



Television Advertising Influence and the Gambling Habits of Students in selected Tertiary Institutions in South-East Nigeria

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Abstract

Gambling which is commonly called betting in many parts of the world has become common among students in tertiary institutions as a way of making money. With their smart phones and available online platforms as well as the betting houses scattered around cities and some rural areas added to television audio visual advertising, many students are lured to bet. Inns, private places and few public settings provide easy avenues to a game played as a well-established business with managers, operators and players in every nooks and crannies, and promoted by adverts. The purpose of this study was to explore how television advertising influences the students in tertiary institutions to engage in gambling as a means of making money. The study employed qualitative design hinged on observation. The study was anchored on stimulus-response model which focuses on: Attention, Interest, Desire, and Action (AIDA) model. Findings from the study showed that students in tertiary institutions are exposed to TV advertisements of betting; television advertising lure students to place more bets; television advertising of betting influences the betting habits of students. Based on these findings, we recommended that students should avoid exposure to TV betting advertisements to avoid being lured to betting by such adverts; the management of tertiary institutions should include gambling education in the orientation of new students to make them aware of the risks involved in betting; laws against gambling should be introduced in every tertiary institution to punish students caught in the act of betting and discourage potential students gamblers; parents should warn their children against gambling before sending them to tertiary institutions.

Keywords: Influence, television, advertising, habit, betting, wagering, gambling

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Introduction

Gambling is a game of probability which allows stakes to be placed by the bettors with the hope to win a huge sum of money that can change their lives forever. Gambling is also called wagering which is defined as a type of gambling, which involves betting on the outcome of an external event or fact, such as a sporting event or a piece of trivia. It is a worldwide game which people engage in to get rich quick. Even the already well to do in the society also get involved in gambling in order to get richer. The promoters of gambling often make use of advertising to sway the intended and unintended ambitious individuals to invest in the business. Arguably, advertising has impacts on people. Advertising impact in this context is defined as perceived changes in gambling involvement, awareness towards gambling, or knowledge about gambling forms and operators induced by gambling advertisement (Hanss, Mentzoni, Griffiths, and Pallesen, 2015). The history of humanity is inseparably linked with the history of gambling, as it seems that no matter how far in time you go there are signs that where groups of people gather together, it is certain that gambling in one form or the other has been taking place (Fey, 1975).

While it is almost certain that some forms of betting have been taking place since the dawn of human history, the earliest concrete evidence comes from Ancient China where tiles were unearthed which appeared to have been used for a rudimentary game of chance. (Fey, 1975). The Chinese '*Book of Songs*' makes reference to 'the drawing of wood' which suggests that the tiles may have formed part of a lottery type game. Evidence exists in the form of keno slips which were used in about 200bc as some sort of lottery to fund state works – possibly including construction of the Great Wall of China. (Fey, 1975), Lotteries continued to be used for civic purposes throughout history – Harvard and Yale were both established using lottery funds – and continue to do so until the present day. In Nigeria and many other countries, gambling is promoted in the form of National Lottery.

Modern gambling advertising is becoming more tailored towards target groups in terms of content and types of communication (Binde, 2014; Newall, Moodie, Reith, Stead, Critchlow, Morgan, and Dobbie, 2019). TV advertising could present high risk types of gambling such as casino games, sport betting and contains content designed for men or women specifically



(Håkansson and Widinghof, 2019). Gambling advertising is also prevalent in social media, allowing for tailored advertising such as posts containing hyperlinks to unique promotions and specific gambling objects, humorous content, and content difficult to identify as gambling advertising (Gainsbury, King, Russell, Delfabbro, Derevensky, and Hing, 2016); Thomas, Bestman, Pitt, Deans, Randle, Stoneham and Daube, 2015).

Direct advertising such as emails, text messages or phone calls enable gambling operators to target individual gamblers and offer tailored forms of marketing (Russell, Hing, Browne and Rawat, 2018; Syvertsen, Pallesen, Erevik and Mentzoni, 2020). One group that seems to be more likely to be targeted by gambling advertising is people with gambling risk/problem gambling. Problem gambling involves, among other things, lack of control of gambling and harm caused by gambling, either to the individual or others (Ferris and Wynne, 2001). Gambling risk involves some gambling problems and harm, but to a lesser degree than problem gambling. Several studies have found that people with risk/problem gambling report increased exposure to gambling advertising (Clemens, Hanewinkel, and Morgenstern, 2017). One reason for this is that those with gambling risk/problem gambling may pay more attention to gambling advertisement (Gainsbury et al., 2016). Secondly, those with gambling risk/problem gambling may be exposed to more gambling advertisement due to the places they frequent (e.g. gambling sites) and gambling companies targeting advertisement directly towards them (Gainsbury et al., 2016).

