



# IMPACT OF SOCIAL NORMS AND PEER PRESSURE ON THE ADOPTION OF SPORTS BETTING APPS AMONG TEENAGERS IN SOUTHEAST NIGERIA: A MARKETING PERSPECTIVE

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**Abstract:** *The study examined the impact of social norms and peer pressure on the adoption of sports betting apps among teenagers in Southeast Nigeria: A Marketing Perspective. The specific objectives of the study were to know the type of sports betting apps teenagers take bet on in Southeast Nigeria, examine whether social norms and peer pressure influenced teenagers' decisions to adopt sports betting apps in Southeast Nigeria, determine the key driver (convenience, excitement, social status) that influence teenagers' decision to download and use sports betting apps, find out how often teenagers take sport bet in Southeast, and investigate the impacts of social media exposure on teenagers' attitudes toward sports betting apps. This study adopted the descriptive survey research design. The study covered four hundred (400) teenagers drawn from selected 10 cities in Southeast, namely: Aba, Umuahia, Owerri, Orlu, Enugu, Agbani, Abakaliki, Afikpo, Onitsha and Nnewi. Data were sourced from primary and secondary sources. The primary data were sourced from questionnaire while the secondary data were collected from newspapers, textbooks, electronic journals, and the online publications obtained via the internet. Data collected was analyzed with frequency count and percentages (%). The result showed that teenagers often get into betting because of social pressure, influence from friends, and what they see in the media, rather than their own personal interest. They prefer apps that are simple to use, exciting, and make them feel accepted by their peers. It was recommended that government should establish a peer support programs that help teenagers resist social pressure to bet by offering positive role models and a sense of belonging through non-gambling activities.*

**Keywords:** *Social norms, peer pressure, sports betting, apps, social media.*

## 1.0 INTRODUCITON

The growing use of sports betting apps among teenagers has become a global concern, with unique implications in Southeast Nigeria due to its cultural and social dynamics. These platforms entice adolescents by offering convenience, excitement, and the promise of financial gain, often coupled with a perceived boost in social status (Okonkwo & Nwankwo, 2022). Teenagers' adoption of these apps is largely shaped by external influences such as social norms, peer pressure, and media exposure. Normally, society would consider gambling to be a bad activity, however experts have expressed alarm over the rising

popularity and penetration of gambling among young people. Given that this was essentially a caricature of earlier generations that participated in “pool”-related activities. Much younger generations are now dominating the activities as a result of the launch of online betting services and apps like Betnaija and Betking (Obasi et al., 2024). Social norms, which dictate acceptable behaviours within a community, play a crucial role in teenagers’ choices. In Southeast Nigeria, these norms are deeply rooted in cultural traditions and religious beliefs that either condone or discourage gambling. This societal context shapes adolescents’ attitudes and decisions regarding sports betting (Umeadi et al., 2021). Peer pressure is another significant factor. Adolescents, seeking social acceptance, often conform to the behaviours of their peer groups. In Southeast Nigeria, where communal ties are strong, peer influence can significantly drive teenagers toward adopting sports betting apps (Eze & Ofoegbu, 2023). Social media further compounds the issue by exposing teenagers to targeted advertisements and influencer promotions, normalizing betting as an exciting and socially rewarding activity. These strategies exploit psychological triggers, fostering positive attitudes toward gambling (Chukwu et al., 2022). This study investigates the impact of social norms and peer pressure on the adoption of sports betting apps among teenagers in Southeast Nigeria: A Marketing Perspective.

In Southeast Nigeria, more and more teenagers are getting involved in sports betting through apps, and this is becoming a serious problem. This trend is linked to the way people in the region live and think, especially when it comes to traditions and religious beliefs. These beliefs sometimes indirectly support behaviours like gambling because they fit into what society expects. Teenagers are especially drawn to sports betting because they see it as a way to make money and gain respect. The situation gets worse because of peer pressure. In tight-knit communities, where everyone values fitting in, teenagers feel pushed to join in because they don’t want to be left out. Social media makes things even harder. Ads and influencers make betting look like a fast track to success and popularity. This makes gambling seem normal, and teenagers often feel they have to gamble to be accepted. Unfortunately, this puts them at risk of losing money, getting addicted, and facing other problems that affect their growth and future. To tackle this issue, we need to understand the cultural and social reasons behind it. This will help create solutions that protect teenagers from the negative effects of sports betting.

