



ONLINE MARKETING AND CUSTOMER PATRONAGE OF SPORTS BETTING: A SURVEY OF YOUTHS IN ABIA STATE

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Abstract: The study looked at how online marketing affects young people in Abia State who gambled on sports. The study specifically looks at how online promotional activities on sports betting affect youths patronage behaviour to it. The survey used a cross-sectional descriptive design for the investigation. Among the youth in Abia State, 120 residents were chosen as the sample size. The technique used was basic random sampling. Only the questionnaire was utilized to collect information from the respondents. The study's findings were presented, examined over, and discussed using descriptive statistics (frequency tables and percentages) and inferential statistics (linear regression) for assessing and testing the hypotheses, respectively. Based on the hypotheses' tests and interpretation, results revealed that there is significant relationship between bonuses and customer support for sports betting ($p=0.000$; $p<0.05$)., However, there is a significant relationship between e-funding and support for sports betting ($p=0.000$; $p<0.05$), and there is significant relationship between internet connection and support for sports betting ($p=0.000$; $p<0.05$). Since unemployment and low income were shown to be factors that led to teenagers' propensity for online sports betting in this study, the government ought to create more work opportunities for them and enhance their quality of life.

Keywords: Sports Betting, E-Funding, Internet Connection, Bonuses, Customer Support

INTRODUCTION

The act of betting on various sporting events online is known as online sports betting. This sort of gambling has had a tremendous growth in popularity in recent times, creating a billion-dollar business (Can & Nichols, 2022). A variety of sports, including football, basketball, baseball, soccer, and tennis, are available for bets by sports bettors (Zion Market Research, 2021). From a projected value of USD 24.4 billion in 2020, the market for online sports betting is estimated to increase to nearly USD 59.6 billion by 2026, growing at a CAGR of roughly 13.6% between 2021 and 2026 (Zion Market Research, 2021). Due to a variety of variables, including bonuses, e-funding, internet connection, software application and affiliate program, and the growth of online betting platforms, the online sports betting is a booming industry.

Additionally, the industry has expanded as a result of the legalization of sports betting in a number of nations (American Gaming Association, 2021). Online marketing has had a significant impact on sports betting in Nigeria. The use of content sharing websites, social networking, blogs, and other online tools for personalizing, sharing, and debating internet information has resulted in a significant increase in consumer internet usage (Roosevelt, 2012). In this

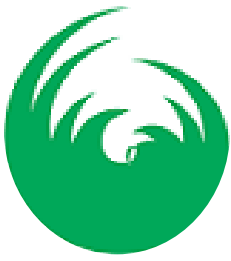
sense, every corporation is developing a better strategy to market their goods to customers via online platforms. Online platforms can simultaneously connect with all of their followers regarding areas that need improvement and inform them about their current product offers (As'ad, & Al Hadid, 2014). Online platforms offer quick replies to customer service issues by giving users the chance to have a prompt feedback, enabling conversations, quick, wide-spread, viral, and inexpensive sharing of content.

Internet gambling expansion has also been associated with overall gambling growth, such as the increase in sports betting among non-gamblers (Hing, 2014). As the number of gamblers rises and becomes more diverse, it is projected that new populations with problem gambling will start to appear. Due to the rapidly changing nature of the gambling industry, regulators, policymakers, communities, and problem gambling treatment providers all over the world now face new challenges that may call for the development of entirely new strategies for recognizing and addressing the harm that these new gambling technologies are causing to gamblers. Sport betting has expanded beyond the confines of neighborhood pubs, casinos, and racetracks thanks to the quick

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advancements in betting products made possible by the Internet and mobile technologies.

New gaming genres are being developed, marketed, and offered online via mobile phones and related devices, which is revolutionizing the gambling market. Customers can now view a sporting outcome or event at any time of day or night as long as they have Internet connectivity (Abbott, Romild, & Volberg, 2013). In-the-run, in-play, and micro-betting are now forms of betting that allow customers to wager on a variety of potential outcomes after the game has started, as they happen, such as who will lead the goal scoring charts in a football match at halftime, or which team will score the opening goal. In the past, betting could only be done on the result of a horse or greyhound race.