Gambling advertising appears to impact all types of gamblers. Gambling advertising is associated with increased gambling engagement (Binde, 2014; Newall, Moodie, Reith, Stead, M., Critchlow, Morgan and Dobbie, 2019). Studies have found positive associations between gambling advertising exposure and increased gambling intention, which may be mediated by changes in attitudes towards gambling (Hing, Vitartas and Lamont, 2013). The impact of gambling advertising is further supported by findings suggesting that exposure to gambling advertising is positively associated with gambling frequency and gambling risk/problem gambling (Clemens, Hanewinkel, and Morgenstern, 2017). People with problem gambling appear further to be more vulnerable to gambling advertising, as they have been found to be more likely to report that advertising triggers thoughts about gambling, increased intention to



gamble, actual gambling, and increased risk-taking during gambling compared to those with non-problem gambling (Binde and Romild, 2019; Hing, Russell, Li, and Vitartas, 2018). This is because such people are more exposed to gambling or because they are particularly susceptible for the messages in gambling advertisement (Syvertsen, Erevik, Hanss, Mentzoni and Pallesen, 2021). Specific types of advertising seem to be associated with specific types of impact. In support, Russell, Hing, Browne and Rawat, (2018) state that receiving advertising emails is associated with increased betting intention and receiving text messages is associated with increased betting likelihood and size of bets. Content analysis of direct advertising shows that it commonly features promotional elements, such as bonus offers, boosted odds, and fixed percentages of losses back (Rawat et al., 2019). Promotional advertising, direct or indirect, may be especially impactful as it facilitates gambling more directly compared to brand-awareness advertising (Hing, Russell, Li, and Vitartas, 2018).

Recent developments in gambling advertising underscore the need for research to account for different types of gambling advertising and their specific impacts. Identifying advertising type-specific associations with gambling could inform priorities in terms of preventive measures, policy decisions, and valuable consideration in terms of engaging people with problem gambling (Binder, 2009, Cherney, Blaszczynski, Gainsbury and Lubman, 2014) in important employments. It is against this backdrop that we undertake to investigate the influence of television advertising on the betting habits of the students of tertiary institutions. The promotion of sports and race betting in Nigeria has been described as ubiquitous, unavoidable, pervasive, and intrusive (Hing, Russell, Li, and Vitartas, 2018). While attractive product offerings, competitive pricing, and easy access are critical for marketing success, the promotional efforts of betting operators are arguably the most noticeable element of their marketing strategies (Hinge, et al, 2018). The main promotional tools used have been commercial advertising in traditional media, sponsored advertising during live and televised events, and digital and direct advertising; along with sales promotions offering a wide range of wagering inducements (Hinge, et al, 2018). These inducements include stake-back, multi-bet, match your stake, rewards programme, cash out early, and various recruitment offers. These offers are typically encouraged with bonus bets, cash rebates, reduced risk, or better odds (Hinge, et al, 2018).



Researchers, gamblers, sports audiences, parents, and the broader community have expressed concerns that this proliferation of betting marketing normalizes and increases betting, and consequently contributes to greater betting-related harm (Hinge, et al, 2018). Some students have been found to drop out of school after using their school fees for gambling. This study will attempt to identify the ways of discouraging gambling among students of higher institutions in Nigeria. The general objective of this study is to find out the influence of TV advertising on the betting habits of students in tertiary institutions. The specific objectives are to: determine the exposure of students in higher institution to TV betting advertising; ascertain the betting behaviour of the students in higher institutions as a result of their exposure to TV betting advertising; ascertain whether there are particular marketing approaches associated with increases in potentially harmful gambling behaviours amongst students; and find out whether gambling inducements change gambler behaviour and attitude.

The research questions are the following: What is the extent of exposure of the students in higher institution to TV betting advertising; how does TV betting advertising influence the betting behaviour of the students in higher institution in Nigeria; are there particular marketing approaches associated with increases in potentially harmful gambling behaviours amongst higher institution students in Nigeria; and do gambling inducements change student's gambler behaviour and attitude?

Literature Review

Advertising

Advertising has been subjected to various definitions by scholars. However, all the definitions point to one basic fact that advertising is none personal and is usually paid for by the sponsor(s). This makes it different from publicity which is not usually paid for. Dulin (2016) states that in the business world, advertising has become a necessity for everybody, be it the producers, traders or consumers. Dulin (2016, p.257) defined advertising as “a form of communication which simply means to make known to public, to inform, to attempt or persuade a specific group of people or consumers to arrive at a decision whether to buy or not to buy products or services”. This implies that advertising is intended to influence consumer's behaviour to show favourable



disposition towards the purchase of a product or service. Thus, advertising can be said to be a form of commercial communication which aims to increase the consumption of a product or service through the media. According to Datta (2008), advertising is a non - personal dispersion of a message in convincing manner about any desired product or for other objects by using multiple media. Multi aspects are involved in the determination of perception regarding advertising notification (Iljin, 2000; Jokubauskas, 2003). It is “a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, either now or in the future” (Richards and Curran, 2002, p. 74). This definition reflects the commercial nature, persuasive intent, non-personalized messaging, and use of mass media, which typically characterize advertising in traditional media.

