



Research Article

Influence of Channels Television Advertisement on Betnaija Patronage Among Youth in Anambra State

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About Article

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ABSTRACT

This study examined how advertisements on Channels Television affected BETNAIJA patronage among youths in Anambra State, Nigeria. The aim was to determine how exposure to television commercials influenced youths' participation in online betting. The study was based on the growing visibility of online betting and the role of broadcast media in shaping young people's behaviour. A survey design was used. A sample of 400 youths was selected from the three senatorial districts of Awka (Central), Onitsha (North), and Nnewi (South), using multistage sampling (cluster, simple random, and convenience) from a population of 2,212,315 youths. Out of 400 questionnaires distributed, 306 were valid, representing 77% of the sample. Data were collected using a structured questionnaire covering demographics, exposure, perception, and patronage of BETNAIJA, measured on a 5-point Likert scale. The findings showed that 71% of respondents were often exposed to BETNAIJA adverts on Channels Television. Also, 79 respondents stated that such exposure greatly influenced their patronage. However, attitudes toward the adverts were mostly negative, as 52–54% described them as exploitative, misleading, and harmful to the economy. These results showed a complex relationship between advertisement exposure, behavior, and social perception among youths. The study concluded that while television adverts increased awareness and patronage of BETNAIJA, they were not positively perceived by many youths. It recommended stricter regulation of betting advertisements, increased public awareness on the risks of excessive betting, and responsible advertising practices by media organizations and betting companies.

1.0 INTRODUCTION

The advertising sector deliberately cuts down the influence and possible adverse influence of the product they are advertising. They tend to portray an innocent aspect of daily life in their commercial and hope that this innocent aspect of life would not only attract the attention of potential customers but would also influence them (Adlet, 2015). Game betting is one of the fastest growing industries in the world (Binde, 2016). With the increasing accessibility and availability of game betting on Internet and wireless technology, in addition to more traditional forums, international revenue from legalized gambling is estimated to surpass US\$100 billion by 2025 (Coopers, 2015). Concomitant with the growth in revenues, game betting advertising expenditure also appears to be increasing, verified by reports from Canada, Europe, and the UK (Advertising Association, 2017; Binde, 2017).

It is widely acknowledged that the media have a powerful effect on people's behaviour and attitudes, and that the objective of any commercial advertisement is to capture consumer's attention, convey positive attitudes towards the product, and encourage the adoption of the messages espoused. Youths appear to be particularly vulnerable to the effects of advertising. A recent study found that youths (aged 18 to 30) exposed to high levels of advertisements for alcohol from multiple sources were subsequently more likely to drink 50% and 36% more likely to have intentions to drink in the upcoming year than those at lower levels of advertising exposure. (Collins, Ellickson, McCaffrey, and Hambarsoomian (2017) demonstrate the enduring effects of advertising on the youth. Game betting advertisements directly increase the availability of game betting by

informing individuals about opportunities to bet and attempting to influence and modify attitudes through their communicative processes (Hastings, Anderson, Cooke, & Gordon, 2015). The high level of exposure to game betting advertisements in society has led to its normalization and perception as an acceptable, harmless, and credible activity (Moore & Ohtsuka, 2019). Griffiths and Wood (2021) have argued that advertising introduces youths and teens to the principles of betting which occurs in a social context where game betting is generally viewed as an exciting, harmless form of entertainment.

Youths perceive the central messages of game betting advertisements to be that betting leads to winning (easy money) and that game betting is fun and enjoyable and part of a worry-free and entertaining lifestyle, requiring none to make real efforts in school or an actual job (Derevensky, 2017). Youths are frequently exposed to game betting advertisements, most often on television, closely followed by the Internet, with advertisements on billboards and in newspapers and magazines also commonly viewed (Derevensky, 2017; Felsher, Derevensky, & Gupta, 2014). Similar to what has been found in the study of alcohol advertising, game betting commercials appear to have a significant influence on youth; one study found 42% of youth report that games betting advertisements make them want to try betting and 61% imagine or dream about what they could buy with their winnings (Derevensky, 2017). An earlier study found 39% of youths would be more likely to purchase a lottery ticket after viewing an advertisement (Felsher, 2014). The placement and timing of game betting advertisements, which may encourage the perception that game betting is harmless

fun with no negative consequences, and result in increased participation rates, need to be regulated to reduce the exposure of youth to games betting activities.

