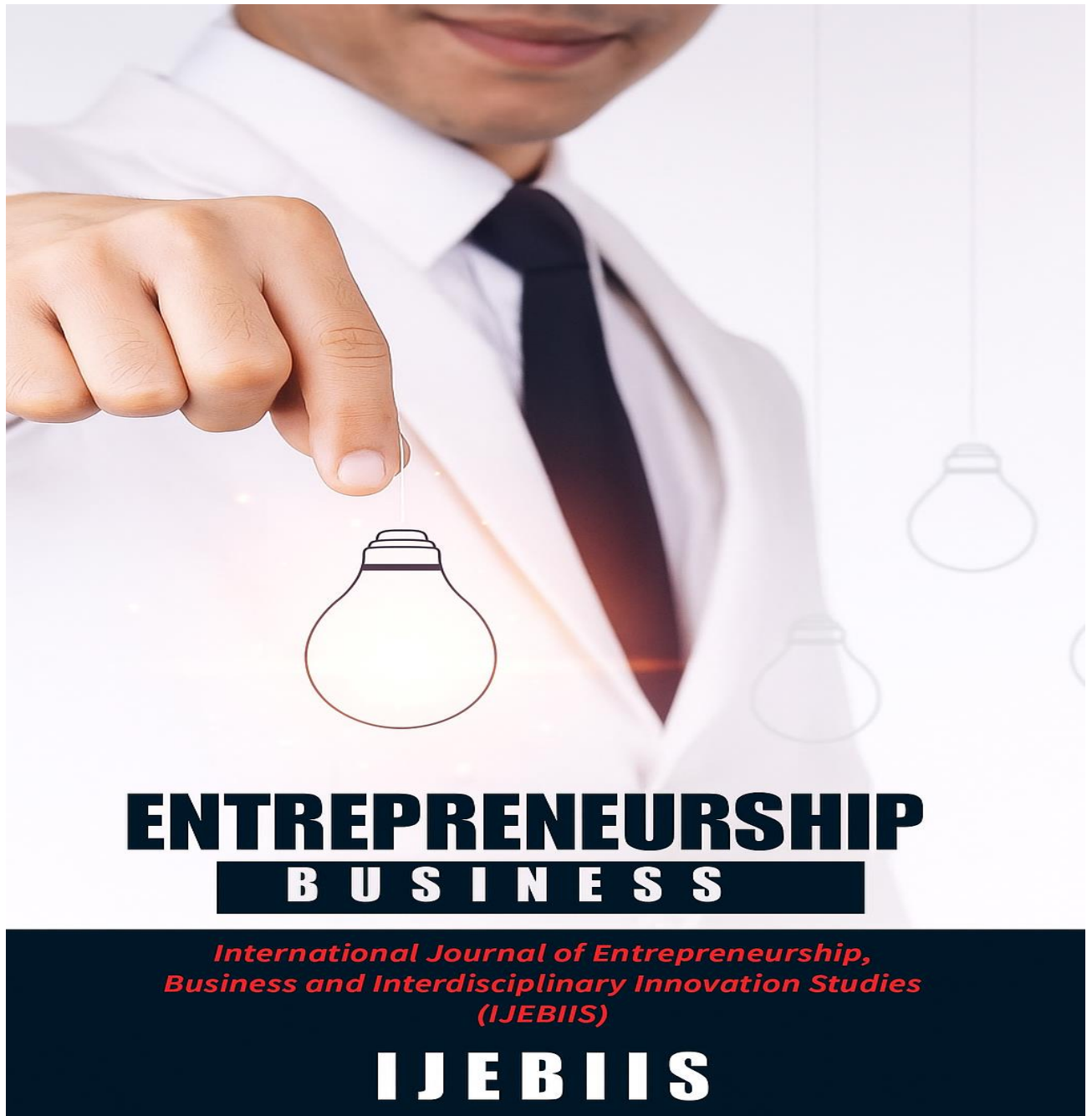




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THE IMPACT OF FOOTBALL BETTING ON SOCIOECONOMIC STATUS OF YOUTHS IN THE FCT, NIGERIA

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Abstract

This study examined the impact of football betting on socioeconomic status of youths in the FCT, Nigeria. This study adopted the Tversky and Kahneman's Prospect theory and Expected utility theory. In all, a total of three hundred and thirty-five (335) respondents were used for the study. The Pearson product-moment correlation coefficient (r) and Spearman's rank test were prepared with Statistical Package for Social Science (SPSS) Version 23 to measure the relationships between variables namely; Football Betting (FB), Football Betting Ads (FBA), Peer Group Pressure (PGP) and Socioeconomic Conditions of Youths (SCY). The major findings indicated that there is a significant relationship between; football betting and the socioeconomic status of youths in Federal Capital Territory (FCT), football betting and customer patronage of football betting products in Federal Capital Territory (FCT), football betting advertisement and consumers' frequency of betting in Federal Capital Territory (FCT), economic gains and customers' patronage of football betting products in Federal Capital Territory (FCT) and peer group pressure and customers' patronage of football betting products in FCT. This research has concluded that football betting has an undeniable socioeconomic impact on the consumers', particularly the behavior of youths in the Federal Capital Territory (FCT). Its economic impact on the mentality of youths in FCT cannot be overemphasized as many youths engaging in betting see it as a profitable venture that can help them tame poverty and sustain livelihood. It was recommended that State and Federal Ministry of Culture, National Orientation Agency and the FCT government should work together to sensitize young Nigerians against developing addictive habit to football betting and depending on it as a source of livelihood. Also, both State and Federal government agencies in charge of entrepreneurship development should develop and implement more strategies for attracting young Nigerians especially tertiary institution students to cultivate productive entrepreneurial skills and ensuring that these skills are effectively put to use.

