suggests that while profit is a primary motivator, the social enjoyment of the activity also plays a role. The lack of significant spending and minimal peer pressure indicate that while social influence is present, it is not coercive or financially burdensome. Overall, these patterns reflect social learning theory by highlighting how respondents adopt sports betting behaviors through observed rewards and social enjoyment within their community³.

Research Question Four: What is the perception of Lead City University students towards sport betting?

Findings revealed that majority of respondents agree to not being in endorsement of sport betting. Majority of respondents disagree that they prefer to do other things than engage in sport betting. Findings further revealed that majority of respondents agree with engagement in sport betting doesn't tally with their belief. Also, majority of respondents disagree with believing there are Better sources of income than sport betting. It was further revealed that majority of respondents agree to distract themselves from sport betting by engaging in other activities. Majority of Respondents disagree with sport betting is not good for their mental health. Majority of Respondents disagree to blocking sport betting advertisement when they appear on their social media timelines. Majority of Respondents strongly agree to trying as much as possible to avoid sport betting due to the risks involved.

The findings on respondents' attitudes toward sports betting can be analyzed through the framework of social learning theory, which posits that individuals learn behaviors, attitudes, and norms through observation, imitation, and social interactions. Despite frequent engagement in sports betting, the majority of respondents do not endorse it and agree that it conflicts with their beliefs, suggesting a cognitive dissonance influenced by observing negative outcomes or societal disapproval associated with betting. Their disagreement with the notion that there are better sources of income than sports betting and the lack of belief that betting is harmful to mental health reflect a nuanced social context where betting is seen as a viable, albeit risky, activity. However, their strong agreement to avoid betting due to risks and their attempts to distract themselves by engaging in other activities indicate an internal conflict and awareness of the potential dangers, possibly learned from observing negative consequences in their social circles. The lack of action in blocking advertisements suggests a passive acceptance of betting culture pervasive in their social media environments. This pattern reflects social learning theory by highlighting how

respondents' behaviors and attitudes towards sports betting are shaped by a complex interplay of observed social norms, internal beliefs, and the cognitive balancing of perceived benefits and risks within their social context⁴.

Public perceptions of sport betting are often equivocal. On the one hand, people are usually aware that sport betting poses serious risks to those who are predisposed to gamble excessively. However, on the other hand, it is also acknowledged that sport betting can have positive consequences for communities (e.g. via providing a source of revenue for sporting clubs or humanitarian causes) and can be an enjoyable pastime for individuals⁴. The balance of such negative and positive views very likely affects the attitudes that individuals hold toward sport betting and ultimately influences their decisions to engage in sport betting. In Nigeria today, as a result of technological development and availability of internet facilities, the level of youth engagement in sport betting behaviour is increasing. This is a big problem among this population. Present indication shows that more and more people are involve themselves in this activity; some have even perceived it as a source of income and abandon other activities that can provide themselves with better future. Recent data shows that Nigerians spend about 1.8 billion naira daily on online sport betting. While some people benefit from this activity, majority tends to lose their money in this activity.

Research Question Five: what is the influence of social media advertisement on sport betting among students of Lead City University?

Findings from the hypothesis revealed that there is a significant relationship between social media advertisement and sport betting. This suggests that there's a notable connection between social media ads and engagement in sports betting. It implies that exposure to advertisements on platforms like Facebook, Twitter, or Instagram influences individuals' decisions to participate in sports betting activities.

The findings from the hypothesis, revealing a significant relationship between social media advertisement and sports betting, can be related to the diffusion of innovation

theory, which explains how new ideas and behaviors spread through a population. Social media advertisements act as a key channel for the dissemination of sports betting as an innovation. These ads, prominently featured on platforms like Facebook, Twitter, and Instagram, serve to inform, persuade, and remind potential bettors about sports betting opportunities, thereby accelerating the adoption process. As individuals are exposed to these advertisements, they move through the stages of awareness, interest, evaluation, trial, and adoption of sports betting. This exposure helps bridge the gap between early adopters and the early majority, facilitating wider acceptance and engagement in sports betting activities. The effectiveness of social media ads in promoting sports betting underscores their role in spreading this innovation across different segments of the population, aligning with the principles of diffusion of innovation theory⁵.