However, the aspects of advertising that play critical role are psychological, emotional, behavioural and cognitive. Psychological aspects of advertisement give the signals regarding the understanding of a unique personality or may be for a group by applying different principles and researching techniques (Kotler, 2003). Emotional aspect of advertising also plays a crucial role in the differentiation of products according to mood of users. Emotional aspect of advertisement ensures the different ways of presenting a product that are emotionally equipped or suitable according to the specification of customer. Similarly, behavioural aspect of advertisement is related to the actual customer’s reaction. In addition, cognition aspect of advertising is related to perception of people’s regarding the information of advertisement. Cognitive aspect includes attention, perception, thoughts, recognition or assimilation (Jokubauskas, 2007).

Advertising influences individual’s attitudes, behaviour and life style (Ahmed, Ahmad, Nisar and Azeem, 2017). It is one of the major sources of communication tool between the producer and the user of product. For a company product to be a well-known brand, the company must invest in their promotional activities especially advertising Hussainy, Riaz and Kazi, (2008). Latif and Abideen (2011) argue that advertising has the potential to contribute to brand choice among consumers. Morden (1991) as cited in Zainul-Abideen (2012) opines that advertising message is to establish a basic awareness of the product or service in the mind of the potential consumer and to build up knowledge about it. According to Ayanwale, Alimi and Ayanbimipe (2005),



advertising as a promotional strategy provides a major tool in creating product awareness and condition the mind of a potential consumer to decide finally on what to buy.

Gambling Advertisements in the Media

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 (Monaghan, Derevensky and Sklar, 2008). Youths appear to be particularly vulnerable to the effects of advertising (Monaghan, Derevensky and Sklar, 2008). A recent study found young adolescents (aged 11 to 12) exposed to high levels of advertising for alcohol from multiple sources were subsequently 50% more likely to drink and 36% more likely to have intentions to drink in the upcoming year than those at lower levels of advertising exposure (Collins, Ellickson, McCaffrey and Hambarsoomians, 2007), demonstrating the enduring effects of advertising on youth (Monaghan, Derevensky and Sklar, 2008). Gambling advertisements directly increase the availability of gambling by informing individuals about opportunities to gamble and attempting to influence and modify attitudes through their communicative processes (Hastings, Anderson, Cooke and Gordon, 2005).

Adolescents are frequently exposed to gambling advertisements, most often on television (reportedly viewed by 96% of youth), closely followed by the Internet (93%), with advertisements on billboards and in newspapers and magazines also commonly viewed (Derevensky, Sklar, Gupta, Messeralain, Laroche and Mansour, 2007; Felsher, Derevensky and Gupta, 2004). Similar to what has been found in studies of alcohol advertising, gambling commercials appear to have a significant influence on youth; one study found 42% of youth report that gambling advertisements make them want to try gambling and 61% imagine or dream about what they could buy with their winnings (Derevensky, Sklar, Gupta, Messeralain, Laroche and Mansour, 2007). An earlier study found 39% of adolescents would be more likely to purchase a lottery ticket after viewing an advertisement (Felsher, Derevensky and Gupta, 2004).



Marketing Strategies used to Promote Gambling

Point of sale: Point of sale advertising is designed to target consumers at the place of purchase by drawing attention to the advertised brand. Typically, point-of-sale materials are placed alongside soft drinks, candy, magazines, and chewing gum — all products that are seemingly innocuous and that appeal to the young consumer (Monaghan, Derevensky and Sklar, 2008). Cigarette point-of-sale advertisements have been shown to increase positive brand user imagery amongst primary-school children (Donovan, Jancey and Jones, 2002), which is particularly concerning given that these advertisements are placed directly in the situation where products can be purchased and, hence, increase the likelihood of impulse purchasing.

Sponsorship of sports: Corporate sponsorship remains an effective form of indirect advertising which shapes attitudes by glamorising products, builds public goodwill towards the company, and associates potentially harmful products with healthy positive images, in addition to diminishing the effectiveness of health-promotion programmes, especially those aimed at youth (Maher, Wilson, Signal and Thomson, 2006). In each country, children preferred the brand that sponsored their state's major league football competition (Pritchard, 1992). However, sports sponsorship is increasingly being viewed as a central marketing platform for gaming companies, with multiple options to reach consumers and large sums of money invested. (Monaghan, Derevensky and Sklar, 2008). The FA Premier League National fan survey of 1995 suggests that three out of ten (30%) fans find products associated with their club 'more attractive', with younger fans being much more strongly affected (FA Premier League, 1995).

Promotional products: Promotional items include hats, T-shirts, posters, and other products that feature a brand name or company logo or slogan. According to the elaboration likelihood model of persuasion (Petty, Wegener and Fabrigar, 1997) indirect forms of advertising such as in-store promotions, use of products by celebrities, and promotional items influence consumers through automatic, minimally attentive processes, which may be even more effective than more directive advertising strategies at associating products with images (such as being cool or glamorous) or good times.