Research on alcohol advertisements confirms the importance of advertisement timing and placement. For example, youth recalled many more television commercials for alcohol aired during sporting events and on late-night television programs popular among youth (Wyllie, Zhang, & Casswell, 2018). In response to concerns about the negative consequences of alcohol and tobacco advertising, regulations have been implemented, with some observed success, that prevent these products from being prominently advertised in places viewed by youths. Following a reduction in alcoholic beverage advertising in the US, the incidence of alcohol problems, including binge drinking and alcohol involvement in fatal crashes, decreased amongst young people (Hacker & Stuart, 2015). Similar effects have been found internationally with an analysis of data from 20 countries over a 26-year period (Saffer & Dave, 2012), indicating that Advertising bans resulted in decreased alcohol consumption amongst youth.

Bet9ja is an online bookmaker company that offers betting on major sporting events operating in Nigeria. Traded under KC Gaming Networks Limited and run by a series of shareholders of multiple nationalities, the website is licensed by the Lagos State Lotteries Board (LSLB) with permission to operate in other parts of Nigeria. Bet9ja.com is the third most-visited website in Nigeria after Google.com and Youtube.com in late April 2020, according to Alexa (2019), a global internet traffic ranking firm. It is also the first most-visited local site in Nigeria and

the only Nigerian website in the top 500 most-visited websites globally as of April 2020, according to a recent listing by (IABC Africa, 2019). Thus, this study is important to examine the influence of ChannelsTV commercials betnaija patronage among youths in Anambra State.

1.0 Statement of the Problem

The widespread promotion of sports betting has significantly influenced youth engagement in Nigeria, making betting advertising highly pervasive and influential (Hing, Russell, Li, & Vitartas, 2018). In response to this growing concern, betting operators have adopted various promotional strategies such as television commercials, digital advertising, and sales incentives including bonuses, cash rebates, and reduced-risk offers aimed at attracting and retaining young customers (Hing et al., 2018). Regulatory bodies and media stakeholders have also attempted to promote responsible advertising, but these efforts have not fully limited the exposure of youths to betting advertisements.

Despite these efforts, sports betting advertisements remain highly visible and persistent, especially through Channels Television, where youths are frequently exposed to BETNAIJA commercials. In Anambra State, the extent to which these advertisements influence youth patronage of BETNAIJA is still not clearly understood, creating a gap in existing research. Therefore, this study seeks to examine the influence of Channels Television advertisements on BETNAIJA patronage among youths in Anambra State.

2.0 OBJECTIVES OF THE STUDY

The main objective of the study is to examine

the influence of Channels Television advertisements on patronage of BETNAIJA firm among youths in Anambra State. Specifically, the study intends to:

1. Find out the frequency of youths' exposure to BETNAIJA advertisements on Channels television.
2. Investigate the perception of youths in Anambra State of BETNAIJA as a result of the advertisement aired on Channels television.
3. To determine the extent to which exposure to BETNAIJA advertisements on Channels Television influences youths' patronage of BETNAIJA.
4. Ascertain whether there is a significant relationship between youths' exposure to BETNAIJA advert on Channels Television and patronage of BETNAIJA

2.1 Research Questions

This study was guided by the following research questions:

1. What is the frequency of youths' exposure to BETNAIJA?
2. What is the perception of Anambra State youths on aired BETNAIJA advertisement on Channels Television
3. What extent Does the exposure to BETNAIJA advertisements on channels Television persuade the youths to patronize BETNAIJA?
4. Is there any significant relationship between youths' exposure to betnaija advert on channel television and patronage of betnaija.

2.1.1 Significance of the Study

The literature generated from this study is expected to make a significant contribution to existing knowledge on the influence of television advertising on youth participation in sports betting. The findings provide

empirical evidence on how Channels Television commercials affect the patronage of BETNAIJA among youths in Anambra State, thereby deepening understanding of the role of media advertising in shaping consumer behavior. From a theoretical perspective, the study contributes to the application and validation of relevant communication and media theories by demonstrating how their propositions explain the relationship between television advertising exposure and audience response. It extends existing theoretical discussions by showing how media messages can influence behavioural patterns, particularly among youths engaged in sports betting activities.