Keyword: Football betting, Peer Group Pressure and Socioeconomic Conditions of Youths.

INTRODUCTION

Sports are social activities that mean various things to different people. According to Kurian, Sinha, and Nanda, (2019), sports are usually aimed at entertainment and leisure, but their meaning varies among different cultures and people. The complexity, nature, purpose, and essence of sport has however, always varied over time and across societies. Similarly, Griffiths, & Parke (2017). noted that sports serve both social and therapeutic purposes across social contexts, including male and female relations in the context of home. This shows that sports, for instance football, have diverse appeals and are multi-contextual in purposes and manifestations (Armstrong & Giulianotti, 2004).

Sport betting is the game of gambling whereby individuals make gains from sport by successfully predicting the outcome of various sport events in a competition, tournament or league (Tade, 2014). For instance, football betting, in most societies where it is practiced, is fast becoming a popular space for resources exchange within the capitalist remit. This is so since fans take their “fandom” further through expressive economy for gains and losses in the context of Marxian survival of the fittest in the capitalists’ moderated settings.

The first betting events ever to be recorded in history were held in the time of the Greek city states, over 2,000 years ago. The Romans soon adopted it from the Greeks and they turned it into a real business, especially from the famous gladiator games. It soon spread to England, where its most famous branch was horse racing, and subsequently, to the rest of the world.

NairaBet was Nigeria’s first domestic online sports betting site. A report from Klynveld Peat Marwick Goerdeler (KPMG) in 2016 revealed that a leading sports betting company in Nigeria, ‘Bet9ja’ makes an average monthly turnover of \$10 million dollars. While NairaBet makes an average turnover of \$3million to \$5million dollars. Sport betting companies such as NairaBet, Merry bet, Bet9ja, Supabets, Naijabet, Sportybet amongst others can be found almost everywhere in the FCT.

The sport betting industry has been able to take advantage of the increasing fan base of football in Nigeria, hence, incorporating it in its gaming activities. There are some leagues with huge fan base; English premier leagues, Italian Serie A, Spanish la li ga amongst others.

Betting during these leagues gives the youths an opportunity to earn from the matches that they enjoy watching. Gambling in Nigeria is regulated by the National Lottery Regulatory Commission (NLRC) and gambling in Nigeria has an age restriction of 18 years and below.

A report by News Agency of Nigeria (NAN), shows that roughly 60million Nigerians between the ages 18 and 40 are involved in active sports betting. Almost N2 billion naira is spent on sports betting daily in Nigeria which translates to nearly N730 billion in a year. Furthermore, Price water house Coopers predicted that Nigeria's gross gambling revenue will grow by 16% until 2023 and even higher after that year. Hence, this industry could create employment for youths in the Federal Capital Territory. Also, it could become a new source of income and contribute to Nigeria's GDP if taxed and regulated properly. Also, it will go a long way in boosting the Nigerian economy.

It is against this background that the study is out to investigate the impact of football betting on consumer behaviour in Nigeria. (1) Examine the relationship between football betting and socioeconomic status of youths of the FCT of Nigeria. (2) Ascertain the relationship between football betting advertisement and consumers' frequency of betting. (3) Establish whether there is relationship between peer group pressure and customer patronage. The rest of the study is presented as follows: section 2 presents the literature review involving the theoretical underpinning of the study and the review of empirical studies. Section 3 focuses on material and methods which captures the data and model specifications. Section 4 analyses the data and divulges the findings, while sections 5 conclude the paper and highlights the recommendations.

2.0 REVIEW OF RELATED LITERATURE

2.1 Conceptual Framework

2.1.1 Football Betting

Football betting is a common aspect of gambling in societies (see Ohtsuka 1997) and hence, it is a gambling technique whereby the gambler predicts football results and stakes his/her valuable with the expectation to win and make gains. The prediction can range from the

number of goals score by each team, which team wins the match, how many yellow cards or red cards given in the match, how many corner kicks, who will score from either of the teams even to number of goals scored in the match either in first half or second half of the game etc.

The betting activity has advanced from manually marking physical papers like traditional pool staking to staking online just with the aid of your mobile phone and betting applications like Naija Bet, Bet king, Sure Bet, Naira Bet, 1960 Bet, Merry Bet, Bet Colony, Winners Golden Bet, Apollo Bet, Bet 360, Bet 365 etc. Football betting has even advanced to virtual level where bets can be placed, won or lost by the gambler in absence of real football event taking place anywhere in the world. Football betting has generated heavy traffic in betting industries and shops hence impacting the economic activities of the FCT and in the global perspective is now taxable and generates income to the government (Requirement of online sports betting in Lagos 2015; National sports policy of Nigeria 2009). Even with the inconsistency of regulating and financial environment, the estimated surveyed value of football betting globally, is around 700 billion USD, statistical Portal (2015).

2.1.2 Consumer Behaviour

Consumer behaviour has been widely conceptualized as the study of how individual customers, groups or organizations select, buy, use, and dispose of ideas, goods, and services to satisfy their needs and wants (Solomon, 2016). The term has also been used imply the actions of the consumers in the marketplace and the underlying drive for these actions. Engel, Blackwell, and Miniard (1990) perceives consumer behaviour as the actions and decision processes of people who purchase goods and services for personal consumption.

According to Loudon and Bitta (1993), consumer behaviour is the decision process and physical activity, which individuals engage in when evaluating, acquiring, using or disposing of goods and services.