Celebrity endorsements: The use of celebrities to endorse and add credibility to gaming brands is becoming increasingly popular amongst the major operators. Popular female celebrities, including Caprice (UK actress/supermodel), Brooke Burke (America's best-selling calendar model and hostess of popular E!'s Wild on...), and Nikki Cox (star of the popular weekly television show Las Vegas), endorse online gambling sites in promotions and advertisements that undoubtedly appeal to young males and encourage youth to engage in gambling activities. (Monaghan, Derevensky and Sklar, 2008). Popular entertainers and sports stars endorse products by appearing in traditional media advertisements as well as wearing branded merchandise available for consumer purchase, including clothing, shoes, and hats, and even temporary tattoos, as in the case of boxer Bernard Hopkins, who advertised Golden Palace's online casino site on his shirtless back during a title match (Iole, 2007).

Effects of Television Betting Advertising on Youths

Wagering is a type of gambling, which involves betting on the outcome of an external event or fact, such as a sporting event or a piece of trivia (Online Dictionary, 2021). Based on commercial advertising spend, gambling is currently amongst the top 20 advertising categories in Australia, and sports betting advertising is the fastest growing category, overall (Hickman and Bennett, 2016). Wagering advertising has been particularly noticeable on both free-to-air and subscription television, being even more prolific during sports and racing broadcasts on subscription television compared to free-to-air television (American Marketing Association, ACMA, 2013; Sproston, Hanley, Brook, Hing and Gainsbury, 2015). Televised advertisements for wagering have predominated in commercial breaks during these broadcasts, promoting betting brands and products, as well as live betting odds and a wide range of inducements to bet (Gordon, Gurrieri and Chapman, 2015; Milner, Hing, Vitartas, & Lamont, 2013; Sproston et al., 2015). Sports viewing audiences have described this advertising as incessant, ubiquitous, and omnipresent, arousing irritation, anger, and distaste amongst some viewers (Lamont, Hing and Vitartas, 2016; Sproston et al., 2015). Sports entertainment shows are also punctuated by wagering industry commercials, and contain sponsored segments and discussions of betting options and tips (Milner et al., 2013). Other forms of traditional media used for wagering advertising include



radio, print, and outdoor signage, the latter often located at busy public precincts such as shopping centres, transport hubs, and on public transport itself (Sproston et al., 2015). Other characteristics of wagering advertising common in T/V adverts include: its intensification in the lead-up to major sporting and racing events; continual refreshment of messages through new advertising content; and its focus on building brand recognition and brand image (Sproston et al., 2015). Common appeals were based on humour, glamour, sophistication, excitement, power, mate ship, quirkiness, fun, luck, easy access, and value for money (Hing et al, 2018). The advertisements that target young adult males through messages and images conveying that betting with that operator will enhance the bettor's power, success, male bonding, and attractiveness to women (Sproston et al, 2015; Thomas, Lewis, McLeod, Haycock, 2012b) will increase the betting desire of young people. The pervasiveness of wagering advertising has raised substantial community concerns about its saturation, normalising effects, and visibility to children and young people (ACMA, 2013; Lamont et al., 2016; Sproston et al., 2015; Thomas et al., 2012b).

In some countries like Australia, numerous government reviews and inquiries have been conducted, and some reforms introduced such as curtailing the promotion of live betting odds as part of sporting match commentary and banning wagering advertising during televised sporting events broadcast in general viewing time. Nevertheless, wagering advertising has remained an integral part of watching televised sports and races in Australia, and is also prolific in many other types of traditional media (Hing et al, 2018). Evidence on gambling advertising shows that studies have examined a variety of issues on gambling behaviour utilising a range of methodologies, but conclusions that can be drawn are limited by the speculative, self-report, and cross-sectional nature of this body of research (Derevensky, Gupta, Messerlian & Mansour, 2009). Several studies have conducted content analyses of gambling advertisements and criticised them as being misleading in their depictions of gambling as offering an exciting and glamorous lifestyle, promising easily attainable and instant financial and social rewards, and a realistic reprieve from a lifetime of work (Derevensky, Gupta, Messerlian and Mansour, 2009; McMullan and Miller, 2008, 2009, 2010; Monaghan, Derevensky and Sklar, 2008).



Both researchers and gamblers have speculated that gambling advertisements have particular potential for harm if they: reinforce erroneous gambling beliefs, such as the role of luck, superstition, skill, expertise, and practice; appeal to bravado, ego, or status; pressure gamblers into quick decisions; present gambling as an investment; promote ‘rags to riches’ stories due to gambling; encourage frequent or long venue visits or gambling sessions; obscure the odds of winning; or offer inducements to gamble (Griffiths, 2005b; Monaghan et al., 2008; Schottler Consulting, 2012). Another research stream has focused on youth, mainly using cross-sectional designs to examine associations between exposure to, and recall of gambling advertisements, and attitudes and intentions to gamble. Studies have generally found that adolescents are highly exposed to gambling advertising; have high recall of individual advertisements, slogans, and jingles; and may feel they are being groomed to gamble (Amey, 2001; Derevensky, Sklar, Gupta, Messeralain, Laroche and Mansour, 2007; Derevensky, Sklar, Gupta & Messerlian, 2010; Friend and Ladd, 2009).