The objective of the research is to determine the impact of social norms and peer pressure on the adoption of sports betting apps among teenagers in Southeast Nigeria. The specific objectives are to:

- i. Know the type of sports betting apps teenagers take bet on in Southeast Nigeria.
- ii. Examine whether social norms and peer pressure influenced teenagers' decisions to adopt sports betting apps in Southeast Nigeria.
- iii. Determine the key driver (convenience, excitement, social status) that influence teenagers' decision to download and use sports betting apps.
- iv. Find out how often teenagers take sport bet in Southeast.
- v. Investigate the impacts of social media exposure on teenagers’ attitudes toward sports betting apps.

## **2.0 LITERATURE REVIEW**

The variables under investigation are reviewed conceptually, theoretically and empirically to harness the perceived gaps that the study aimed to fill. The concepts are discussed below.

### **Social Norms and Peer Pressure**

Sports betting apps have changed the way people gamble by making it more social and interactive. These apps take advantage of our natural desire to fit in and connect with others. They use things like group

behaviours and peer pressure to encourage people to join in and stay active on the app (Smith, 2023). At the core of these apps' success are online groups, forums, and social media where users can share tips, celebrate wins, and encourage each other (Jones & Green, 2022). This creates a sense of community, making betting feel like a fun group activity instead of something done alone. Seeing others take part motivates users to join in so they don't miss out (Baker *et al.*, 2021). To keep users engaged, sports betting apps use personalized offers, rewards, and game-like features. They also have social elements like leaderboards, likes, and comment sections, which make users feel like they are part of a larger community. This combination of competition and cooperation keeps people coming back (Johnson & Lee, 2023). However, these strategies can also lead to problems. The constant chance to bet and the pressure to keep up with others can make it hard for users to know when to stop (Smith, 2023). Younger people and those with limited money may feel pushed to bet more than they can afford (Taylor *et al.*, 2021). For these apps to succeed in the long run, it's important to find a balance between fun and responsibility. Promoting smart money management and responsible betting can help build trust with users. By making sure there are clear rules and ethical practices, betting apps can protect both their users and their own reputation (Baker *et al.*, 2021). Understanding how people think and interact will help these apps grow while keeping their users safe and loyal (Jones & Green, 2022).

### **Convenience, Excitement, and Social Status**

Sports betting apps are becoming more popular among teenagers because they're easy to use, exciting, and social. These features help companies attract new users while also encouraging responsible gambling (Henderson & Brown, 2021). One reason these apps are so popular is that they're easy to access. Teenagers can place bets from anywhere, and signing up is quick. For these apps to succeed, companies should focus on making them simple to use and ensuring payments are safe (Williams *et al.*, 2018). However, this convenience comes with a responsibility. Companies must make sure they are targeting the right age group and offer tools that help users gamble responsibly, such as setting limits on how much they can bet (King *et al.*, 2020).

The excitement of betting is another reason these apps appeal to teens. Many enjoy the thrill of betting and watching sports. To make the experience even better, companies can add features like leaderboards, live updates, and rewards for new or loyal users (Gainsbury *et al.*, 2020). Marketing campaigns can focus on the fun and excitement of betting, while also reminding users to gamble in a safe way (Derevensky *et al.*, 2019). Sports betting also lets teenagers show off their knowledge of sports and connect with their friends. Companies can encourage this by adding social features, like letting users share their bets, join discussions, and earn rewards for their sports knowledge. These features can make the apps feel like fun communities. However, it's important for companies to advertise responsibly and remind users about the risks of gambling (Gainsbury *et al.*, 2020; King *et al.*, 2020).

### **Social Media**

Social media has changed how brands connect with younger people, especially teenagers, influencing their choices and habits. This includes how they engage with sports betting apps. For companies, platforms like Instagram, TikTok, and Twitter offer both new ways to advertise and a need to act responsibly (Pereira *et al.*, 2022). Sports betting brands use smart technology to show ads to specific groups of people, often making the ads very personal and eye-catching. These ads may offer things like free bets, bonuses, or game-like rewards to get attention. While this works to bring in users, brands need to be careful not to accidentally target underage teens (Binde, 2023). Responsible advertising is more important than ever. One common strategy is to partner with influencers and celebrities who are popular with younger people. When a well-known person endorses a betting app, it makes the app seem trendier and trustworthy (Smith & Johnson, 2024). However, since teenagers are easily influenced, it's important that these partnerships are honest. Influencers should clearly state when they're being paid to promote a product, and they should