It is a common belief among marketers that having a good understanding of why consumers choose to buy particular goods and services can enable them better determine which products

are needed in the marketplace, which is obsolete, and how best to present the goods to the consumers. Kotler, and Keller, (2016) added that studying consumers provides clues for improving or introducing products or services, setting prices, devising channels, crafting messages, and developing other marketing activities.

Thus, it can be said that consumers are usually regarded as actors in the marketplace who performs various roles in the marketplace. They could be the information provider, product user, the payer and/or the disposer, consumers play these roles in the decision process. Among the various factors influencing consumer behaviour are marketing factors which includes product design, price, promotion, packaging, positioning and distribution; personal factors which includes age, gender, education and income level; psychological factors which includes customers' buying motives, their perception of the product and attitudes towards the product; situational factors which includes their physical surroundings at the time of purchase, their social surroundings and time factor; and social factors which includes their social status, reference groups and family (Chand, nd.). Each of these factor changes from time to time and varies from one consumer to another.

2.1.3 Factors Influencing Young People's Patronage of Football Betting Products

2.1.3.1 Cultural Factors

Cultural factors consist of culture, which is the fundamental determinant of a person's wants and behavior, and smaller sub cultures that provide more specific identification and socialization for their members. Sub cultures include nationality, religion and geographical regions (Kotler & Keller, 2016). Maloba (2018) categorizes cultural factors that affects consumers' behaviour in sport betting into 'culture' and 'sub-cultural factors', these are subsequently discussed.

Cultural values and beliefs can influence gambling patterns in a number of ways. They can encourage or discourage involvement in gambling. Different cultures have distinct attitudes about gambling and taking risk. Previous research has reported that positive attitudes toward

gambling is related to the tendency to take risks. Patterns of gambling in the general population show that every society has its own ethics in relation to gambling (Ohtsuka & Chan, 2014). This varies from total abstinence as in some Muslim groups to qualified endorsement as in American and European societies to a relatively high level of participation as occurs among the Chinese. The values and beliefs (moral principles and accepted standards of a person or group), therefore, can have an impact on their decision-making and evaluation of unpredictable and uncertain outcomes of life situations. The notions of luck, fate, control, and destiny in the traditions and belief systems of the Chinese culture lead to a stronger illusion of control and further prompts them to gamble (Raylu & Oei, 2014).

2.1.3.2 Sub-Cultural Factors

A group of individuals who identify with the same customs, traditions and values form a sub-culture. A sub culture gives their members a more specific socialization and identification. People sharing the same life style, geographic location, religion, nations, and racial groups all form sub- cultures (Kotler & Keller, 2016). Many marketers see teens as a distinct global subculture. Consumers in this age group have much common regardless the geography, including a shared interest in pop music and fashion.

Television, social media such as YouTube and the popularity of the mobile electronic device have only intensified the commonalities of this sub culture, which has an immense collective spending power. Estimated at more the 7 billion Pounds in UK alone (Woods, 2013). Teens are seen as a distinct subculture globally according to many marketers. This age group of consumers has common characteristics for example shared interest in fashion and pop music regardless of their geography. The popularity of electronic devices, social medias channels such as YouTube and Facebook and television have intensified the similarities of this subculture (Woods, 2013).

2.1.3.3 Social Factors

There are a number of social determinants that may have implications for understanding sports betting among the youth. Gambling can be understood in terms of how an individual is

socialized; for example, how children learn about money, Saving and risk. Addiction Research revealed that gambling was associated with peer gambling, parental and pro gambling attitudes (Delfabbro & Thrupp, 2013).

Adolescents are less likely to show interest in future gambling if their parents teach them about saving money, keeping a budget, and maintaining their finances (Delfabbro & Thrupp, 2013). Approximately two thirds to three quarters of children will have participated in some form of gambling in their pre-teen and teenage years, despite the fact that there is a legal age for regulate forms of gambling. Research shows that while children engage in soft forms of gambling such as scratch cards or lotteries, the more pervasive forms in facilitating children's gambling behavior of online gambling are as a result of social influences such as peers and family members (Pitt, Thomas, Bestman, Daube & Derevensky, 2017).

2.1.3.4 Reference Groups

Reference groups have a great potential of influencing consumer behavior but its impact varies across products and brands. The term reference group is used to indicate a group of people that influence an individual's attitude or behavior. This group consists of family members or work colleagues. Some reference groups may be formal, e.g. members of a club or society, while others may be informal, friends with similar interests (Perreault, Cannon, & McCarthy, 2015). Parke and Griffiths (2001) speculated that one positive aspect relating to Internet gambling might be to reduce risk because it reduces the social facilitation effect. Gambling with friends and other spectators tends to increase the level of risk-taking in making bets and increases the length and frequency of visits to gambling environments.

Rockloff and Dyer (2017) carried out an experimental study suggesting that players' may increasingly engage in risky gambling as a way of impressing other players. The study's findings indicated that players bet more and lost more money when receiving information about other players' winning compared to those players in similar experimental trials but receiving much less information. Hardoon and Derevensky (2061) conducted a study on

children gambling in groups. They found that girls had increased mean wagers when they gambled in groups. No increases in mean wagers were found among the boys. Their results also indicated that children were more susceptible to peer influences than adults. Other factors, such as the medium of playing, may affect social facilitation. Griffiths and Parke (2017) have speculated that the one positive aspect of Internet gambling is that it may reduce the social facilitation risk. They also support the idea that gambling with friends may facilitate higher risk betting behavior, although no empirical support was provided for such an assertion.