An eye-tracking study of 39 Swedish youth aged 15 years (Sandberg, Gidlöf and Holmberg, 2010) found they paid visual attention to about 10% of all advertisements they were exposed to while surfing the Internet for 15 minutes; and that males paid attention to more gambling advertisements and viewed them for longer, compared to females. Youth also report feeling influenced to gamble by gambling advertising. In a Canadian study, 42% of youth reported that gambling advertisements made them want to try gambling, and 11% of males and 3% of females reported gambling, at least sometimes, after seeing a related advertisement (Derevensky et al., 2007). Qualitative and quantitative studies, also with Canadian youth, concluded that gambling advertising encourages adolescent gambling (Korn, Hurson and Reynolds, 2005a), with young people thought to be particularly susceptible to the values portrayed in this advertising (Binde, 2014). Cross-sectional surveys of US undergraduate students found that greater media exposure to poker shows and Internet poker advertisements was associated with more positive gambling attitudes and intentions (Lee, Lemanski and Jun, 2008). Adult studies have also gathered self-reports on the influence of gambling advertising. A qualitative study of 50 Australian online gamblers found that advertising and promotions play a very limited role in converting NGs to online gamblers, but had a much stronger reported role in increasing gambling amongst existing



gamblers (Hing, Cherney, Blaszczynski, Gainsbury, and Lubman, 2014a). Similarly, in a large Australian survey (N = 4,594), only 10% of Internet gamblers reported that advertising and promotions were critical to their initial uptake of online gambling, but 29% reported increasing their online gambling expenditure as a result of viewing online gambling promotions (Hing, Gainsbury, Blaszczynski, Wood, Lubman and Russell, 2014c). Mixed results have been found in studies examining the effects of gambling promotions (such as prize draws) in land-based venues.

Two studies found they increased gambling expenditure (Lucas and Bowen, 2002; Southwell, Boreham & Laffan, 2008), while another study reported no effect (Edelhoff, Grimes and Battista, 2014). Comparative research has examined whether gambling advertising impacts differentially on different gambler risk groups. In a large Norwegian study (N = 6,034), a higher proportion of people with gambling problems reported that gambling advertising impacted on their gambling-related attitudes, interest, and behaviour, compared to recreational gamblers, regardless of level of advertising exposure (Hanss, Mentzoni, Griffiths and Pallesen, 2015). In research with 100 New Zealand adults, those with a gambling problem reported a larger influence on spending more than intended for some gambling forms and gambling slogans, compared to NPGs (Schottler Consulting, 2012). Also in New Zealand, people experiencing gambling problems felt more encouraged by gambling advertising to think they could win (Clarke, Tse, Abbott, Townsend, Kingi and Manaia, 2006, 2007). Studies in Australia, the UK, Sweden, Denmark, and Hong Kong have all indicated more self-reported influence of gambling advertising on problem compared to NPGs (Binde, 2014; Hing et al., 2014a; McCormack, Shorter and Griffiths, 2013).

Gambling advertisements and promotions can act as reminders about gambling, trigger gambling urges, provide inducements to gamble, and undermine attempts to moderate gambling (Binde, 2009; Hing et al., 2014a). Youth with gambling problems also report stimulation to gamble from related advertisements (Derevensky et al., 2010; Felsher, Derevensky and Gupta 2004a, 2004b; Korn et al., 2005b). Overall, there is consistent evidence that people with gambling problems report more stimulation to gamble from gambling advertising and promotions, compared to people without gambling problems. However, it is not known whether this is a real effect,



whether higher risk gamblers are more attuned to gambling advertising, or whether there is a third variable explanation (Binde, 2014). Overall, the effects of gambling advertising on gambling behaviour remain uncertain due to the self-report, cross-sectional, and exploratory research designs utilised to date. When used as a sole means of data collection, self-reported impacts of gambling advertising can be unreliable on their own, because advertising can subtly and subconsciously affect product preferences over time; and because of the well-recognised third-person effect, where people tend to believe that advertising influences other people, but not themselves (Binde, 2014). Further, cross-sectional designs cannot identify causal pathways; greater exposure to gambling advertising may lead to greater gambling involvement, or vice versa. More rigorous designs are needed to accurately assess the effects of gambling advertising on gambling behaviour.

Themes examined in most betting advertising include content of wagering advertisements; self-reported attitudes to wagering advertising; cross-sectional studies of associations between exposure to wagering advertising and wagering attitudes, intentions, and behaviours, including differential effects by gambler risk groups; and some aspects of wagering inducements. Frequent appeals used in wagering advertising include sports team fandom and loyalty, mateship, masculinity, power and control, excitement, risk, winning, social status, sexual appeal, fun, glamour, and sophistication (Deans et al., 2016; Sproston et al., 2015). Use of these appeals has been criticised for normalising betting by influencing the cultural meanings that young males hold about the relationship between gambling and sport (Deans et al., 2016), conveying only positive messages about wagering (Thomas et al., 2012), and encouraging betting and impulse betting (Lindsay et al., 2013; Thomas et al., 2012a). This type of advertising has also been criticised for downplaying the risk involved in betting, magnifying control over wagering outcomes, and heavily promoting in-play betting which can facilitate problematic gambling (Lopez-Gonzalez, Estévez & Griffiths, 2017b; LopezGonzalez, Guerrero-Solé, Estévez and Griffiths, 2017d; Lopez-Gonzalez, Guerrero-Solé & Griffiths, 2017e; McCormack & Griffiths, 2013).