2.1.2 Review of Related Literature

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

consumption of a product or service through the media. According to Datta (2018), advertising is a non - personal dispersion of a message in convincing manner about any desired product or for other objects by using multiple media. Multi aspects are involved in the determination of perception regarding advertising notification (Iljin, 2012; Jokubauskas, 2013). It is a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, either now or in the future (Richards and Curran, 2002, p. 74). This definition reflects the commercial nature, persuasive intent, non-personalized messaging, and use of mass media, which typically characterize advertising in traditional media.

However, the aspects of advertising that play critical role are psychological, emotional, behavioural and cognitive. Psychological aspects of advertisement give the signals regarding the understanding of a unique personality or may be for a group by applying different principles and researching techniques (Kotler, 2013). Emotional aspect of advertising also plays a crucial role in the differentiation of products according to mood of users. Emotional aspect of advertisement ensures the different ways of presenting a product that are emotionally equipped or suitable according to the specification of customer. Similarly, behavioural aspect of advertisement is related to the actual customer's reaction. In addition, cognition aspect of advertising is related to perception of people's regarding the information of advertisement. Cognitive aspect includes attention, perception, thoughts, recognition or assimilation (Jokubauskas, 2017).

Advertising influences individual's attitudes, behaviors and life style (Ahmed, Ahmad,

Nisar and Azeem, 2017). It is one of the major sources of communication tool between the producer and the user of product. For a company product to be a well-known brand, the company must invest in their promotional activities especially advertising Hussainy, Riaz and Kazi, (2018). Latif and Abideen (2011) argue that advertising has the potential to contribute to brand choice among consumers. Morden (2019) as cited in Zainul Abideen (2012) opines that advertising message is to establish a basic awareness of the product or service in the mind of the potential consumer and to build up knowledge about it. According to Ayanwale, Alimi and Ayanbimipe (2015),

Channels Television is a Nigerian independent 24-hour [news](#) and media [television channel](#) based in [Lagos, Nigeria](#). The parent company, Channels Incorporated, was founded in 1992, a year before the Nigerian government deregulated the broadcast media. It began broadcasting in 1995. Its primary focus is producing news and current affairs programs on Nigerian domestic issues. The BETNAIJA television advertisement broadcast on Channels Television forms a key element of the promotional strategy used by sports betting companies to influence audience participation, particularly among youths. The advert is produced by BETNAIJA in collaboration with professional advertising agencies engaged in media planning, creative production, and digital marketing communication. As the sponsor, BETNAIJA utilizes television advertising as a strategic communication tool to increase brand visibility and encourage active participation in online sports betting.

Although different versions of the BETNAIJA advert have been circulated over time, most of the widely exposed campaigns that reached audiences in Anambra State became prominent between approximately 2018 and 2024, a period marked by rapid growth in sports betting activities among Nigerian youths. The advert is typically designed in short formats of about 30 to 60 seconds, making it suitable for frequent repetition during commercial breaks. In terms of broadcast frequency, the advert is often aired repeatedly on Channels Television, especially during high-viewership periods such as live football coverage, sports analysis programs, evening news, and entertainment segments. This repetitive exposure increases the likelihood of message retention among young viewers in Anambra State, who are among the major consumers of televised sports content.

The message structure of the advert is deliberately persuasive and youth-oriented. It combines strong visual and auditory elements such as football highlights, celebratory winning scenes, mobile betting interfaces, and energetic background music. The core message emphasizes ease of access to betting platforms, the excitement of predicting outcomes, and the possibility of financial rewards. The call-to-action encourages viewers to register, download the mobile application, and place bets instantly. From a communication perspective, the advert employs emotional appeal, particularly excitement, aspiration, and the desire for quick financial gain. These message elements are significant in shaping the attitudes and behavioural tendencies of youths in Anambra State, where exposure to television advertising contributes to the normalization

and increased patronage of sports betting platforms such as BETNAIJA.

Overall, the advert functions not only as a marketing tool but also as a behavioural influence mechanism that reinforces betting participation among youths through repeated exposure, persuasive messaging, and lifestyle-oriented imagery.