2.1.3.5 Personal Factors

The Personal factors are the individual factors to the consumers that strongly influence their buying behaviors. They include lifestyle, occupation, age and income (Solomon, 2016). Age and life cycle influences what the consumer will buy and the reasons of making purchases also changes over time (Jobber, 2018). In their study of sports bettors in Canada, Spain and the United Kingdom, Humphreys and Perez (2012) found that relative to the general population, sports bettors were young males with relatively high incomes, employed full time, better educated and with regular access to the Internet and to mobile devices. Gainsbury, & Suhonen, (2013) national study of gambling patterns in Australia also found that interactive sports gamblers appeared to be younger males, with higher levels of education and employment, and with access to the Internet.

People who have different social classes and also those who stem from different professions will have different living styles. The opinions, interests and activities of various individuals can be confirmed by their lifestyle and this affects their purchase patterns (Kotler & Keller, 2016). According to the British Gambling Prevalence Survey in 2010, those from the highest income households in the United Kingdom had the highest prevalence for online gambling, while those from the lowest income households were less likely to take part in online gambling activities (Wardle 2013).

2.1.3.6 Psychological Factors

Psychological factors are the factors that centers on the psychology of an individual that drive his actions to seek satisfaction. Some of the important psychological factors are attitudes and beliefs, learning and experience, perception, motivation and personality (Woods, 2013).

2.1.3.7 Learning and Experience

The research of goods and services before a consumer decides to buy the products is referred to as learning while knowledge from previous use of goods and services is referred to as experience. Nowadays the Internet facilitates for online learning, self and group education. Learning and experience both influence buying decision and thus influences consumer behavior (Jobber, 2010).

An individual may learn from various way though observation, behavior and practice. Generally, social learning refers to any machinery through which individuals learn from others. It includes observational learning, where individual behavior is based on their observation of the behavior of others because of the information they get (Cai, Chen, & Fang, 2017). For example, many gamblers will pay attention to crucial details in the gambling activity before they make the decision to bet. The gamblers identify with the strategy used by the other gamblers, evaluate the model's task behavior and define the self-reflection (Mwadime, 2017).

2.1.3.8 Motivation

Motivation is the activation of consumers' needs and wants. Motivation influences a consumer to desire particular goals that can be equated to needs. Consumer needs can be categorized as basic needs; food shelter and clothing or security needs, esteem needs, psychological needs or social needs (Woods, 2013). Early wins may result in the belief that gambling is an easy source of income, or, in response to losses, motivate the individual to persist in gambling with the expectation of recouping such losses or chasing losses. Wins serve to reinforce illusions of control and belief in luck/fate, with superstitious beliefs and

rituals emerging in response to chance associations between external variables being misinterpreted as causally linked (APS Gambling Working Group, 2010).

There are many reasons why people gamble recreationally. These may be broadly classified under two non-mutually exclusive types of motivation: the desire for positively reinforcing subjective excitement and arousal; and escape from stress or negative emotional situation. Both social and monetary reward expectancies facilitate gambling due the learnt association with, and capacity to enhance or regulate, positive affect (APS Gambling Working Group, 2010).

Raylu and Oei (2014) also revealed that there was a link between gambling and psychological needs such as relieving anxiety and escaping from stress. Winning money (chasing losses) and relieving tension, stress and emotional distress are implicated in promoting continued gambling. Winning money generates excitement leading to continued play being rewarded. Similarly, the experience of dissociation enabling the temporary emotional escapes from aversive negative affective state represents a negative reinforcer that also motivates continued play. Winning also acts as a second order reinforcer, in that the repeated association of gambling-related paraphernalia and environmental cues (conditional cues) with gambling-induced excitement and arousal (unconditional cues) results in the experience of excitement and arousal following subsequent exposure to unconditioned cues.

2.1.3.9 Attitude and Beliefs

Attitude is the positive or negative emotional state or feelings of consumers while beliefs are assumptions and convictions that are held to be true, by consumers regarding how a product or brand performs. The attitude and beliefs of consumer will influence their purchase behavior (Solomon 2016). Within the cognitive model, family and social interactions coupled with pre-existing beliefs and attitudes determine the likelihood that an individual will decide to participate following exposure to gambling opportunities. An Internet site's ability to create trust has long-term consequences on customer loyalty and retention. Customer satisfaction is

associated with business performance indicators including profitability, word-of-mouth, and return intentions (APS Gambling Working Group, 2010).

2.1.3.10 Personality

Personality is the inner psychological characteristics of individuals that lead to consistent responses to their environment. A person may tend to be warm or cold, dominant or subservient, introvert or extrovert, sociable or loner, adaptable or inflexible, competitive or cooperative (Jobber, 2010). Individuals have different personalities and purchase decisions will differ based on the various personalities (Schiffman & Kanuk, 2010). Personality traits represent characteristic ways of thinking, feeling, and behaving, and are robust predictors of health-risk behaviors such as unsafe sex and dangerous driving habits important life outcomes like educational attainment, divorce, and longevity and mental disorders (Krueger, Caspi & Moffitt, 2016). Individual differences in personality are likely to play an important role in explaining the propensity to gamble (Savage, Slutske & Martin, 2014).

More specifically, personality traits such as sensation seeking, impulsivity, and sensitivity to rewards and punishments are correlated with betting. These personality traits are believed to modulate arousal to wins and losses that, in turn, influences betting patterns (Mardaga & Hansenne, 2012). McDaniel and Zuckerman (2013) conducted a research to look for a relationship between sensation seeking and gambling behavior in normal populations. Based on a study of 790 adults, they reported that there was a significant relationship between sensation seeking, impulsivity and regular gambling behavior.

