

**DIGITAL MARKETING AND GAMBLING
BEHAVIOUR: A STUDY OF YOUTH PUNTERS IN
LAGOS STATE, NIGERIA**

BY

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SEPTEMBER, 2021

DIGITAL MARKETING AND GAMBLING BEHAVIOUR: A STUDY OF YOUTH PUNTERS IN LAGOS STATE, NIGERIA

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**A THESIS SUBMITTED TO THE SCHOOL OF POSTGRADUATE
STUDIES IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR
THE AWARD OF THE DEGREE OF DOCTOR OF PHILOSOPHY (Ph.D)
IN MARKETING IN THE DEPARTMENT OF BUSINESS MANAGEMENT,
COLLEGE OF MANAGEMENT AND SOCIAL SCIENCES COVENANT
UNIVERSITY, OTA, OGUN STATE, NIGERIA.**

SEPTEMBER, 2021

ACCEPTANCE

This is to attest that this thesis is accepted in partial fulfillment of the requirements for the award of the degree of the Doctor of Philosophy (Ph.D) in Marketing in the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Ogun State, Nigeria.

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DECLARATION

I, **OJO KAYODE OLUMIDE** (07AD05160) declare that this research work was carried out by me under the supervision of Prof. Rowland E. Worlu and Dr. Olaleke O. Ogunnaike of the Department of Business Management, Covenant University, Ota, Ogun State. I attest that the thesis has not been presented either wholly or partly for the award of any degree elsewhere. All sources of data and scholarly information used in this thesis are duly acknowledged.

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CERTIFICATION

We certify that this thesis titled “**Digital Marketing and Gambling Behaviour: A Study of Youth Punters in Lagos State, Nigeria**” is an original work carried out by **OJO KAYODE OLUMIDE (07AD05160)** in the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Ogun State, Nigeria. We have examined the work and have found it acceptable as part of the requirements for the award of the degree of Doctor of Philosophy (Ph.D) in Marketing.

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DEDICATION

This study is dedicated to Jesus my Lord and Saviour whose strength is always made perfect in my weakness.

ACKNOWLEDGEMENTS

I will forever be grateful to God Almighty for making this work a possibility and for seeing me through this period. His mercies endure forever. Hallelujah!

I want to express my appreciation to the lord's servant over this commission, Dr. David O. Oyedepo, for creating the covenant university platform, for his foresight, and for constantly making out time to challenge our potentials. I pray that God will continue to strengthen and grant him more grace. AMEN!

My appreciation goes to the Vice-Chancellor of Covenant University, Prof. Abiodun H. Adebayo, the Registrar Dr. Oluwasegun P. Omidiora, the Dean, School of Postgraduate Studies, Prof. Akan B. Williams, Sub-Dean School of Postgraduate Studies, Dr. Emmanuel O. Amoo and the Dean College of Management and Social Sciences, Prof. Uwalomwa Uwigbe, for their commitment towards the successful completion of my Doctorate Degree programme. I am most grateful. Many thanks to all Faculty and Staff of the Department of Business Management, Covenant University for their diverse contributions, encouragement, and support. I wish to appreciate the Head of Department Prof. Anthonia A. Adeniji and the Postgraduate Coordinator Barr. (Dr.) Ebeguki E. Igbinoba for their patience, motivation, and commitment to progress, which has immensely contributed to the success of this work and the programme.

I express my sincere gratitude to my mentor and supervisor, Prof. Rowland E. Worlu for his patience, guidance, dedication, and commitment to the success of this work. You believed in me when I could not see it. To my Co-Supervisor Dr. Olaleke O. Ogunnaike, I thank you for the fatherly role, academic mentorship, and support, all through this programme. Your time, attention, and prayers are most appreciated. Thank you very much, Sir.

Equally, I wish to appreciate the scholarly inputs of the Postgraduate Representative, Dr. Samuel T. Owoeye, and my College Examiners, Dr. Joseph O. Kehinde and Dr, Felicia O. Olokoyo for their tireless efforts towards the completion of this work. I thank you all for making out time to read and critique this work constructively.

I sincerely appreciate the inputs and contributions of academics that helped in making this work a success. They include Prof. Chinoye L. Moses, Dr. David Imhonopi, Dr. Adewale O. Osibanjo, Dr. Omotayo A. Adegbuyi, Dr. Mercy E. Ogbari, and Dr. Oyewunmi A. Olabode for their immense contributions towards the successful completion of this thesis.