promote safe gambling practices (Gambling Commission, 2023). Sports betting apps also make use of game-like features such as leaderboards and rewards to keep users engaged. These apps often connect directly with social media, making them feel like just another part of daily online life. But mixing gaming and gambling can blur the lines, making betting seem like harmless fun without highlighting the risks involved (Dixon & Anderson, 2022). To address these issues, leaders in the industry need to take steps to protect teens. This includes setting stricter rules for ads, following ethical guidelines, and working with programs that teach teenagers how to think critically about online content (Gambling Commission, 2023). By creating a more thoughtful approach, brands can help build a safer and healthier digital world.

### **Sports Betting Apps**

Sports betting apps such as BetNaija, BetKing, SportyBet, and NairaBet are transforming the environment of the sports betting industry, particularly in Africa. These platforms offer an innovative and accessible way for sports enthusiasts to engage with their favourite sports and potentially earn money, all from the convenience of their smartphones or computers (Oduwale, 2023). As market leaders in Nigeria, one of Africa's fastest-growing sports betting markets, these apps are providing users with an array of features designed to enhance the betting experience. With options like live betting, cash-out features, and a diverse selection of payment methods, they cater to a broad range of users and make betting more seamless (Nigerian Betting Industry Report, 2023). Whether its football, basketball, tennis, or even virtual sports, these platforms ensure there's something for every bettor, regardless of their preference. The ease of access offered by these sports betting apps has been a game-changer. Gone are the days when users had to visit physical betting shops; everything is now available at the touch of a button. This convenience is complemented by attractive promotions and bonuses that incentivize new users while keeping existing ones engaged (Eze, 2022). However, while these platforms offer exciting opportunities, the ease of access also comes with challenges. The risk of addiction and financial loss is a significant concern, and it is important for users to bet responsibly. Understanding the potential risks involved is key to ensuring a safe and enjoyable experience (Gordy, 2023).

### **THEORETICAL FRAMEWORK**

Several theories relate to examining the impact of social norms and peer pressure on the adoption of sports betting apps among teenagers in Southeast Nigeria: A marketing perspective. This study is based on the Social Influence Theory (SIT), particularly the Social Influence Theory (SIT) was proposed by Robert Cialdini in 1984. The Social Influence Theory (SIT) posits that individuals are influenced by the behaviours, attitudes, and perceptions of others within their social networks, particularly in the context of conformity and social validation. For teenagers, peer pressure and social norms serve as critical factors driving their behaviour, as they seek to align themselves with the expectations of their peers and society. Through SIT, this research examines how social influence, particularly in the form of peer pressure and societal norms, shapes teenagers' decisions to adopt sports betting apps.

*Social norms:* Social norms are unwritten rules that dictate how individuals should behave within a society or group. Teenagers, particularly in Southeast Nigeria, may feel societal pressure to engage in activities like sports betting if it is seen as a norm within their community or peer group. This pressure often comes from the desire to fit in, appear socially competent, or gain approval from friends.

*Peer pressure:* Peer pressure refers to the influence exerted by peers to encourage or discourage specific behaviours. In the case of sports betting, teenagers might be encouraged to adopt betting apps by their friends or online communities who are already using these platforms.

*Social media exposure:* Social media has become a primary avenue for teenagers to interact, share experiences, and receive influence from peers and celebrities. The constant exposure to sports betting-related content on platforms like Instagram, Twitter, and TikTok shapes teenagers' attitudes toward these apps and normalizes their use.

## **EMPIRICAL REVIEW**

**Aondowase, Udoudom, and Pam (2023) studied the perception and social influence of sports betting advertisements on the gambling behaviour of youths in Makurdi Metropolis.** The study assessed how sports betting advertisements influenced youths' gambling behaviour using a survey method and questionnaires for data collection. A sample of 353 youths was selected using Taro Yamane's sample determination formula. Data were presented in tables using simple percentages. The findings revealed that youths in Makurdi perceived sports betting advertisements as part of sports and believed they had no harmful influence, justifying their regular participation in betting. The study also found that these advertisements significantly influenced youths, encouraging them to bet more and develop intentions to consume sports betting products. The widespread nature of these advertisements, peer pressure, and the increase in betting shops were key factors driving the surge in sports betting activities among youths in Makurdi. The study recommended that current gambling advertising regulations are ineffective and that urgent restrictions are needed across media channels to limit exposure to promotions that may encourage youth involvement in sports gambling. Additionally, APCON should regularly evaluate advertising methods to ensure sports betting promotions do not target youths or increase their risk of gambling.