3.0 THEORETICAL FRAMEWORK

The study leaned on Uses and gratifications and framing theories

3.1 Uses and Gratifications Theory

This theory was developed by Elihu Katz & Jay Blumler in 1974. The theory defines how the audience interacts with the media; the theory believes the audience is not passive as in the case of the traditional communication models (Turney, 2020). This theory contradicts the earlier communication models which see communication from a linear, sender-message-receiver perspective, rather, active and interactive as emphasized by the Uses and Gratifications Theory. The Uses and Gratification approach according to Baran and Davis (2006) assumes that “individuals actively use certain media to satisfy certain needs. This theory is relevant to the study about television uses (Morris & Ogan, 1996). Uses and Gratification theory is more concerned about what and how the audience use the media for. It premised on the view that what the audience expose themselves to is dependent on the satisfaction they derive from the use of such media. The Uses and Gratifications Theory is based on the idea that media audiences are active rather than passive. This implies that the people are not only receivers of information but also unconsciously making attempts to make sense

of the message in their context (Peirce, 2007).

The Used and Gratifications Theory of the media is one of the theories of mass communication that call attention to what people do with the media rather than what the media do to people (Asemah, 2011; Edegoh, Asemah & Nwammuo, 2013; Asemah, Nwammuo & Nkwam-Uwaoma, 2017). According to Perse (2014), audience gratifications can be derived from at least three different sources: media content, exposure to the media, and the social context in which one is exposed to the media. Turney (2020) also states that Uses and Gratifications explain what combinations of attributes in media content leads to the satisfaction of audience members' needs.

Different media offer a wide range of characteristic contents (topics), modes of transmission (print versus broadcasting), and places of exposure (at home, out of home, with or without others) for the audience to interpret, thus, leading to a need for media to provide as much satisfaction to the public as possible. Katz, Blumler & Gurevitch (1973) also argued that the role of an audience member is to select the type of media that meets their needs and requirements, while the media outlet, in turn, provides content that satisfies the audience needs. While some audience members choose to use media as a distraction from everyday life or to share the experience with other audience members, others may use it to obtain information about the world sub-consciously. The Uses and Gratifications Theory reveals that media audiences seek to meet their needs through the media which they deliberately expose themselves to. This theory relates to television advertisement on game betting as studies show that people exposed themselves

to a particular content of a media to meet certain satisfaction or needs while gaming can create important avenues for young people to get a sense of belonging, solidarity and connectedness (Ruzic, Strnak & Debeljuh 2016; Quandt & Kröger, 2013; Wong, 2020). This theory is relevant to this study so as to inform how game betting brand uses the media (television advert) to satisfy the needs of their audience especially the youth to influence their patronage of the product by only showing the benefit of positive aspects of the brand.

3.2 Framing Theory

The sociologist Erving Goffman, who is credited with coining the term in his 1974 book *Frame Analysis*, understood the idea of the frame to mean the culturally determined definitions of reality that allow people to make sense of objects and events. Framing theory suggests that how something is presented to the audience (called “the frame”) influences the choices people make about how to process that information. Frames are abstractions that work to organize or structure message meaning. The most common use of frames is in terms of the frame the news or media place on the information they convey. Framing theory explains that the media create this frame by introducing news items with predefined and narrow contextualization. Frames can be designed to enhance understanding or are used as cognitive shortcuts to link stories to the bigger picture. While there is a clear conceptual intersection between concept of framing (Weaver, 2007), the idea of framing is similar to the 'second level' of agenda setting which “examines the relative salience of attributes of issues, as McCombs (2005) and Ghanem (1997) as described in detail. These agenda of attribute

are called “the second level” which varies from “the first level that has traditionally focused on issues (objects), although the term “level” implies that attributes are more specific than objects.”

(Goffman, 1974), under the title of Frame Analysis put forth that people interpret what is going on around their world through their primary framework. This framework is regarded as primary as it is taken for granted by the user. Its usefulness as a framework does not depend on other frameworks. Goffman (1974) states that there are two distinctions within primary frameworks: natural + social. Both play the role of helping individuals interpret data. So that their experiences can be understood in a wider social context. The difference between the two is functional.