2.1.3.11 Perception

Perception is the way consumers look at the world based on their senses and applying how they view the world when it comes to purchasing decisions (Schiffman & Kanuk, 2010). According to a research done by Wong and So (2013) many online gamblers perceive Internet gambling as trendy, safe and healthy entertainment, which provides the opportunity to win money and thus influences betting behavior.

Chinese have a perception that gambling is a way of life for them since a large number of the population participate in gambling (Raylu & Oei, 2014). Wood (2013) add that some people may gravitate toward Internet gambling due to their perceptions that online venues offer better payout rates. Similarly, an Australian study found that online gambling sites were most likely to be selected because of reputation, payout rates, customer protection, game fairness, and finance security. This suggests customers seek well-known sites (Gainsbury, Wood, Russell, Hing, & Blaszczynski 2012).

2.2. Theoretical framework

The rationale for the choice of the variables used in our model is the Prospect and Expected Utility theory (earlier reviewed). This theory hypothesized that people's behaviour universally in making choices are usually, more often than not, motivated by gain prospects and their reaction are often predictable to be positive when gambling, as most people would prefer to bet on the stakes that guarantees them 'certainty' of high returns than those that are clouded with 'uncertainty'. This, in other words, implies that more people are usually 'risk averse' and 'loss averse' in choice-making situations than otherwise (Hodgson, 2020). While both theories are premised on people's behaviour in choice-making situations, the expected utility theory holds people's choices can be determined or predicted in a gambling situation using mathematical explanation (Padilla, 2021). They seek to explain the rules that govern people's choices between different simple gambles. However, the traditional expected utility notion does not take into consideration; the fact that people's emotions, experiences among others can influence their decision making in a gamble situation as well as their amount of satisfaction (utility) and reactions to gains, losses, and risk behaviour. This is the domain of the prospect theory.

2.3 Empirical Review

Kipkorir (2017) did a study on behavioral biases present in sports betting markets. The study seeks to establish the behavioral biases exhibited by individuals who participate in sports

betting examining how the individuals (bettors) analyze data pertaining the gamble in order to place their bet on the team that they think will win. Using questionnaires distributed to bettors to collect data respondents' behavioral biases analyzed using a logit model. Findings of the study indicated that the three most common biases exhibited by bettors are Representative bias, Anchoring bias and Favorite/Longshot Bias. In terms of gender, it was also established that the Favorite/Longshot Bias was exhibited more frequently amongst males than females, due to the different perception of risk between males and females.

In another study, Gross and Rebeggiani (2018) investigate the efficiency of the European football online betting market, a rising gambling form which provides a great example for an examination of market rationality in general. Results of the study are mixed concerning the neutrality of bookmaker prices and the market functioning in accordance to the efficient market hypothesis postulated by Ofosu and Kotey (2020). However, in view of existing market distortions as taxes, switching costs of changing betting providers and limitation in competition, the results of the analysis are indicative of a rational market equilibrium surprisingly close to the efficiency benchmark.

Kurian, Sinha and Nanda (2019) did another study on Sports and betting: a media intervention. The study concludes that gambling advertisements should not be portrayed openly in the media as it has a negative impact in the minds of these mindless youths of today. This is because it spreads a negative word of the mouth among the people. But, if the same media channels play a clinical role in creating a controlled ambiance to spread positivity when it comes to the effects of gambling at the top of the minds of the masses, it would be extremely cause worthy and beneficial for the public to contribute collectively towards a better and a brighter economy both domestically and internationally in the near future.

Ofosu and Kotey (2020) in another study, assess the impact of sports betting on the investment behaviour of Ghanaians, focusing on sports betting centers within the Accra Metropolis, Ghana. The study was aimed at determining how individuals perceive the risk of sports lotteries as opposed to investment, determining if sports lottery was viewed as an alternative

to investments and savings, and understanding how participation in sports lotteries affects individuals' ability to save and invest, using descriptive survey research design with both quantitative and qualitative research design with primary data. The study employs recent Cronbach approach developed within the framework of the Pearson's product moment correlation coefficient (PPMCC) procedure for data analysis. Findings of the study revealed that sports betting behaviour had a complementary rather than a substitutionary effect on investment behaviour. The participants were both risk-aware and risk-averse but engaged nevertheless in betting for a chance of winning a high payoff.

This implies that sports betting participants viewed betting as a means to an end, a chance to improve their financial circumstances, rather than as a substitute for investing, and exhibited understanding of a clear distinction, with regards to behaviour, towards investing and sports betting. Moreover, the respondents, in return for a substantive payoff, were willing to stop sports betting, which indicates that the financial payoffs were the main motivation for sports betting.

3.1 Materials and Methods

The study is based on descriptive survey research design with both quantitative and qualitative approaches. The study evaluated the impact of football betting on consumer behaviour in Nigeria. This to describe the characteristics and relationship between Football Betting, Betting Advertisement, Peer Group Pressure Customer Patronage and Socioeconomic Conditions of Youths (SCY). This is to determine their varying economic importance of football betting. The independent Variable Football Betting (FB), Betting Advertisement (FBA), and Peer Group Pressure (PGP) and the sets of dependent variables used for this study namely: and Socioeconomic Conditions of Youths (SCY). in Federal Capital Territory (FCT).

3.2 Model Specification

To analyze and determine the relationship between the proxy of Economic Development, namely: Football Betting (FB), Betting Advertisement (FBA), and Peer Group Pressure (PGP)

in Federal Capital Territory (FCT). The Pearson's product moment correlation coefficient (PPMCC), was used to determine the relationship between the dependent variables: Socioeconomic Conditions of Youths (SCY). in Federal Capital Territory (FCT). The Pearson's product moment correlation coefficient approach was adapted from the work of Ofofu and Kotey (2020), whose work had earlier been reviewed in the empirical studies.