However, evidence of these effects is primarily limited to self-report from some bettors. Several studies have focused on attitudes to wagering advertising amongst the broader community and particular population sub-groups. In a representative national Australian survey, two-thirds of respondents had recently noticed increased wagering advertising and promotions; one in six considered wagering advertising during sports broadcasts and sports entertainment shows to be unacceptable; and around four-fifths supported restrictions on the timing and amount of this advertising (ACMA, 2013). In qualitative research, sports bettors have expressed feeling targeted and bombarded by sports betting advertising (Deans, Thomas, Derevensy and Daube, 2017; Thomas et al., 2012b); while sports viewers have reported some positive emotions, such as excitement, hope, and arousal, as well as negative responses including annoyance, irritation, and concern about its normalising and persuasive effects (Lamont et al., 2016; Sproston et al., 2015). Australian parents have also expressed concerns that the proliferation of this advertising normalises gambling amongst children (Thomas, 2012); while adolescents (aged 12-17) report high awareness of, and exposure to, wagering advertising, particularly during live and broadcast sporting events (Hing, Vitartas, Lamont & Fink, 2014e; Pitt et al., 2016).

Cross-sectional studies have revealed associations between exposure to wagering advertising and wagering attitudes, intentions, and behaviour. In research involving 212 Australian university students, greater exposure to gambling and wagering advertising during televised sport was positively associated with gambling intentions; and those with higher PGSI scores tended to have greater exposure to this type of advertising, to view it more favourably, be interested in the gambling sponsor's products, and be more willing to use them (Hing, Vitartas and Lamont., 2013). In a survey of 131 Australian adolescents aged 12-17, greater intention to bet on sports once of legal gambling age was predicted by male gender, and positive attitudes to both gambling sponsors and to the advertising of gambling during televised sport (Hing et al., 2014e). Focusing on adults (N = 1,000), more frequent exposure to sports-embedded gambling advertising predicted greater intended frequency of sports betting, as did higher PGSI scores, previous sports betting participation, and more positive attitudes to this advertising (Hing et al., 2015a).



Amongst 544 Australian sports bettors, PGs indicated highest approval of, and feeling most encouragement to bet from, sports betting promotions during televised sport, when compared to other gambler risk groups (Hing, Lamont, Vitartas & Fink, 2015b). In a sample of 2,589 Australian adults, those with greater exposure to sports betting advertising in digital media were more likely to bet regularly on sport, while those with greater exposure to race betting advertising in traditional media were more likely to bet regularly on races (Sproston et al., 2015). These relationships were mediated by emotional and cognitive responses to this advertising, and by social norms.

These cross-sectional studies indicate a likely relationship between exposure to wagering advertising and wagering attitudes, intentions, and behaviour, but are unable to clarify causal directions. While exposure may heighten positive attitudes, intentions, and behaviours, it is also highly likely that more involved bettors are more exposed to this advertising. These studies are also limited by their self-reported measures of exposure to wagering advertising. More accurate measures, such as eye-tracking, are needed to assess visual attention to wagering advertisements and their component elements (Binde, 2014). A recent innovative study based on the Implicit Association Test found an implicit association between gambling and sport amongst youth aged 14-24 years due to exposure to gambling advertising, sponsorship and other brand encounters (Li, Browne, Langham, Thorne & Rockloff, 2018). Little is known about how wagering inducements, such as stake-back offers, matching deposits, and bonus bets, influence betting behaviour.

Hing et al. (2017d) discussed their potential to entice new users to betting through recruitment offers (e.g., sign-up and refer-a-friend offers); and to encourage further betting amongst existing users through the opening of additional betting accounts, by lowering the price of betting, by encouraging volume purchasing through multi-bets, and by promoting rapid and concentrated betting during happy hours. They were particularly critical of bonus bets with play through conditions, which require bettors to spend more on betting before being able to withdraw any winnings from the bonus bet — which clearly increases their betting activity. Further, the terms and conditions associated with bonus bets often obscure their true cost, undermining informed



decision making. Cash-out inducements have also been criticised for transforming betting into a continuous activity, and facilitating loss of control due to the changed structural characteristics and the emotionally charged context in which cash-out decisions are typically made (Lopez-Gonzalez & Griffiths, 2017a). However, these concerns about wagering inducements have not been verified by empirical research beyond some anecdotal accounts. Some qualitative studies have captured gamblers' views about the effects of wagering inducements on their betting behaviour. For example, 34 of the 50 young male sports bettors interviewed in one Australian study identified inducements as the most effective marketing strategy in getting themselves and others to bet on sports (Deans et al., 2017). Some described how these incentives lower the perception of risk, stimulate impulsive bets, and promote feelings of control over betting outcomes (Deans et al., 2017).