**Akinlosotu and Imandojemu Aina (2019) investigated sports betting and Nigerian youths, focusing on Edo State.** The study examined the types of sports youths bet on, how often they place bets, the reasons for their involvement, and the perceived socio-economic contributions of sports betting. Using a descriptive survey research design, the study surveyed 182 youths from five regions of Edo State: Ekpoma, Auchi, Oredo, Uromi, and Ubiaja. Data were collected through questionnaires and secondary sources, including newspapers, textbooks, electronic journals, and online publications. The results revealed that factors such as high youth unemployment, a tendency for risk-taking, and a growing passion for sports were major reasons for youths' involvement in sports betting. The study recommended that youths may not fully recognize the negative social and economic consequences of gambling, which may explain the rapid growth of the sports betting sector in Edo State.

**Olusola, Olugbenga, and Abel (2019) examined the influence of demographic and psychological factors on attitudes toward sports betting among young adults in Southwest Nigeria.** Sports betting, which involves predicting and wagering on the outcome of games or matches, can lead to gambling-related problems if positive attitudes develop over time. The study explored how gender, age, sports betting knowledge, and peer gambling influence attitudes toward sports betting. Using an ex-post facto design, the survey involved 749 students (42.9% females) from a large tertiary institution in Southwest Nigeria. A standardized questionnaire was used to gather data on demographics, attitudes toward sports betting, sports betting knowledge, and perceptions of peer gambling behaviour. The results showed that older males with knowledge of sports betting and gambling peers had more positive attitudes toward sports betting. Sports betting knowledge and peer-based gambling were significant predictors of attitudes. The study suggests that social circles may play a key role in shaping healthy attitudes and preventing gambling-related issues.

## **RESEARCH GAP**

Despite the pivotal impact of social norms and peer pressure on the adoption of sports betting apps among teenagers in Southeast Nigeria: A marketing perspective, there remains notable gaps in existing research regarding the impact of social norms and peer pressure on the adoption of sports betting apps among teenagers in Southeast. This gap is characterized that no existing studies have focused explicitly on Southeast Nigeria to investigate the impact of social norms and peer pressure on the adoption of sports betting apps among teenagers. Most studies has either examined broader regional impacts or focused on other States without delving into the specific betting environment such as Southeast Nigeria.

### **3.0 METHODOLOGY**

This section deals with the research methodology used by the researcher in this study. The quality of any research work depends on the researcher's ability to utilize the appropriate methodology for the purpose of achieving the objectives for which research project is undertaken (*Obasi et al, 2024*). The research methodology is further divided into: Scope of the study, sample size, sampling method, technique of data collection, and technique of data analysis. This study covered the impact of social norms and peer pressure on the adoption of sports betting apps among teenagers in Southeast Nigeria: A marketing perspective. The geographical coverage is restricted to teenagers in ten (10) selected cities of South East. The names of the selected cities are: Aba, Umuahia, Owerri, Orlu, Enugu, Agbani, Abakaliki, Afikpo, Onitsha and Nnewi. A sample of 40 youths each from the ten (10) selected cities of South East would be drawn. The simple random sampling technique will be used as the method of sampling. The sampling technique will be used to select 40 youths from the ten (10) cities – Aba, Umuahia, Owerri, Orlu, Enugu, Agbani, Abakaliki, Afikpo, Onitsha and Nnewi. This will give a total of 400 youths using the above described sampling method. A structured questionnaire will be designed to collect data in the study area. The questionnaire will be structured into close ended questions, having two major parts of Section A and B. Part A will deal with personal profile of the respondents such as: sex, age, occupation, educational qualification, and religion while the Section B part of the questionnaire will contained data regarding the core research problems which the study aimed at providing data for the test of hypotheses. Data will be collected from teenagers at various sport betting centres such as Bet9ja, 1Xbet, Nairabet and Betway, Sportybet, BetKing, Melbet among others in the selected cities of the regions of target. The questionnaires will be distributed by the researchers. The simple random sampling method will be employed, with 361 out of 400 questionnaires (90.3%) being usable. Data collected will be analysed with frequency count and percentages (%). The simple percentage (%) will be used to analyze the social characteristics of the respondents and the questions on the questionnaire. The choice of the percentage (%) was informed by the fact that it is a simple and appropriate in describe data collected from field surveys. Descriptive survey research design will be used to explain data collected.