1. Natural frameworks identify events as physical occurrences taking natural quote literally and not attributing any social forces to the causation of events.
2. Social frameworks view events as socially driven occurrences, due to the whims, goals, and manipulations on the part of other social players (people). Social frameworks are built on the natural frameworks. These frameworks and the frames that they create in our communication greatly influence how data is interpreted, processed, and communicated. Goffman's underlying assumption is that individuals are capable users of these frameworks on a day-to-day basis. Whether they are aware of them or not (Mass Communication Theory (Online, 2017). Thus, the idea of framing means to “draw attention to certain attributes of the objects of news coverage, as well as to the objects themselves”. Frames can be defined as organizing ideas or themes, ways of linking together stories historically, building up a narrative over time and across political space. To be able to identify framing in

the news, (Entman, 1991) identifies five popular ways for framing news stories:

Conflict: Conflict between parties can be prioritized, as opposed to the actual decision made.

Human Interest/Personalization: presenting a story with human face, personality is promoted over more important aspects.

Consequence: Consequences can be wide ranging. Pursuing a policy may be unwise in terms of unity within a party or coalition or in terms of the status of a nation globally.

Morality: Media coverage can often moralise, sometimes due to the indiscretions of political actors; or alternative, policies can be seen as morally questionable. E.g. Michael Moore's editorializing of the US Patriot Act, worldwide critique of US foreign policy all take a moral tone

Responsibility: Attributing responsibility, either for a cause or a solution. In the wake of Asian Tsunami one frame was “global responsibility” for find solutions as well as blaming the lack of preparedness on the local governments.

Researcher found this theory appropriate for this study because it is an enquiry into what led to the patronage of the youth to this betting game brand. The theory also helps to interpret obtained result as to know how television advertisement influences the patronage of the youth in Anambra State.

4.0 RESEARCH METHODOLOGY

This study adopted a survey research design to examine the influence of Channels Television advertisements on BETNAIJA patronage among youth in Anambra State. The research focused on youths aged 18–35 across three senatorial zones Awka (Central), Onitsha

(North), and Nnewi (South) selected to ensure a representative sample of the state's population. A total population of 2,212,315 youths was estimated using projected growth rates,(national population commission) from which a sample size of 400 respondents was determined. Multistage sampling was employed: cluster sampling to group respondents by senatorial zones, simple random sampling to select specific local government areas, and convenience sampling to distribute questionnaires at various betting hubs. The primary data collection instrument was a structured questionnaire designed with demographic and research-specific sections, employing a 4-point Likert scale to capture opinions, attitudes, and behaviors regarding television advertisement exposure and BETNAIJA usage. To ensure the credibility of the data, the questionnaire underwent validity and reliability testing. Validity was assessed through structural comprehension tests and a pilot study, with feedback from the supervisor incorporated to refine the instrument. Reliability was confirmed using the test–retest method over a four-week interval, yielding a reliability coefficient of $r = 0.82$, indicating a reliability index of 82%, which demonstrates a high level of consistency. Collected data were analyzed using

frequency tables, simple percentages, and weighted mean calculations to interpret patterns and relationships between advertisement exposure and patronage. This methodological approach provided a systematic framework to gather, measure, and evaluate youths' engagement with BETNAIJA in response to television advertising, ensuring that the findings were both reliable and representative of the study population.

4.1 Data Presentation, Analysis, and Discussion

Table 4.1.1: Frequency of Exposure to BETNAIJA Advertisement on Channels Television

Response Category.	Frequency.	Percentage
Moderately exposed.	140.	45.7
Highly exposed.	76.	24.8
Low exposed.	70	22.8
Rarely.	20	6.5
Total.	306	100

Source: Field Survey, 2023

A majority of respondents reported frequent exposure to BETNAIJA advertisements. This implies that the adverts are highly visible among youths, increasing the likelihood of influencing their awareness and engagement with the platform.

Table 4.1.2: Perception of BETNAIJA Advertisement Among Youths

Statement.	SA.	A.	D.	SD.	Total Mean.	Remark
BETNAIJA Advert on Channel is anti-economic	125	121	40	20	3.2	Agreed
The advert is spoiling youths by exploiting them	165	106	20	15	3.4	Agreed
The advert provides opportunity for lucky ones	50	50	116	90	2.1	Disagree
The advert gives youths falsehood	115	106	60	40	3.1	Agreed
The advert is a source of good information that changes lives	60	40	110	96	2.2	Disagree
The advert is not needed and should be discouraged	114	102	60	30	3.0	Agreed

Source: Field Survey, 2023

The majority of mean scores (3.0 and above) show that respondents accept negative statements about BETNAIJA adverts, especially regarding exploitation (3.4), misinformation (3.1), and economic harm (3.2). The low mean scores (2.1 and 2.2) for positive statements indicate that youths reject the idea that BETNAIJA adverts are beneficial or life-improving. The overall pattern confirms a dominant negative perception of BETNAIJA adverts among youths in Anambra State.