Statement of the Problem

Recently, the government at all levels and other stakeholders have placed a high priority on the grave problem of growing unemployment rates, especially in Nigeria. Due to the extreme suffering that many young people without jobs in Nigeria are experiencing, a large number of them are turning to crime as a way of escape, making money by betting on sports, or serving as thugs and useful tools for Nigerian politicians (Olayinka & Taiwo, 2017). Despite the serious employment deficit in the country, millions of young and old people continue to utilize online betting sites and shops that can better their life because they are lured in by the possibility of winning large in sports betting. This has resulted in an increase in patronage as some of the youth provide favourable references, return to the site, and demonstrate their devotion and loyalty to betting.

Customer support has evolved into the focal point of sports betting marketing in the nation as a result of the discrepancy in market share between market leaders and rivals. There are not many studies that examine the factors that affect sports betting patronage, though. Normally, society would consider gambling to be a bad activity, however experts have expressed alarm over the rising popularity and penetration of gambling among young people. Given that this was essentially a caricature of earlier generations that participated in “pool”-related activities. Much younger generations are now dominating the activities as a result of the launch of online betting services like Betnaija and Betking. Therefore, the purpose of this study is to determine how online marketing presence affect patronage among young people in Abia State who wager on sports.

Objectives of the Study

This research is embarked on to ascertain the online marketing and customer patronage of sports betting: a survey of youths in Abia State. The specific objectives are to:

1. Examine the influence of bonuses on customer patronage within the sports betting.
2. Identify the impact of e-funding on customer patronage within the sports betting industry.
3. Determine the effect of internet connection on customer patronage within the sports betting.

Research Questions

This study therefore seeks to address the following questions:

1. What is the influence of bonuses on customer patronage within the sports betting?
2. What is the impact of e-funding on customer patronage within the sports betting?
3. How does internet connection affect customer patronage within the sports betting?

Research Hypotheses

The following hypotheses were empirically tested:

H₀₁: There is no significant relationship between bonuses and customer patronage within the sports betting.

H₀₂: There is no significant relationship between e-funding and customer patronage within the sports betting.

H₀₃: There is no significant relationship between internet connection and customer patronage within the sports betting.

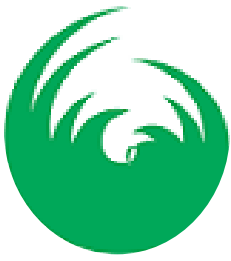
LITERATURE REVIEW

This chapter showcases a number of various authors' contributions to the relevant topic. Its primary goal is to examine and provide the research from various writers on internet marketing and consumer spending, specifically in the context of sports betting. The conceptual review, theoretical review, and empirical review of prior related research will all be covered.

Conceptual Review

Concept of Online Marketing

Online marketing, often known as digital marketing, web advertising, or internet marketing, is a subset of marketing and advertising that uses the Internet to advertise products and services to target consumers and platform users, according to Alaimo and Kallinikos (2018). Web-based technologies known as online marketing platforms (OMPs) integrate the advantages of content management systems (CMS), company directories, local search engines, SEO tools, and



customer relationship management (CRM) software. Online platforms are information society services that enable business users to start direct business-to-consumer interactions by offering goods or services to consumers. The use of digital channels to develop fresh approaches to connecting with and engaging with both current and future clients is referred to as “digital marketin” (Deshpande, 2020).

Content marketing, SEO, email marketing, social media marketing, mobile marketing, and so forth are a few examples of these digital channels. A company may use a digital marketing strategy to assist it reach its digital goals by carefully selecting online marketing channels such as owned, paid, and earned media (Hudson, 2020). Online marketing strategies employed by management to compete online are known as digital marketing tactics. The implementation of digital marketing strategies must take into account a number of factors in order for them to significantly advance a company's goals (Onobrakpeya & Mac-Attama, 2017). Online marketing and non-internet marketing are the two categories of digital marketing, according to Atshaya and Rungta (2016).