**4.0 RESULTS**

**Data Analyses**

The social characteristics of respondents are provided in Table 4.1

Table 4.1: Showing the Demographic profile of the respondents (n = 361)

Social Characteristics	Options	Frequency	Percentage (%)
Sex	Male	337	93.4
	Female	24	6.6
	<b>Total</b>	<b>361</b>	<b>100</b>
Age	20-29yrs	111	30.7
	30-39yrs	190	52.6
	40-49yrs	39	10.8
	50-59yrs	21	5.9
	<b>Total</b>	<b>361</b>	<b>100</b>
Occupation	Students	241	66.8
	Traders	46	12.7
	Artisans	15	4.2
	Civil servants	22	6.1
	Public servants	27	7.5
	Others	10	2.7
	<b>Total</b>	<b>361</b>	<b>100</b>
Educational Qualification	Ordinary/HND	123	34.1
	Bachelor degree	182	50.4
	Postgraduate degree	45	12.5
	Others	11	3.0
	<b>Total</b>	<b>361</b>	<b>100</b>
Religion	Christian	325	90.1
	Muslim	20	5.5
	Others	16	4.4
	<b>Total</b>	<b>361</b>	<b>100</b>

Most of the people who answered the survey were men. Out of all the respondents, 337 (or 93.4%) were men, while only 24 (6.6%) were women. This means that men are much more involved in sports betting than women. This might be because men are naturally more interested in activities like sports. The few women who participated in sports betting in this study might be occasional bettors or part of the smaller group of women interested in sports betting. The results showed the ages of people who took part in the study. Out of everyone, 111 people (30.7%) were between 20 and 29 years old, 190 people (52.6%) were between 30 and 39 years old, 39 people (10.8%) were between 40 and 49 years old, and 21 people (5.9%) were between 50 and 59 years old. This means most of the people in the study were aged 30 to 39. It also shows that most people involved in sports betting are young adults. This could be because teenagers are more interested in the games and business of sports. With the growth of virtual games and sports betting in Nigeria, many teenagers have started betting on sports for their own reasons. This often has emotional and social effects, which might explain why so many teenagers are involved in sports betting. The information in Table 4.1 shows the types of jobs people who responded to the survey have. It reveals that 241 people (66.8%) are students, 46 (12.7%) are traders, 15 (4.2%) are artisans, 22 (6.1%) are civil servants, 27 (7.5%) are public servants, and 10 (2.7%) have other jobs. This means that most of the people involved

in sports betting are students, followed by traders. A possible reason for this is the high level of unemployment among teenagers in the South East. Many youths, after finishing school, find themselves without jobs and often turn to sports betting as a way to make money. Out of all the people who participated, 123 (34.1%) have diplomas or HNDs, 182 (50.4%) have Bachelor’s degrees, 45 (12.5%) have postgraduate degrees, and 11 (3.0%) have other qualifications. This means most of the participants have Bachelor’s degrees. It also suggests that teenagers with a first degree are more likely to be involved in sports betting. This could be because many teenagers are unemployed and are looking for ways to earn money. Most of the people who responded to the survey are Christians, with 325 people, or 90.1%, identifying as such. Only 20 people (5.5%) said they are Muslim, and 16 people (4.4%) belong to other religions. This means that most of the participants are Christians, and they seem to be more involved in sports betting. It also reflects that the Southeast region, where the survey was conducted, is mostly made up of Christians. This might be because there are many churches in Southeast, which has led to more people practicing Christianity.

**Analysis of Research Questions**

**Research Question 1:** What are the various sports betting apps teenagers take bet on in Southeast?

**Table 4.2:** Descriptive summary analysis of various sports betting apps teenagers take bet on in Southeast  
Results from the analysis are presented below

S/n	Items	Agree	Disagree
1.	Bet9ja	329 91%	32 8.9%
2.	1Xbet	320 88.6%	41 11.4%
3.	Betway	272 75.3%	89 24.7%
4.	BetKing	333 92.2%	28 7.8%
5.	Sportybet	271 75.1%	90 24.9%
6.	Nairabet	209 57.9%	152 42.1%
7.	BetWinner	80 22.2%	281 77.8%
8.	Betano	156 43.2%	205 56.8%
9.	Melbet	57 15.8%	304 84.2%
10.	22bet	42 11.6%	319 88.4%

The analysis of sports betting apps used by teenagers in Southeast Nigeria, as shown in Table 4.2, reveals significant insights into the popularity and adoption of these platforms. Interpretation of the findings:

**Most popular sports betting apps:** BetKing (92.2%), Bet9ja (91%), and 1Xbet (88.6%) were identified as the top three apps widely used by teenagers in Southeast Nigeria. Their high agreement percentages



suggest a strong presence and acceptance in the region. BetKing leads slightly, with 92.2% of respondents agreeing they use the app.