Sports bettors also report opening multiple betting accounts to access inducements from numerous operators (Deans et al., 2017; Gordon et al., 2015; Hing et al., 2014a, 2014b; Thomas et al., 2012b). People in treatment for problem gambling particularly report increased betting in response to wagering inducements, explaining that they activate urges to gamble, can undermine resolutions to curtail betting, trigger relapse, and extend time and money spent on wagering through the use of bonus bets and matched deposits (Hing et al., 2014a). Empirical research has examined associations between uptake of wagering inducements and impulse betting. Several features of wagering inducements might trigger impulse betting, including their promotion during bet table events, push marketing efforts directed at consumers, and ease of uptake at the point-of-sale (Hing, Li, Vitartas & Russell, 2017a). A large survey of Australian sports bettors (N = 1,813) found that more frequent users of wagering inducements had a greater tendency to place impulse in-play bets, particularly PGs and frequent sports viewers (Hing, Russell, Li and Vitartas, 2018b). Further, these inducements were predictive of impulse betting during play, regardless of individual psychological characteristics including buying impulsiveness, and socio-demographic characteristics such as age. However, causal directions for these relationships could not be ascertained by this cross-sectional study. Empirical research has also confirmed that wagering inducements tend to encourage complex bets, whose odds are difficult to estimate, and



risky bets, with low odds of winning and which increase gambling losses and operator profits. This research was conducted in the UK by examining betting advertisements during the 2014 soccer World Cup (Newall, 2015), and during televised English Premier League matches; and also through a series of five experiments (N = 1,467) demonstrating that soccer fans rarely formed rational probability judgments for complex events (Newall, 2017). A conjoint analysis revealed that type of bet had more utility than type of commentator, type of appeal, and format of the promotion. ‘Risk-free’ bets (offering a refund under certain conditions) were the most enticing of all bet types examined, and for all gambler risk groups, indicating the relative appeal of this type of wagering incentive. (Hing, Russell, Li and Vitartas, 2018b).

Theoretical Framework

This study is anchored on stimulus-response model which focuses on: Attention, Interest, Desire, and Action (AIDA) model. The AIDA concept was developed by American businessman Elias St. Elmo Lewis in 1898. In alignment with the seminal stimulus-response Attention, Interest, Desire, and Action (AIDA) model of advertising persuasion (Rawal, 2013), we used this model to explore the subject matter of this study because of its relationship of the components of the model to this study. Gambling advertisements attract attention of the students because of the sometimes elusive hope that gambling is an easy way to make money; such adverts also retain the interest of students and keep stimulating them to invest in gambling because sometimes, it works and money comes in from the investment to alleviate students financial needs; there is also the desire by students to get money without much sufferings, hence TV gambling Ads keep increasing the desire of students to gamble, and the cumulative effects of the first three elements of AIDA move gamblers to take action by investing more and more even when the lose more money than they get. Advertisements for wagering inducements engage the attention of existing bettors, are particularly effective at eliciting interest (excitement) amongst bettors, and trigger desire to take up inducements considered exciting — all precursors to the action stages of betting. Exposure to wagering advertisements and inducements affect betting intentions, with greater aggregate exposure linked to higher intended betting expenditure. Heightened aggregate exposure also influences betting behaviour, by increasing the likelihood of betting, actual betting



expenditure and, amongst race and football bettors, spending more on betting than intended. When placing bets with inducements, bettors tend to place riskier bets. The AIDA model adequately explains this study and makes it easier to understand. It is, therefore, an adequate model for the study.

Methodology

We adopted observational research method to gather the data which we processed to produce the information used for this study. Observation method is described as a method to observe and describe the behaviour of a subject and it involves the basic technique of simply watching the phenomena until some hunch or insight is gained (Kumar, 2022). Observation being a way of gathering data by watching behaviour, events, or noting physical characteristics in their natural settings was considered the best approach to gather information about students betting habits. This research design helped to reduce the possibility of the student bettors denying involvement in betting for fear of punishments from their various schools. It, therefore, helped to produced credible results based on empirical evidence. The use of direct observation helped us to gain insight into the betting habits of the students, the implications and consequences of students' involvement in betting.

To collect the required data through observation, we first defined our research question and objectives, such as what we wanted to observe and why. We also choose the type and mode of observation that best suited the research, who and what were observed and where. In addition, we designed the observation protocol and instruments such as the tools and techniques used to observe and record data. Lastly, we analyzed the data and reported our findings. This involved organizing, coding, interpreting the data, looking for patterns, themes, or relationships, presenting and communicating your results.