Customer Patronage

Both the quantity of sales that a business reports and the amount that a customer purchases are measured by customer patronage. Patronage, as defined by Nwulu and Asiegbu (2015), is the act of giving a patron also known as a customer material support and encouragement within an exchange relationship. Patronage is the practice of often making purchases from a business or store. In a competitive company environment, one can only maintain customer loyalty by providing a good or service that fulfills demands. The difference between perceived performance and customer expectations determines the level of patronage in the hotel sector (Oladele, Yakibi, Akinruwa, & Ajayi, 2019). Customer loyalty is crucial to the operation of any hotel. Customer patronage was described by Ogbuji, Onuoha, and Abdul (2016) as a customer's impulsive, desirous, and thoughtful purchasing of products and services from a shop.

Buying behavior is influenced by a combination of motivation, normative notions, and attitude (Awa, 2015). Patronage, as used in marketing, is the process of exchanging products or services for money or other advantages. Accordingly, the act of a client or a business purchasing products and services from a vendor is known as consumer patronage (Chin, 2020).

According to Nyakweba, Wesonga, and Bosire (2015), customer loyalty is measured by how much a purchasing unit focuses its purchases over time on a particular good or brand as evidenced by repeat purchases. Customer patronage also describes the procedures customers follow when selecting a brand or product from a range of alternatives, as well as the factors and qualities that are taken into account.

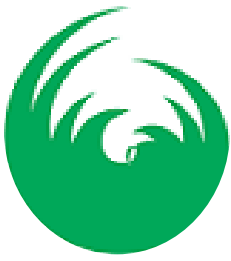
Concept of Sports Betting

In many regions of the world, sport is a significant socioeconomic phenomena. This is especially accurate when compared to football clubs in Europe. The Nigerian economy is booming as a result of the large number of football supporters from various clubs. When a game of a major football league is played anywhere in the world, fans not only watch the football games but also wager on the results in the hopes of winning cash rewards and psycho-social experiences. In Nigeria, football betting has grown to be a substantial type of industry. It is a growing industry; betting shops are opening up in the state, making it a crucial component of the social phenomenon while ignoring the underdevelopment of the country (Olayinka & Fageyinbo, 2015).

Sports have a big impact on social connections and societal presences, which are fundamental to human development, progress, and improvement (Obiyemi, Mohammed, & Omonu, 2013). It is important to connect with the sport's effects through its suggestions and indications for human development, particularly in the formation of social structures. Sports betting is mostly based on fan predictions of game outcomes, claim Olayinka and Fageyinbo (2015). Fans who make accurate predictions are rewarded, while those who make bad forecasts suffer financial penalties. As supporters "stake" on a higher degree of fandom and understanding of football, this is turning into the norm among many Nigerian youngsters. The entrepreneur base of sports betting wrapped in leisure traditions and morals is something that the majority of fans are either unaware of or don't care about.

Sports Betting in Nigeria

History claims that the first evidence of gambling may be found in archaic Romans, where depictions of workers and heads wagering with shakers led to responsibilities and the battles that broke out over them. Gambling activities across genders and ages have dramatically increased and improved in Nigeria during the past 20 years. Rarely do people, especially young



people, avoid discussing specific sports betting activities or other topics that have now permeated society (Samuel & Kelly, 2017). The numerous advancements in the sports business sectors have created waves and drawn the interest of numerous print and visual media. The rise of gambling has drawn the attention of economists, psychologists, sociologists, and criminologists, among others.

Due to technological advancement, there has been a significant improvement in the forms and processes of gambling in recent times, to include such other as an online lottery, promo, pool, sports betting, and casino slots (Samuel & Kelly, 2017). A sizable and active population, rising web penetration, and more accessibility to devices with web capabilities have all contributed to the gaming industry's sustained success. Due to Nigeria's extensive football culture, sports betting have swiftly increased in popularity. While there are many followers of some of the major leagues in the nation, such as the English Premier League and the Spanish La Liga, betting enables many young people in Nigeria to make money doing what they love.