**Moderately popular apps:** Betway (75.3%) and Sportybet (75.1%) are moderately popular among teenagers, showing that three-quarters of the respondents use these platforms. These apps appear to have a noticeable but slightly smaller user base compared to BetKing, Bet9ja, and 1Xbet.

**Less popular apps:** Nairabet is used by 57.9% of teenagers, making it a moderately recognized app but not as widely adopted as the aforementioned platforms. Betano (43.2%) has an even smaller user base, with more respondents disagreeing (56.8%) on using it.

**Least popular apps:** BetWinner (22.2%), Melbet (15.8%), and 22bet (11.6%) are the least popular sports betting apps among teenagers in Southeast Nigeria. The majority of respondents disagree on using these apps, with agreement levels below 25%. These findings suggest these platforms have a very limited reach or appeal in the region.

**Research Question 2:** Are social norms and peer pressure the primary factors influencing teenagers’ decisions to adopt sports betting apps in Southeast Nigeria?

**Table 4.3:** Descriptive summary analysis of whether social norms and peer pressure the primary factors influencing teenagers’ decisions to adopt sports betting apps in Southeast Nigeria.

Results from the analysis are presented below:

S/n	Items	Agree	Disagree
1.	Group influence and social identity	313 86.7%	48 13.3%
2.	Cultural acceptance	51 14.1%	310 85.9%
3.	Media and advertising	332 92.0%	29 8.0%
4.	Perceived legitimacy and trust	299 82.8%	62 17.2%
5.	Winning and risk-taking culture	334 92.5%	27 7.5%
6.	Social media influence	182 50.0%	179 50.0%
7.	Fear of missing out	244 67.6%	117 32.4%
8.	Peer norms around gambling habits	331 91.7%	30 8.3%

Based on the results from Table 4.3, the majority of respondents indicated that certain social factors play a significant role in their decision to adopt sports betting apps in Southeast Nigeria. Interpretation of the findings:

**Group influence and social identity (86.7% agree, 13.3% disagree):** A large percentage of respondents (86.7%) believe that group influence and social identity are key factors in their decision to engage in sports betting. This suggests that the social environment—such as peer groups and communities—plays a significant role in shaping teenagers’ choices to adopt sports betting apps.

**Cultural acceptance (14.1% agree, 85.9% disagree):** Only a small fraction (14.1%) of respondents felt that cultural acceptance was a major factor influencing their decisions to adopt sports betting. In contrast, the majority (85.9%) disagreed with this notion, suggesting that cultural attitudes and norms may not be a significant driver in adopting sports betting apps in the region.

**Media and advertising (92.0% agree, 8.0% disagree):** A very high percentage of respondents (92%) agreed that media and advertising influence their decision to engage with sports betting apps. This highlights the strong impact of promotional campaigns, advertising, and media presence in encouraging teenagers to use these platforms.

**Perceived legitimacy and trust (82.8% agree, 17.2% disagree):** The perceived legitimacy and trustworthiness of sports betting apps were also influential, with 82.8% agreeing that these factors affect their decision. This indicates that teenagers are more likely to adopt sports betting apps if they perceive them as legitimate and trustworthy.

**Winning and risk-taking culture (92.5% agree, 7.5% disagree):** The influence of a "winning and risk-taking" culture was seen as another major factor, with 92.5% agreeing that the excitement of potentially winning and the thrill of taking risks are significant motivators for adopting sports betting. This aligns with the nature of sports betting, which involves both risk and reward.

**Social media influence (50.0% agree, 50.0% disagree):** The responses to social media influence were split evenly, with half of the respondents agreeing that social media plays a role in their decision-making, while the other half disagreed. This indicates that while social media may have an influence, it is not universally seen as a primary factor.