Advertising has been frequently proposed as a significant mechanism of gambling normalisation⁵. The portrayal of gambling attitudes and behaviours in media representations as well as in real life environments promotes the idea of gambling as an intrinsic form of entertainment. This is true for all forms of gambling but sports betting presents some singular intensifiers. Unlike any other gambling form, sport instils in betting its health and sanitization attributes . Attributes such as fair competition, success through talent and perseverance, equal opportunities and big rewards, respect for nature, green and healthy habits are transmitted to betting behaviour. Celebrities deepen that connection as they have been proven to reduce the perceived risk by the public of the products they endorse . Sports people tell the story of young, talented risk-takers who challenged the odds but emerged successful in the end, arguably a perfect incarnation of the bettor's own aspirational narrative.

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Chapter Five

Conclusion

This chapter presents the summary of the study, conclusion and recommendations based on the findings from the study. It subsequently states the contributions to knowledge and suggests areas for further study.

5.1 Summary of Findings

Findings from the hypothesis one revealed that there is a significant relationship between social media advertisement and sport betting . Majority of Respondents frequently used Facebook. Also majority of the respondents frequently used Whatsapp. Findings also reveal that majority of the respondents have never used Twitter. It was revealed that majority of frequently used Snapchat. Majority of respondents sometimes used LinkedIn. Majority of respondents frequently used Instagram. Furthermore, majority of Respondents sometimes used YouTube and WordPress. Majority of respondents frequently used TikTok and Telegram.

Findings from hypothesis two there is a significant relationship between exposure and sport betting engagement. Findings revealed that Majority of respondents are Minimally exposed to Bet9ja, Nairabet and 1xbet and BetKing. Also, majority of respondents are highly exposed to sportybet and 22bet. Findings also revealed that majority of respondents are not at all exposed to Msport, Merrybet, Betway Parimatch. It was further revealed that majority of respondents are not so exposed Paripesa

Findings revealed that Findings revealed majority of respondents are frequently used to participation in sport betting activities. majority of Respondents are frequently used to active engagement in sport betting. Also, majority of respondents are frequently used to considering sport betting as a potential source of income. Findings further revealed majority of respondents sometimes used to engagement in sport betting for the fun of it. Majority of respondents are frequently used to engagement in sport betting for profit .Further, majority of respondents are not at all used to spending significant amount of money on sport betting. It was also revealed that majority of respondents are not at all used to the fact that there's pressure from peers to engage in

sports betting. Majority of respondents are frequently used to enjoying the thrill of placing bets on sporting events

Findings revealed that majority of respondents agree to not being in endorsement of sport betting. Majority of respondents disagree that they prefer to do other things than engage in sport betting. Findings further revealed that majority of respondents agree with engagement in sport betting doesn't tally with their belief. Also, majority of respondents disagree with believing there are Better sources of income than sport betting. It was further revealed that majority of respondents agree to distract themselves from sport betting by engaging in other activities. Majority of Respondents disagree with sport betting is not good for their mental health. Majority of Respondents disagree to blocking sport betting advertisement when they appear on their social media timelines. Majority of Respondents strongly agree to trying as much as possible to avoid sport betting due to the risks involved.

5.2 Conclusion

The study's findings underscore a significant relationship between social media advertisement and sport betting engagement. Notably, platforms like Facebook and Whatsapp emerge as the most frequently used, suggesting a strong influence of these channels in promoting sport betting activities. Conversely, platforms like Twitter see minimal usage, indicating potentially less impact on sport betting behavior. Interestingly, while some respondents exhibit high exposure to certain betting platforms like Sportybet and 22bet, others remain minimally or not at all exposed to others like Bet9ja and Nairabet. This suggests a diverse landscape of exposure, possibly influenced by individual preferences and social media consumption habits.

Furthermore, attitudes towards sport betting reveal a nuanced perspective among respondents. While a significant portion actively engages in betting activities and considers it as a potential income source, others express reluctance, citing concerns about conflicting beliefs and perceived risks. Despite the prevalence of sport betting, a

substantial majority does not endorse it and seeks to avoid it due to associated risks and negative impacts on mental health. This highlights the complex interplay between social media influence, individual attitudes, and engagement behaviors in the realm of sport betting, emphasizing the need for targeted interventions and education to address potential negative consequences associated with excessive betting behavior.

5.3 Recommendations

Based on the research findings, the following recommendations are hereby made:

1. Educational campaigns should be conducted to raise awareness about the potential risks and financial consequences of sports betting, especially among young people.
2. Alternative recreational and income-generating opportunities should be promoted to reduce the reliance on sports betting as a source of income or entertainment.
3. Regulatory bodies should enforce stricter controls on sports betting advertisements, particularly on social media, to limit their influence on vulnerable individuals.