Theoretical Review

The Reinforcement Theory

The Reinforcement Theory was first put out by B.F. Skinner and associates in 1957. The theory, also known as behaviorism or operant conditioning, holds that behavior is produced by controlling its consequences via the use of a combination of rewards and/or penalties to either prevent undesirable behavior or reinforce desired conduct (Krishnan, 2016). Positive and negative

reinforcement are the two methods that the theory of reinforcement offers for creating patronage (Krishnan, 2016). While reinforcement raises the frequency of positive conduct, punishment decreases the frequency of negative behavior. While negative reinforcement and negative punishment help remove a stimulus, positive reinforcement and positive punishment help apply one. Oba (2019) claims that a business may use the reinforcement theory to the marketing environment to have a deeper understanding of the motivations for customer involvement.

When clients receive good rewards for their actions, they are trained to repeat those behaviours, which are why positive reinforcement is effective (Fieldman, 2016). Because positive reinforcement offers more opportunity to please clients through rewards programs and other great brand experiences, it is believed to be more effective than negative reinforcement. Additionally, it aids in preventing potentially negative conflicts within a brand community (Oba 2019). Positive reinforcement also encourages behaviour and increases consumer confidence in the business. The reinforcement schedules also known as the times and intervals at which behaviour is reinforced are regarded to be what affect the effectiveness of the reinforcement theory (Bautista, 2018). Reinforcement schedules are procedures that specify when and how often reinforcement is given in an effort to make the target behaviour more likely to occur.

Empirical Review

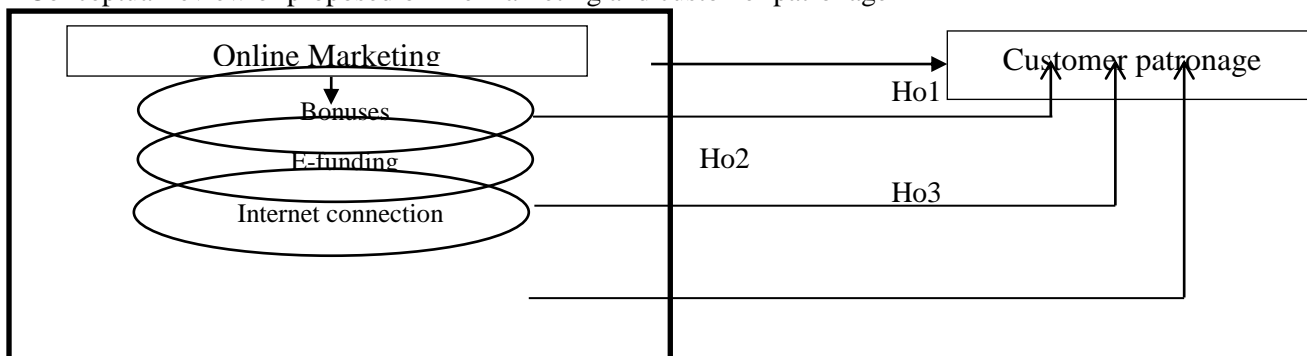
Author(s)	Year	Topic	Methodology	Finding	Recommendation
Chinwe and Kenneth	2021	Assessment of patterns, risks and effects of online sports betting among youths in South-East Nigeria.	Multiple regression analysis (SPSS Version 20).	Younger and unemployed respondents bet on sports online more frequently than older and employed respondents, which may be due to a number of predisposing factors.	The report suggests creating a national body to organize the extravagant and alluring mass advertising campaigns run by online sports betting businesses.



Mwadi me	2017	The role and impact of technology on sports betting.	One sample t-test	The bulk of those participating in sports betting, according to the report, were men between the ages of 21 and 40.	It is important to understand the motivations and impact of online sports betting on young adults, especially since this demographic appears to be the most engaged in this activity.
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Conceptual Review