The Pearson function is stated as; $PEARSON(array\ 1, array\ 2)$. The model of this study was adapted from the study of Ofofu and Kotey (2020), The researcher however modified the equation to suit this work.

$$FB = f(SCY, FBA, PGP)$$

Where:

FB = Football Betting

SCY = Socioeconomic Conditions of Youths

FBA = Football Betting Ads

PGP = Peer Group Pressure

The Pearson function is stated as; $PEARSON(array\ 1, array\ 2)$. To specify the model for this study, each of these hypotheses were expressed as mathematical functions as stated below.

$$\text{Hypothesis I: } PEARSON^1(FB, SCY) \quad - \quad - \quad - \quad (3.1)$$

$$\text{Hypothesis II : } PEARSON^3(CFB, FBA) \quad - \quad - \quad - \quad (3.2)$$

$$\text{Hypothesis IV: } PEARSON^5(CP, PGP) \quad - \quad - \quad - \quad (3.3)$$

However, Pearson product-moment correlation coefficient for two sets of variables, x and y, is given by the formula:

$$r = \frac{\sum(x - \bar{x})(y - \bar{y})}{\sqrt{\sum(x - \bar{x})^2 \sum(y - \bar{y})^2}}$$

Where = x denotes dependent variables, y denotes independent variables. The mathematical

functions stated above are therefore translated into the following equations;

$$r^1 = \frac{\sum(CP - \overline{CP})(SCY - \overline{SCY})}{\sqrt{\sum(CP - \overline{CP})^2 \sum(SCY - \overline{SCY})^2}} \quad (3.4)$$

$$r^3 = \frac{\sum(CFB - \overline{CFB})(FBA - \overline{FBA})}{\sqrt{\sum(CFB - \overline{CFB})^2 \sum(FBA - \overline{FBA})^2}} \quad (3.5)$$

$$r^5 = \frac{\sum(CP - \overline{CP})(PGP - \overline{PGP})}{\sqrt{\sum(CP - \overline{CP})^2 \sum(PGP - \overline{PGP})^2}} \quad (3.6)$$

Decision Rule: As earlier stated, if the value of r is close to +1, it indicates strong positive correlation, and if r is close to -1, it implies a strong negative correlation.

The spearman rank correlation coefficient basic formula is stated below;

$$\rho = \frac{1 - 6 \sum d_i^2}{n(n^2 - 1)}$$

ρ = Spearman's rank correlation coefficient

d_i = difference between the two ranks of each observation

n = number of observations

Decision Rule: when $\rho \geq 0.05$ significance level; the null hypothesis is accepted and; if $\rho < 0.05$ significance level, the null hypothesis is rejected and the alternate hypothesis is accepted.

4.1 Data Analysis and Discussions

Descriptive Statistics

In analyzing the data collected, Pearson product-moment correlation technique was used. The data collected were tested for linearity between variables to ensure that they meet the basic assumption for correlation analysis. Scatter plots (R^2) were used to check for linearity between variables.

4.1.1 Relationship Between Football Betting (FB) and Socioeconomic Status of Youths (SYC)

Table 4.1.1: Pearson Correlations Results for Football Betting (FB) and Socioeconomic Status of Youths (SYC)

		FB	FB
FB	Pearson Correlation	1	.631**
	Sig. (2-tailed)		.000
	N	335	335
SYC	Pearson Correlation	.631**	1
	Sig. (2-tailed)	.000	
	N	335	335

**. Correlation is significant at the 0.01 level (2-tailed)

Source: Computation with SPSS v.23

Table 4.1.1 above shows that each of the variables are perfectly positively correlated (+1). In line with the decision rule earlier stated in this study, the Pearson correlation coefficient (r) value is 0.631. This indicates the strength of the linear relationship between both variables and shows that there is a relatively weak positive correlation ($r = 63.1\%$) between football betting (FB) and socioeconomic status of youths (SYC). This evidence is also supported by the scatter plot for FB and SYC (R^2 Linear = 0.399) in Appendix 4 which however indicates an acceptable level of linearity. Moreover, the Sig. value (0.000) of this result is below the significance boundary (alpha value) of 0.05. This implies that the correlation between FB and SYC is statistically significant and implies that it does not merely occur by chance. In other words, this is a strong indication that there is a statistically significant relationship between football betting (FB) and Socioeconomic Status of Youths (SYC). This means that an increase in customers' patronage of football betting products triggers an increase in socioeconomic status of youths (SYC) in the area under study. The implication is that football betting relatively contributes, in one way or another, to the socioeconomic status and livelihood of the youths

in the area under study but perhaps with little economic liberating effects. In other words, while most of respondents spend more money on football betting products on weekly basis, they do not seem to be getting (or winning) their money back in return on daily basis but rather in the cumulative on yearly basis when the profit only exists 'on paper'. The researcher found that this is partly due to the fact that majority of bettors do not have the habit of saving a fraction of their wins for rainy days. Rather, they spend the rewards rather lavishly and without proper planning each time win. As a result, the socioeconomic impact of football betting on the youth population understudy is only rather perceived in the short term and not in the long term. However, this deduction is limited to football bettors which is the focus of this study. To further verify the strength of correlation, the researcher subjects the data to spearman correlation test. This is presented subsequently.