Special appreciation to faculty members of the department of Business Management Dr. Salau P. Odunayo, Dr. Falola O. Hezekiah, Dr. Ibidunni A. Stephen, Dr. Amaihian B. Augusta, Dr. Oyewunmi E. Adebukola, Dr. Borishade T. Tairat, Dr. Atolagbe Tolulope, Dr. Adeniji, Chinyerem Grace, Mrs. Aka O. Deborah and Mrs. Ebere Azuh, Mr. Emmanuel Efe-Immafidon, Ms. Kehinde Busola, and Ms. Marvelous, Gbervie.

Special appreciation to my Parents Mr. and Mrs. Ojo for always being there for me. To my siblings Dr. Olawande O. Tomike, Mrs. Sodunke, Mrs. Ojo thanks for the motivation. My sincere appreciation to Dr. Oluwole O. Iyiola and Dr. Ikechukwu S. Ukenna for their contribution to this work. To my Cousins Peace and Precious Falusi, God bless you all. To my nephews and nieces Darasimi, Anu, Ire, Oyin, and Ope, thanks for the support. Special mention must be made to my colleagues in the doctoral program. I appreciate my colleagues Mr. Orenuga, Mrs. Ezema, Mr. Stanley, Mr. Okoh, Mr. Emielu, Mrs. Ayomika, Mrs. Ade-Adeniji, Miss. Alake, thanks for always being there. Special thanks to Dr. Adebayo, Dr. Adeoye, Dr. Agumadu, Dr. Adesanya, Dr. Dada, Dr. Ayeni. Dr. Ogunriola, Dr. Okafor, Dr. Showunmi, Ms. Oreagba, Mr. Adedugba, Mr. Ogunrinola, Mr. Enahoro, Mr. Seyi, Mr. Oboh, Mr. Clinton, Mr. Tomiwa, Mr. Rezi, and Mr. Dayo, I love you all.

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LIST OF ABBREVIATIONS

NAN	News Agency of Nigeria
BMI	Business Monitor International
GDP	Gross Domestic Product
ECOWAS	Economic Community of West African States
NLRC	National Lottery Regulatory Commission
SEM	Search Engine Marketing
SEO	Search Engine Optimization
SERP	Search Engine Result Page
PPC	Pay Per Click
SMM	Social Media Marketing

Abstract

Sport betting companies in Nigeria have grown over the years and have been able to leverage on huge football fandom culture among the youths. The internet has played an important role in increasing the popularity of sports betting in Nigeria. The Nigerian sport betting companies are faced with several challenges most especially that of strong competition from rival firms and high marketing costs involved with creating awareness and getting customers. These companies also face issues with the way it has been perceived by the general public due to its addictive nature. One of the tools sport betting companies use to reach and convert their audience is digital marketing. The study explored the influence of digital marketing on the gambling behaviour of youth Punters in Lagos State, Nigeria. The study adopted a mixed research methodology in answering the research questions posed in the study. A structured questionnaire and focus group discussion were used as instruments for data collection. A total of 600 copies of the questionnaire were administered to punters between the ages of 18 to 35 based on three senatorial districts in Lagos State, Nigeria while the focus group discussion was carried out with thirty Punters based on three senatorial districts in Lagos State, Nigeria. Quantitative data analyses were carried out using regression analysis while qualitative data were analyzed and interpreted using Thematic Analysis. The result of the inferential statistical analysis showed that search engine marketing has a significant on the motive of youth Punters. The regression analysis of the hypotheses explained by the R^2 could be deduced that search engine marketing explains 16.4% variation in the motive of youth punters, social media marketing explained 8.4% variation in the personalities of youth punters, online display advertisement explains 26.6% variation in the perception of youth punter and online content marketing explains 28.3% variation in the learning of youth punter at a significance level less than 1%. The result obtained from the qualitative analysis of the study revealed several recurring themes which are search engine marketing and financial gains for the first objective, social media marketing, and thorough mindedness, online display ads and Ads blindness and online content marketing and online learning of youth punters. The investigation of the quantitative study validated that of a qualitative study in all the objectives except the third. The third quantitative findings opposed the findings of the qualitative study in the sense that the majority of the punters that partook in the focus group discussion developed a way of blocking the online display ads. This study revealed that one of the most significant influences of digital marketing has come from social media marketing due to the huge amount of people digital marketers have access to. Based on the findings, the study recommended that digital marketing agencies and betting companies should focus on providing long-term value for their consumers to help protect society from harm caused by betting.

Keywords: Digital Marketing, Financial gains, Gambling behaviour, Motive, Online betting, Social Media Marketing, Sports betting.