Conceptual review of proposed online marketing and customer patronage



Source: Proposed by the researchers for this study

METHODOLOGY

Cross-sectional descriptive design was adopted. A straight forward random sample strategy was used to get answers from people with extensive understanding of the topic. The young people in Abia State were chosen using a multistage sampling procedure. A multistage sample technique was used to choose the 120 youth in Abia State (Isuikwuato LGA: Achara, Imenyi; and Isiala Ngwa North LGA: Nbawsi Umuosu, Amapu-Ntigha). Respondent information was gathered using a self-structured questionnaire. There are two sections to the questionnaire. While Section B examined thematic problems deriving from the stated aims, Section A examined the demographic data. Based on the respondents' level of agreement or disagreement, each statement was rated. To ensure the questionnaire's validity, reliability, and suitability for the study, it was adjusted in compliance with the suggestions. The information was gathered using a face-to-face,

Table 1: Gender of the Respondents

Items	Frequency	Percentage
Male	42	35.0
Female	78	65.0

Source: Field Survey, 2023

The Table above showed that 42(35.0%) respondents were males while 78(65.0%) were females. Suggesting that majority of the respondents were females.

standardized questionnaire. In a similar manner, copies of the questionnaire were collected by the researcher upon completion. The survey data were coded and arranged using the Statistical Package in Social Science (version 25.0). Utilizing descriptive statistics and metrics of central tendency, the data were analyzed. Tables were employed to arrange the data for effective and efficient analysis. Linear regressions in particular were utilized as an inferential statistical method to assess the hypotheses.

Data Presentation, Analysis and Interpretation

Data analysis and result presentation for the study and discussions are covered in this chapter. In order to create a more logical and insightful picture from the data the researcher collected, the field results were structured using descriptive statistics (frequency distribution tables and percentages) and inferential statistics (linear regressions).

Presentation of Data

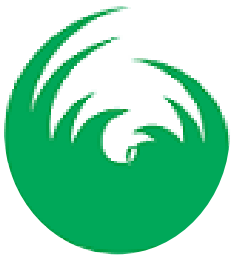


Table 2: Age Bracket of the Respondents

Items	Frequency	Percentage
18-23 years	71	59.2
24-28 years	47	39.2
29-33 years	1	0.8
39 years & above	1	0.8

Source: Field Survey, 2023

Table 2 revealed that 71(59.2%) respondents were between the age of 18 and 23, 47(39.2%) aged 24-28 years while 1(0.8%) and 1(0.8%) were within the age bracket of 29-33 and above, respectively. This shows that the majority of the respondents were in the age category of 18-23 years.

Table 3: Marital Status of the Respondents

Items	Frequency	Percentage
Single	114	95.0
Married	6	5.0

Source: Field Survey, 2023

Table 3 revealed that 114(95.0%) respondents were single while 6(5.0%) were married. This shows that the majority of the respondents were single.

Table 4: Highest Educational Qualification of the Respondents

Items	Frequency	Percentage
Dropped out of Secondary School	2	1.7
O' Level	30	25.0
OND/NCE	20	16.7
HND/First Degree	68	56.6

Source: Field Survey, 2023

Table 4 showed that 2(1.7%) respondents were dropped out of secondary school, 30(25.0%) were O' Level holder, 20(16.7%) were OND/NCE holder while 68(56.6%) were HND/First Degree holder. This showed that the majority of the respondents were HND/First Degree holder.

Test of Hypotheses

Hypothesis 1

Ho1: There is no significant relationship between bonuses and customer patronage within the sports betting.

Table 5: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.963 ^a	.927	.926	.871	.210

a. Predictors: Bonuses

b. Dependent Variable: Customer patronage

Table 6: Analysis of Variance (ANOVA)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1132.876	1	1132.876	1493.779	.000 ^b
	Residual	89.491	118	.758		
	Total	1222.367	119			

a. Dependent Variable: Customer patronage

b. Predictors: (Constant), Bonuses

Table 7: Coefficients

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.