4.1.2 Spearman's Correlations Results for Football Betting (FB) and Socioeconomic Status of Youths (SYC)

			LSYC	LFB
Spearman's rho	FB	Correlation	1.000	.643**
		Coefficient		
		Sig. (2-tailed)	.	.000
		N	335	335
	SYC	Correlation	.643**	1.000
		Coefficient		
		Sig. (2-tailed)	.000	.
		N	335	335

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Computation with SPSS v.23

Table 4.1.2 above shows that each of the variables are perfectly positively correlated (+1). In line with the decision rule earlier stated in this study. Spearman's rho coefficient value is 0.643. This indicates that there is a relatively strong positive correlation ($\rho = 64.3\%$). This shows that there is a relatively strong positive relationship between football betting (FB) and

socioeconomic status of youths (SYC). The Sig. value (0.000) for rho coefficient ($\rho = 0.643$) is below the significance boundary (alpha value) of 0.05.

This implies that the correlation between FB and SYC is statistically significant which means it does not merely occur by chance. In other words, this indicates that there is a statistically significant relationship between football betting (FB) and socioeconomic status of youths (SYC). This means that an increase in customers' patronage of football betting products triggers a relative increase in socioeconomic status of youths (SYC) on the area under study.

The implication of this that the socioeconomic status of the population under study relatively increases as they spend more money on football betting products. To check the reliability of the test items and instruments, the Cronbach reliability test was conducted. The result is presented subsequently.

Table 4.1.3: Results of Cronbach's Reliability Statistics for Football Betting (FB) and Socioeconomic Status of Youths (SYC)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.675	.774	2

Source: Computation with SPSS v.23

Table 4.1.3 above shows that the Cronbach's alpha value for the reliability statistics based on standardized items for FB and SYC is 0.774. In line with the decision rule presented in Table 4.36 above, the Cronbach's Alpha for standardized FB and SYC ($\alpha = 0.774$) is greater than 0.70 and less than 0.80. This indicates an acceptable level of internal consistency and reliability for the test items for the correlations test of FB and SYC. This shows that the research instrument is reliable and fit for this study.

4.1.2 Relationship between Football Betting Advertisement (FBA) and Consumers’ Frequency of Betting (CFB)

Table 4.1.2: Pearson Correlations Results for Football Betting Advertisement (FBA) and Consumers’ Frequency of Betting (CFB)

		CFB	FBA
CFB	Pearson Correlation	1	.678**
	Sig. (2-tailed)		.000
	N	335	335
FBA	Pearson Correlation	.678**	1
	Sig. (2-tailed)	.000	
	N	335	335

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Computation with SPSS v.23

Table 4.1.2 above shows that each of the variables are positively correlated (+1). In line with the decision rule earlier stated in this study, the Pearson correlation coefficient (r) value is 0.678. This indicates the strength of the linear relationship between both variables and shows that there is a strong positive correlation (r = 67.8%) between football betting (FB) and customer patronage (CP). This evidence is also supported by the scatter plot for FBA and CFB (R² Linear = 0.460) in Appendix II which indicates moderate linearity. Also, the Sig. value (0.000) of this result is below the significance boundary (alpha value) of 0.05. This implies that the correlation between FBA and CFB is statistically significant. This means that the correlation does not merely occur by chance. In other words, this is a strong indication that there is a statistically significant relationship between Football Betting Advertisement (FBA) and Consumers’ Frequency of Betting (CFB). This means that an increase in the number of football betting advertisement (FBA) triggers an increase in consumers’ frequency of betting (CFB) among the population under study.

The implication of this is that the rate at which consumers' place football bets is influenced by the number of football betting advertisements that consumers are exposed to or familiar with. To further verify the strength of correlation, the researcher subjects the data to spearman correlation test. This is presented subsequently.

Table 4.1.2.1: Spearman's Correlations Results for Football Betting Advertisement (FBA) and Consumers' Frequency of Betting (CFB)

			CFB	FBA
Spearman's rho	CFB	Correlation Coefficient	1.000	.476**
		Sig. (2-tailed)	.	.000
		N	335	335
	FBA	Correlation Coefficient	.476**	1.000
		Sig. (2-tailed)	.000	.
		N	335	335

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Computation with SPSS v.23

Table 4.1.2.1 above shows that each of the variables are positively correlated (+1). In line with the decision rule earlier stated in this study, Spearman's rho coefficient value is 0.476. This indicates that there is a moderate positive correlation ($\rho = 47.6\%$). This shows that there is a moderate positive relationship between football betting advertisement (FBA) and consumers' frequency of betting (CFB). The Sig. value (0.000) for rho coefficient ($\rho = 0.476$) is below the significance boundary (alpha value) of 0.05. This implies that the correlation between FBA and CFB is statistically significant which means it does not merely occur by chance. In other words, this indicates that there is a statistically significant relationship between football betting advertisement (FBA) and consumers' frequency of betting (CFB). This means that an increase in the number of football betting advertisement (FBA) triggers an increase in consumers' frequency of betting (CFB) among the population under study.

The implication of this is that the rate at which consumers' place football bets is influenced by the number of football betting advertisements that consumers are exposed to or familiar with. To check the reliability of the test items and instrument, the Cronbach reliability test was conducted. The result is presented subsequently.

Table 4.1.2.2: Results of Cronbach's Reliability Statistics Football Betting Advertisement (FBA) and Customers' Patronage (CP)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.778	.808	2

Source: Computation with SPSS v.23

Table 4.1.2.1 above shows that the Cronbach's alpha value for the reliability statistics of the test items for FBA and CFB is 0.778. In line with the decision rule presented in Table 4.36 above, the Cronbach's Alpha for the test items for FBA and CFB ($\alpha = 0.778$) is greater than 0.70 and less than 0.80. This indicates an acceptable level of internal consistency and reliability for the test items utilize for the correlations test of FBA and CFB. This shows that the research instrument is reliable and fit for this study.