**Fear of missing out (67.6% agree, 32.4% disagree):** A majority of respondents (67.6%) agreed that the fear of missing out (FOMO) contributes to their decision to engage with sports betting apps. This suggests that social pressure and the desire to be part of a trend or community are significant factors in their choices.

**Peer norms around gambling habits (91.7% agree, 8.3% disagree):** Peer norms, especially those related to gambling habits, were a dominant factor, with 91.7% agreeing. This indicates that the behaviours and attitudes of peers such as gambling habits are a strong determinant in whether teenagers choose to adopt sports betting apps.

**Research Question 3:** What are the key drivers (e.g., convenience, excitement, social status) that influence teenagers’ decisions to download and use sports betting apps in Southeast Nigeria?

**Table 4.4:** Descriptive summary analysis of key drivers that influence teenagers’ decisions to download and use sports betting apps in Southeast Nigeria.

Results from the analysis are presented below:

S/n	Items	Agree	Disagree
1.	Convenience	308 85.3%	53 14.7%
2.	Excitement	338 93.6%	23 6.4%
3.	Social status	315 87.3%	46 12.7%

The findings from the study show the main reasons why teenagers in Southeast Nigeria decide to download and use sports betting apps. These reasons are convenience, excitement, and social status. Interpretation of the findings:

**Convenience:** 85.3% of teenagers agreed that convenience is an important factor in their decision to use sports betting apps. This means that most teenagers find it easy to access these apps, especially since they can use them on their smartphones or computers.

**Excitement:** 93.6% of teenagers said that excitement is the biggest reason they use sports betting apps. This suggests that many teenagers are drawn to the thrill and fun they get from placing bets, especially during live sports events or virtual games.

**Social Status:** 87.3% of teenagers agreed that social status is another reason they use betting apps. For some teenagers, being involved in sports betting can be a way to gain respect or fit in with friends who are also interested in betting.

**Research Question 4:** How often do teenagers take sport bet in Southeast?

**Table 4.5:** Descriptive summary and Analysis on frequency of sports bet taking among teenagers in Southeast.

S/n	Options	Several times	Once every day	Once every week	Once in a month
1.	Bet9ja	17 4.7%	309 85.6	23 6.4%	12 3.3%
2.	1Xbet	25 6.9%	298 82.5%	19 5.2%	19 5.2%
3.	Betway	18 5.0%	319 88.4%	9 2.4%	15 4.2%
4.	BetKing	41 11.4%	286 79.2%	13 3.6%	21 5.8%
5.	Sportybet	9 2.4%	350 97.0%	1 0.2%	1 0.2%
6.	Nairabet	48 13.3%	297 82.3%	11 3.0%	5 1.4%
7.	BetWinner	10 2.8%	332 92.0%	10 2.8%	9 2.4%
8.	Betano	8 2.2%	51 14.1%	258 71.5%	44 12.1%
9.	Melbet	4 1.1%	32 8.9%	7 1.9%	318 88.1%
10	22bet	3 0.8%	9 2.4%	40 11.1	309 85.6%
11.	All of the above	8 2.0%	20 5.5%	307 85%	18 5.0%

The descriptive summary in Table 4.5 provides insights into the frequency of sports betting among teenagers in Southeast Nigeria. The data reveals patterns of app usage across four frequency categories: "Several times," "Once every day," "Once every week," and "Once in a month." Interpretation of the findings:

**Occasional Heavy Usage (Betting "Several Times a Day")**

- Nairabet and BetKing lead in this category, with 13.3% and 11.4% of respondents betting "several times a day," respectively. This suggests that these platforms are appealing to highly engaged bettors who may place multiple bets daily.
- Other apps like 1Xbet and Bet9ja have a smaller but noticeable percentage of heavy users, at 6.9% and 4.7%, respectively.

**Most Frequent Users (Betting "Once Every Day")**

- Sportybet stands out as the most frequently used app daily, with 97.0% of respondents betting "once every day." This indicates an exceptionally high level of daily engagement.

- BetWinner follows with 92.0% of respondents betting daily. While slightly lower than Sportybet, this shows a strong preference for consistent daily betting activity.
- Betway and 1Xbet also show high daily betting rates at 88.4% and 82.5%, respectively, reflecting significant daily usage.
- Bet9ja and Nairabet have slightly lower but still notable daily usage rates, at 85.6% and 82.3%, respectively.