		B	Std. Error	Beta		
1	(Constant)	1.011	.216		4.677	.000
	Bonuses	.919	.024	.963	38.649	.000

a. Dependent Variable: Customer patronage

The coefficient of determination (R^2) indicates 96%. This demonstrates that up to 96% of the time, the independent variables (bonuses) have cumulatively explained the dependent variable (customer patronage), with the remaining 4% being explained by other factors. However, this is confirmed by the updated R^2 93% value, which is still insignificant even when other anomalies are taken into consideration. The linear model's variances in (Bonuses) explain 93.7% of the variations in customer patronage, with an Adjusted R Square of 0.927. The ANOVA findings in Table 6 indicate that the regression model is significant and a strong predictor of the association between the variables. This is because, at the 5% level of significance, the F statistics value of 1493.78, with a P value of $0.000 < 0.05$, is significant. The data from the

above Coefficient Table is then used to create the model below, which is generated using the OLS estimator:

$$CP = \alpha_0 + \alpha_1 BS + \mu$$

The estimated relationship for the model is:

$$CP = 1.011 \alpha_0 + 0.919 \alpha_1$$

The bonus and the customer patronage are positively and significantly correlated ($p=0.000$; $p<0.05$). This implies that, there is significant relationship between bonuses and customer patronage within the sports betting.

Hypothesis 2

Ho2: There is no significant relationship between e-funding and customer patronage within the sports betting.

Table 8: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.959 ^a	.919	.918	.917	.190

a. Predictors: E-funding

b. Dependent Variable: Customer patronage

Table 9: Analysis of Variance (ANOVA)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1123.151	1	1123.151	1335.796	.000 ^b
	Residual	99.216	118	.841		
	Total	1222.367	119			

a. Dependent Variable: Customer patronage

b. Predictors: (Constant), E-funding

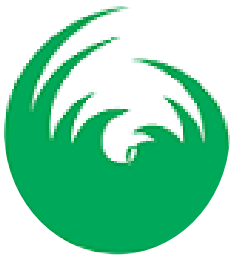
Table 10: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.592	.239		2.476	.015
	E-funding	1.039	.028	.959	36.549	.000

a. Dependent Variable: Customer patronage

The coefficient of determination (R^2) indicates 96%. This demonstrates that the independent variables (E-funding) may account for up to 96% of the dependent variable (consumer patronage), with other factors accounting for the remaining 4%. However, this is confirmed by the updated R^2 91% value, which is still insignificant even when other anomalies are taken into consideration. The linear model's fluctuations explain

91.9% of the variations in consumer patronage, with an Adjusted R Square of 0.919. The ANOVA findings in Table 9 indicate that the regression model is significant and a strong predictor of the association between the variables. This is because, at the 5% level of significance, the F statistics value of 1335.80, with a P value of $0.000 < 0.05$, is significant. The data from the above Coefficient Table is then used to create the model below, which is generated using the OLS estimator:



$$CP = \alpha_0 + \alpha_2 EF + \mu$$

The estimated relationship for the model is:

$$CP = 0.592 \alpha_0 + 1.039 \alpha_2$$

The e-funding has a positive and significant relationship with customer patronage (p=0.000; p<0.05). This implies that, there is significant relationship between e-

Table 11: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.948 ^a	.899	.898	1.025	.169

a. Predictors: Internet connection

b. Dependent Variable: Customer patronage

Table 12: Analysis of Variance (ANOVA)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1098.359	1	1098.359	1045.151	.000 ^b
	Residual	124.007	118	1.051		
	Total	1222.367	119			

a. Dependent Variable: Customer patronage

b. Predictors: (Constant), Internet connection

Table 13: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.266	.251		5.052	.000
	Internet Connection	.870	.027	.948	32.329	.000

a. Dependent Variable: Customer patronage

The coefficient of determination (R²) displays 95%. This indicates that the independent variable (Internet connection) can account for up to 95% of the dependent variable (customer patronage), with other factors accounting for the remaining 5%. However, this is supported by the updated R² 90% value, which is still insignificant even when other abnormalities are taken into consideration. The linear model's fluctuations in (Internet connection) account for 89.9% of the variations in consumer patronage, with an Adjusted R Square of 0.899. The ANOVA findings in Table 12 indicate that the regression model is significant and a strong predictor of the association between the variables. This is because, at the 5% level of significance, the F statistics value of 1045.15, with a P value of 0.000 < 0.05, is significant. The data from the above Coefficient Table is then used to create the model below, which is generated using the OLS estimator:

$$CP = \alpha_0 + \alpha_3 IC + \mu$$

funding and customer patronage within the sports betting.