4.2.3 Relationship between Peer Group Pressure (PGP) and Customer Patronage (CP)

Table 4.2.3: Pearson Correlation Results for Peer Group Pressure (PGP) and Customers' Patronage (CP)

		CP	PGP
CP	Pearson Correlation	1	.678**
	Sig. (2-tailed)		.000
	N	335	335
PGP	Pearson Correlation	.678**	1
	Sig. (2-tailed)	.000	
	N	335	335

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Computation with SPSS v.23.

Table 4.2.3 above shows that each of the variables are perfectly positively correlated (+1). In line with the decision rule earlier stated in this study. the Pearson correlation coefficient (r) value is 0.678. This indicates the strength of the linear relationship between both variables and shows that there is a strong positive correlation ($r = 67.8\%$) between peer group pressure (PGP) and customers' patronage (CP). This evidence is also supported by the scatter plot for EG and CP (R^2 Linear = 0.460) in Appendix IV which indicates moderate linearity. Also, the Sig. p-value (0.000) of this result is below the significance boundary (alpha value) of 0.05. This implies that the correlation between PGP and CP is statistically significant. This means that the correlation does not merely occur by chance. In other words, this indicates that there is a statistically significant relationship between peer group pressure (PGP) and customers' patronage (CP). This means that an increase in peer group pressure (PGP) triggers an increase in customers' patronage of football betting products (CP) among the population under study.

The implication of this is that encouragement and motivation from peer group can make bettors engages more in football betting practices. To further verify the strength of correlation, the researcher subjects the data to spearman correlation test. This is presented subsequently.

Table 4.2.4.1: Spearman's Correlation Results for Peer Group Pressure (PGP) and Customers' Patronage (CP)

			CP	PGP
Spearman's rho	CP	Correlation Coefficient	1.000	.476**
		Sig. (2-tailed)	.	.000
		N	335	335
	PGP	Correlation Coefficient	.476**	1.000
		Sig. (2-tailed)	.000	.
		N	335	335

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Computation with SPSS v.23

Table 4.2.4.1 above shows that each of the variables are strongly positively correlated (+1). In line with the decision rule earlier stated in this study. Spearman's rho coefficient value is 0.476. This indicates that there is a moderate positive correlation ($\rho = 47.6\%$). This shows that there is a strong positive relationship between peer group pressure (PGP) and customers' patronage (CP). The Sig. p-value (0.000) for rho coefficient ($\rho = 0.47.6$) is below the significance boundary (alpha level value) of 0.05. This implies that the correlation between PGP and CP is statistically significant which means it does not merely occur by chance. In other words, this indicates that there is a statistically significant relationship between peer group pressure (PGP) and customers' patronage (CP). This means that an increase in peer group pressure (PGP) triggers an increase in customers' patronage of football betting products (CP) among the population under study.

The implication of this is that encouragement and motivation from peer group can make bettors to continuously engage in football betting practices. In other words, bettors will continuously engage in football betting if they are getting positive encouragement or motivation from their peer group. To check the reliability of the test items and instrument, the Cronbach reliability test was conducted. The result is presented subsequently.

Table 4.2.4.2: Results of Cronbach's Reliability Test for Peer Group Pressure (PGP) and Customers' Patronage (CP)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.808	.808	2

Source: Computation with SPSS v.23

Table 4.2.4.2 above shows that the Cronbach's alpha value for the reliability statistics of the test items for PGP and CP is 0.808. In line with the decision rule presented in Table 4.36 above, the Cronbach's Alpha for the test items of PGP and CP ($\alpha = 0.808$) is less than 0.90.

This indicates a good level of internal consistency and reliability of the test items utilized for the correlations test of PGP and CP. This shows that the research instrument is reliable and fit for this study.

5.1 CONCLUSION

This research has made effort to examine football betting and economic status of youths in Nigeria. The study discovered that there is a significant relationship between football betting, and football betting advertisement and peer group pressure of betting in Federal Capital Territory (FCT).

In the light of the findings, this research concludes that the effect of football betting has an undeniable socioeconomic impact on the consumers', particularly youths behaviour in Federal Capital Territory, Nigeria. Its economic impact on the mentality of youths in FCT cannot be overemphasized as many youths engaging in believes betting see it as a profitable venture that can help them tame poverty and sustain livelihood despite the fact that majority of these bettors makes relatively little income from football betting on monthly basis.

5.2 RECOMMENDATIONS

Based on the findings of this study, the following recommendations were made:

- i. The State and Federal Ministry of Culture, the National Orientation Agency and the FCT government should work together to sensitize young Nigeria against developing addictive habit to football betting and depending on it as a source of livelihood.
- ii. Both State and Federal government agencies in charge of entrepreneurship development should develop and implement more strategies for attracting young Nigerians especially tertiary institution graduates to cultivating productive entrepreneurship skills and ensuring that these skills are effectively put to use and develop by creating an environment that allows more young entrepreneurs to find it relatively easy less stressful to start up and build their business in the current Nigerian society and economy.

iii. Secondary schools, colleges and universities both in public and private in FCT and Nigeria, should be mandated to tailor their courses towards helping students realize that every field of knowledge and profession has its unique entrepreneurship potential rather than merely leaving that function to the entrepreneurship departments, and facilities in the colleges and Universities.

iv. The policies guiding sports betting activities in Nigeria should be critically reviewed to input measures that discourages teenagers and adolescents particularly secondary school students from addictive betting and requires 'a note of parents' or guardians' approval' before people below 18years can allowed to sign up for a betting account in Nigeria.



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