**Moderate Users (Betting "Once Every Week")**

- ✚ Betano sees the majority of its respondents (71.5%) betting weekly. This highlights a unique usage pattern where most users of this app opt for less frequent betting activity.
- ✚ 22bet also has a considerable proportion of respondents (11.1%) betting weekly compared to other apps, but the majority of its users bet only once a month.

**Infrequent Users (Betting "Once in a Month")**

- ❖ Melbet has the highest percentage of respondents (88.1%) who bet only "once in a month." This reflects its appeal to less frequent users.
- ❖ 22bet similarly captures a high share of infrequent users, with 85.6% betting monthly.

**Research Question 5:** What are the impacts of social media exposure on teenagers’ attitudes toward sports betting apps in Southeast Nigeria?

**Table 4.6:** Descriptive summary analysis of impact of social media exposure and teenagers’ attitudes toward sports betting apps in Southeast Nigeria.

Results from the analysis are presented below:

S/n	Items	Agree	Disagree
1.	Influence of social media influencers	292 80.9%	69 19.1%
2.	Peer pressure and trends	345 95.6%	16 4.4%
3.	Easy access to information	288 79.8%	73 20.2%
4.	Excitement and entertainment value	349 96.7%	12 3.3%
5.	Gamification and rewards	353 97.8	8 2.2%

The data from Table 4.5 shows how social media affects teenagers' views on sports betting apps in Southeast Nigeria. It presents the responses to five key questions, with most teenagers saying social media influences their opinions in a positive way. Interpretation of the findings:

**Influence of social media influencers:** Out of 361 teenagers, 292 (about 81%) said social media influencers affect their views on sports betting apps, while 69 (about 19%) disagreed. This means a lot of teens are influenced by popular figures or influencers on social media who talk about or promote sports betting.

**Peer pressure and trends:** A large majority of 345 teens (about 96%) said peer pressure and trends within their friend groups influence their attitudes toward sports betting apps, with only 16 teens (about 4%) disagreeing. This shows that teenagers are strongly influenced by what their friends and social circles are doing, especially when it comes to trends like sports betting.

**Easy access to information:** 288 teens (about 80%) agreed that social media’s easy access to information about sports betting apps affects their views, while 73 (about 20%) disagreed. This suggests that the easy

availability of information about sports betting through social media makes teens more likely to become interested in these apps.

**Excitement and entertainment value:** 349 teens (about 97%) agreed that the excitement and fun promoted on social media about sports betting apps influence their views, with only 12 teens (about 3%) disagreeing. This shows that the thrill and entertainment value of sports betting, as seen on social media, attract teenagers and make them more likely to engage with these apps.

**Gamification and rewards:** The strongest agreement was found here, with 353 teens (about 98%) saying that features like rewards and bonuses in sports betting apps impact their attitudes. Only 8 teens (about 2%) disagreed. This indicates that the rewards and game-like features, often highlighted on social media, are very appealing to teens, motivating them to try out sports betting apps.

## **5.0 CONCLUSION AND RECOMMENDATIONS**

Sports betting is a big part of teenagers' daily lives in Southeast Nigeria. Popular platforms like BetKing, Bet9ja, and 1Xbet are leading because they are easy to access and well-known. Teenagers often get into betting because of social pressure, influence from friends, and what they see in the media, rather than their own personal interest. They prefer apps that are simple to use, exciting, and make them feel accepted by their peers. Social media also plays a big role, with ads and reward promotions encouraging them to bet. Many teenagers feel the need to take risks because they don't want to miss out, especially when others in their group are doing the same. Other platforms like BetWinner, Melbet, and 22bet need to come up with better ideas to attract teenagers. This shows how social pressure, emotions, and technology all work together to influence sports betting among teenagers in this region.

The following recommendations are made on the study:

- i. Schools and communities should educate teenagers about the potential dangers of sports betting, such as addiction and financial problems, to help them make informed decisions.
- ii. There is need to encourage teenagers to engage in other fun activities that don't involve gambling, such as sports, hobbies, or volunteering, to reduce the temptation of betting.
- iii. Authorities should implement stricter rules on advertising sports betting to teenagers, especially on social media platforms, to limit exposure to gambling promotions.
- iv. There is need for government to establish a peer support programs that help teenagers resist social pressure to bet by offering positive role models and a sense of belonging through non-gambling activities.
- v. Betting platforms should improve their user experience by adding features that protect teenagers from easily accessing betting sites, such as age verification and responsible gambling tools.

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