5.5 Contributions to Knowledge

The study contributes to understanding of the relationship between social media, exposure to betting platforms, and engagement in sports betting activities. By identifying the significant influence of social media advertisements on sport betting behaviors, particularly on popular platforms like Facebook, WhatsApp, Snapchat, Instagram, TikTok, and Telegram, the study sheds light on the role of visual content in shaping betting attitudes and behaviors among users. This highlights the importance of regulating betting advertisements on social media to protect vulnerable populations, especially young adults who are highly active on these platforms.

Additionally, the study provides insights into the complex dynamics between exposure, engagement, and attitudes towards sports betting. By revealing varying levels of exposure to different betting platforms and a simultaneous recognition of the risks involved in betting activities, the research underscores the need for holistic

approaches to addressing gambling-related harm. This includes regulatory interventions to safeguard users and educational initiatives to promote responsible gambling practices and informed decision-making.

5.6 Suggestions for Further Studies

1. Further research can be carried out on the Role of Social Media Advertising in Shaping Sports Betting Behavior Among University Students
2. Further research can be carried out on the Perceptions and Attitudes Towards Sports Betting Promoted Through Social Media Among College Students
3. Further research can be carried out on the effects of Social Media Marketing Strategies on Sports Betting Engagement Among Young Adults
4. Further research can be carried out on psychological and Socioeconomic Factors Influencing the Relationship Between Social Media Exposure and Sports Betting Behavior Among University Students

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APPENDIX

QUESTIONNAIRE

Department of Mass Communication and Media Technology,

Faculty of Communication and Information Sciences,

Lead City University.

Dear Respondent,

I am a Master's student of Mass Communication at Lead City University currently carrying out a study on the influence of Social Media Advertisement on Sport betting Among Students of Lead City University, Ibadan

Please respond to the questions in this questionnaire as sincerely as you can. Your responses will be treated as confidential, and the information provided will be used purely for academic purpose. Thank you.

Section A: Demographic Information

- 1. Gender: Male [] Female []
- 2. Age: 15-17 [] 18-20 [] 20 and above []
- 3. Religion: Christianity [] Islam [] Others []
- 4. Level of Study 100 [] 200 [] 300 [] 400 [] 500 []

Section B: Social Media Utilization

Kindly tick as appropriate which of the below types of social media you used, with the following options (FU= Frequently Used, SU= Sometimes Used, FAU= Fairly Used, NU=Never used)

No	Items	Frequently Used	Sometimes Used	Fairly Used	Never used
5	Facebook				
6	WhatsApp				
7	Twitter				
8	Snapchat				
9	Linkedin				
10	Instagram				

11	YouTube				
12	WordPress				
13	Tiktok				
14	Telegram				
15	Telegram				

Section C: Social Media Platforms for Sports Betting Advertisement

Kindly tick as appropriate which of the below types of social media ads you're exposed to, with the following options; (**HE= Highly exposed, ME= Minimally exposed, NSE= Not so exposed , NAE = Not all exposed**)

No	Items	Highly exposed	Minimally exposed	Not so exposed	Not all exposed
16	Bet9ja				
17	Nairabet				
18	Sportybet				
19	Msport				
20	1xbet				
21	22bet				
22	Merrybet				
23	Parimatch				
24	Paripesa				
25	BetKing				
26	Betway				

Section D: Level of Sport Betting Engagement

Respond to the statements in this section using the following rating scale :

(FU= Frequently Used, SU= Sometimes Used, RU= Rarely Used , Not at all used
= NAU)

Items	Frequently Used	Sometimes Used	Rarely Used	Not at all used
27	Participation in sport betting activities			
28	Active engagement in sport betting			
29	Considers sport betting as a potential source of income			
30	engagement in sport betting for the fun of it			
31	Engagement in sports betting for profit			
32	Significant amount of money is spent on sport betting			
33	There's pressure from peers to engage in sports betting			
34	Enjoying the thrill of placing bets on sporting events			

Section E: Perception Towards Sport Betting

Respond to the statements in this section using the following rating scale :

Strongly Agree (SA), Agree (A), Disagree (D), and Strongly Disagree (SD)

	Items	SA	A	D	SD
35	I'm not in the endorsement of sport betting				
36	I prefer to do other things than engage in sport betting				
37	Engagement in sport betting doest not tally with my belief				
38	I believe there are better source of income than sport betting				

39	I distract myself from sport betting by engaging in other activities				
40	Sport betting is not good for my mental health				
41	I block sport betting advertisement when they appear on my social media timelines				
42	I try as much as possible to avoid sport betting due to the risks involved				

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