Hypothesis 3

Ho3: There is no significant relationship between internet connection and customer patronage within the sports betting.

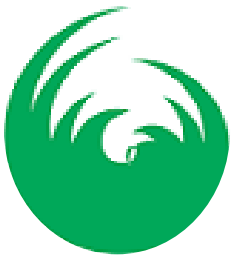
The estimated relationship for the model is:

$$CP = 1.266 \alpha_0 + 0.870 \alpha_3$$

The internet connection has a positive and significant relationship with customer patronage (p=0.000; p<0.05). This implies that, there is significant relationship between internet connection and customer patronage within the sports betting.

Discussion of Findings

It has been revealed in the findings of the study that, there is significant relationship between bonuses and customer patronage within the sports betting. This is corroborated by Chinda and Ozuru's (2023) findings, which show a significant relationship between betting bonuses and repeat business. This suggests that because Rivers State's sports betting establishments provide betting bonuses, patrons will come back. Additionally, Jeffrey and Shaffer (2017) discovered that production and productivity rose by an average of 41% and 60%, respectively, emphasizing the importance and effectiveness of incentives in motivating employees and clients. Bonuses have been used as incentives in a



number of economic sectors, including the public and commercial sectors.

It has been revealed in the findings of the study that, there is significant relationship between e-funding and customer patronage within the sports betting. This is in line with the results of Chikotora (2016), who demonstrated that one of the main factors predisposing to and encouraging sports betting and gambling in general was the desire for more money. The idea that individuals are always looking for ways to generate more money seems to be supported by the facts.

It has been revealed in the findings of the study that, there is significant relationship between internet connection and customer patronage within the sports betting. This result is in accordance with studies conducted in 2013 by Gainsbury and Derevensky, which also discovered that those who gamble online tended to be younger, unemployed, engage in a greater range of gambling activities, and wager on sports both online and off. However, there are a number of lotteries, bookmakers, and online betting sites all around the country (Alexa, 2017). Online sports betting are becoming more popular due in part to the fact that many Nigerians own sophisticated mobile phones with internet connectivity.

CONCLUSION AND RECOMMENDATIONS

Conclusion

For individuals that engage in it, online sports betting especially via new media may be financially beneficial, particularly in countries like Nigeria where high rates of inflation, job losses, and unemployment are typical. For the younger persons in this study who were found to be regular online sports bettors via new media (the Internet), the financial benefits of gambling outweighed the negative effects (in terms of negative economic, physiological, and psychological implications of online sports betting). The rapid spread of online betting firms and websites shows that young people are not aware of the negative impacts of online sports betting, which may be one of the reasons for the industry's exponential growth in Nigeria. It was discovered that among those most inclined to wager on sports recently were young people in Nigeria. Significantly, there has been a move away from offline sports betting and toward new media-driven sports betting.

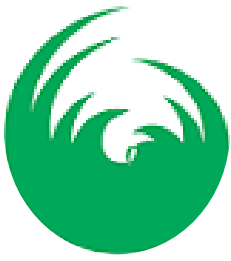
Recommendations

More specifically, the study's conclusions provide the following recommendations for mitigating the harmful impacts of online sports betting:

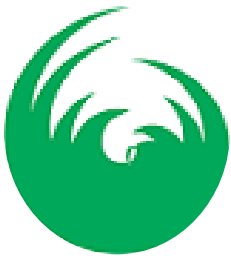
1. Gambling legislation should be implemented in order to ban the country from building online sports betting facilities arbitrarily.
2. Given that the study's findings indicated that unemployment and poor income were contributing reasons to teens' inclination for online sports betting, the government should expand job possibilities and improve the lives of these young people.
3. Psychologists ought to put more effort into organizing workshops and conferences on the impact of sports betting on the conduct and overall health of young people.
4. Parents and guardians must be made aware of the value of continuing to raise their children. This will facilitate concerted efforts to detect possible youth-related online sports betting behaviors and concerns, as well as to offer the appropriate caution and support.
5. A national body should be formed to streamline the frivolous and attractive huge advertising campaign by online sports betting operators.

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