Table 4.1.3: Influence of BETNAIJA Advertisement on Patronage

Response Category.	Percentage	Frequency.
Very large extent	150	49.0%
Large extent	91	29.7%
Moderate extent	50	16.3%
Low extent	15	5.0%
Total	306	100%

Source: Field Survey, 2023

A clear majority (about 78.7%) of respondents indicated that BETNAIJA advertisements influence their patronage to a large or very large extent. This implies that Channels Television adverts have a strong persuasive effect on youths in Anambra State, significantly shaping their betting behaviour and reinforcing the effectiveness of television advertising in driving consumer engagement.

4.1.3 Discussion of Findings

A majority of youths in Anambra State frequently see BETNAIJA adverts on Channels Television. This shows that television is still a powerful medium for reaching youths, and repeated exposure can make betting seem normal and acceptable. This finding conforms with Robert Entman, who emphasized that repeated media messages shape how audiences understand social issues. It supports Framing Theory, particularly the proposition that continuous

exposure to framed messages can normalize behaviours by making them appear common.

A large majority (about 79%) reported that BETNAIJA adverts influenced their betting behaviour. This means that television advertising not only creates awareness but also encourages active participation, although it may reinforce existing interests rather than directly cause behaviour. This aligns with Elihu Katz and Jay G. Blumler, who found that people use media to satisfy needs such as entertainment and financial expectations. It supports Uses and Gratifications Theory, especially the idea that audiences actively engage with media content that meets their needs, with adverts reinforcing their motivation to bet.

Majority of respondents view BETNAIJA adverts as exploitative, misleading, or anti-economic. This shows that youths may engage in betting even when they do not trust or approve of the adverts, creating a gap between attitude and behaviour. This finding conforms with Erving Goffman, who argued that audiences interpret media messages differently based on their social context. It reflects Framing Theory, where audiences can critically interpret media messages while still being influenced by them.

High exposure leads to increased betting behaviour despite negative perceptions of the adverts. This suggests that advertising effectiveness depends more on repetition and attention than on positive attitudes, and it raises concerns about ethical and social impacts on youths. This conforms with Denis McQuail, who explained that media effects are complex and influenced by multiple social factors. It supports both Framing Theory (media shaping perception and behaviour

through presentation) and Uses and Gratifications Theory (audiences continue engaging with content that satisfies their needs despite criticism).

The findings show that television advertising strongly influences youth betting behaviour through repeated exposure and audience needs, even when the adverts are viewed negatively, highlighting both its persuasive strength and its social implications.

5.0 CONCLUSION

The problem identified in this study exists in Anambra State because of the high visibility and repeated exposure of BETNAIJA adverts on Channels Television, which effectively attracts youths and encourages betting behaviour, even among those who may not have initially intended to participate. This is further reinforced by demographic factors such as age, education, and occupation, which influence how youths interpret and respond to the adverts. At the same time, weak regulatory control and limited media literacy contribute to a situation where youths are highly influenced by persuasive advertising while still perceiving it as exploitative and misleading. As a result, the environment allows advertising to simultaneously drive patronage and generate skepticism, creating a complex problem of increased betting engagement alongside growing social and ethical concerns

6.0 RECOMMENDATIONS

The study made the following recommendations:

1. Government and media regulatory bodies should strictly regulate

gambling advertisements to ensure they are not misleading or targeted at vulnerable youths, as weak regulation is a key reason for the high exposure and influence observed in the study area.

2. Channels Television and BETNAIJA should adopt responsible advertising by using clear, honest messages that highlight both the risks and realities of online betting instead of exaggerating benefits.
3. BETNAIJA should include educational content in its adverts to inform youths about betting risks, odds, and responsible participation, helping to reduce negative perceptions while promoting informed decision-making.

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