Results

We observed students in three tertiary institutions in the South-East Nigeria. We started observing students we found in groups of three, four and sometimes between five and eight in number discussing their wins and losses, football clubs in Europe that could possibly win the week's fixtures. There were some agreements and disagreements among the clubs to bet, particularly when it came to European Leagues involving matches between clubs such as Man City, Arsenal, and Manchester United. Other clubs they often disagreed were clubs in Italian league such as Inter Milan, AC Milan, Atalanta, Roma Juventus and Napoli. This discussions indicated that the students were involved in betting, especially in football game. Some of the students also shared their experiences on the previous matches they watched these clubs on Television in action. Betting companies adverts come in between match hours. Such adverts are usually powerful influencers on the students' psychology and with the huge amount of money to win as promoted in the adverts, students are influenced to bet more money even when the game is already on. We observed some students in viewing centres betting more as they adverts came on TV screen at half time and phase off for second half. We concluded from these observations that betting ads has power that influences students to bet.

In all our direct observations, we discovered that the students did not talk about Nigerian League. This could be because of the low level of adverts directly related to winning a bet on Nigerian clubs. It could also be because of the low level of trusts on Nigerian clubs in terms of winning a match. The lack of consistency of Nigerian clubs winning a match poses high risks for bettors and this could possibly discourage Nigerian students from staking their money in their matches.

We also observed that most of the students that bet were males. Their female counterparts were very few in viewing centres and were found to concentrate in chatting with their friends and only paying attention to the ongoing match when there was a shout of 'goooooal'! This suggests that they female students do not pay attention to the bet adverts when matches are going on and could, therefore, be hardly influenced by such adverts. However, it is possible that some of them could be influenced by their male friends to stake.



Furthermore, we observed that some of the student's bettors stake their school fees to win more money. Two of the researchers reported a situation where three students within the period of this study were found regretting tampering with their school fees after losing. This could make such students to drop out from school or look for dangerous alternative ways to make up their losses.

Discussion of Findings

From the analysis of the field data and the literature we reviewed, that addressed the research questions, we found that: students in tertiary institutions are exposed to TV advertisements of betting. As noted by Amey (2001), Derevensky, Sklar, Gupta, Messeralain, Laroche, and Mansour, 2007; Derevensky, Sklar, Gupta and Messerlian (2010); Friend and Ladd (2009) studies have generally found that adolescents are highly exposed to gambling advertising; have high recall of individual advertisements, slogans, and jingles; and may feel they are being groomed to gamble. Also, the study by Korn, Reynolds, and Tim (2015) shows that young people have been "overexposed" to commercial gambling advertisements through youth popular television shows.

It was also found that television advertising influences students gambling behaviour to a large extent. This finding is in line with the result of the study carried out by Binde, 2009; Hing et al., (2014a) which indicates that gambling advertisements and promotions can act as reminders about gambling, trigger gambling urges, provide inducements to gamble, and undermine attempts to moderate gambling. Youth with gambling problems also reports stimulation to gamble from related advertisements (Derevensky et al., 2010; Felsher, Derevensky and Gupta 2004a, 2004b; Korn et al).

Similarly, this study found that television advertising of betting is one particular marketing technique that influences the betting habits of students. The literature reviewed and the data analyzed support this finding. In addition, the study by Korn, Reynolds, and Tim (2015) show that commercial gambling advertising does influence youths' gambling attitudes, knowledge, beliefs, and behavioural intentions. In addition, we found that gambling inducements always advertised on television influence the betting habits of students. Such inducements lure student to put more bets.



Literature reviewed in this study and the data analyzed suggest that TV betting advertising influences the betting habits of young people. Young people exposure to TV betting advertising inducements account for why many young people have taken betting as a way to make money. The empirical review shows that no study on TV betting advertising focused specifically on students betting habits. This leaves a gap in literature which this study has filled. It is possible that this kind of study could help young people, especially the students in higher institutions to adjust their betting habits and reduce the risks of losing their health and money in uncontrolled betting.

Conclusion

Gambling in the form of betting is a common practice globally. In Nigeria, gamblers exist in both the larger society and among students. In this age of digital economy, gamblers bet through various platforms including online betting. In which ever forms gambling exists, it is promoted with advertisements in different media including television. Such advertisements have been found to influence students betting behaviours.

We conclude that gambling advertising on TV has negative effects on the students in tertiary institutions. When students are exposed to TV betting Advertisement, it tends to increase their urge to bet more. This has serious economic consequences on the students. The loss of money in betting by many students has been found to make some of them not to pay their school fees. Many students are exposed to the adverts on betting that is shown through television. The messages of the adverts have been found to have significant effects on the attitudes of students toward gambling. It suffices to state that there is no gain in students who depend on their parents for sponsorship to engage in betting in any form.

Recommendations

Based on the findings of the study, we recommend as follows:

1. Students should avoid exposure to TV betting advertisements. This will help them to avoided being lured to betting by such adverts.
2. The management of tertiary institutions should include gambling education in the orientation of new students to make them aware of the risks involved in betting.



3.

4. Laws against gambling should be introduced in every tertiary institution to punish students caught in the act of gambling and discourage potential students' gamblers.
5. Parents should warn their children against gambling before sending them to university.

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