

IMPLICATIONS OF EXPOSURE TO TELEVISION SPORTS BETTING ADVERTISEMENTS AMONG SPORTS ENTHUSIASTS IN IBADAN METROPOLIS.

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Abstract: *This study was carried out to determine how the exposure to television advertisements is impacting on sports betting in all its forms, among sports enthusiasts in Ibadan metropolis. Using Purposive Sampling Technique, the researchers chose Ibadan North-West Local Government with headquarters in Dugbe/Onireke out of the five in the cluster of urban local governments in Ibadan. Of the 300 copies of questionnaire administered, 266 were completed and returned, a response rate of 89%. The study was based on theory of Reasoned Action. This study reveals that exposure to television sports betting advertisements sponsored by sports betting companies has a direct influence on sports enthusiasts in Ibadan metropolis. It provides more information about how they can participate in sports betting being promoted and at the same time positions them for countless benefits being offered by the betting brands all of which have mixed impact on the bettors at the end of the day. In the same vein, the study reveals that inability to manage the pain of loss can lead to suicide and suicide ideation from problem gamblers; and the fact that addiction to gambling leads to reduced concentration and interest at work or school and dysfunctional family life for addicts are serious negative implications of sports betting culture among sports enthusiasts in Ibadan metropolis. The study therefore, recommends among others, that individuals should try to interpret the contents of advertisements and relate it to the existing realities that it is a game of chance so as not to turn betting into a means of livelihood.*

Key Words: Sports Betting, Television, Advertisements, Ibadan Metropolis, Reasoned Action

Introduction and Background to the Study

Television advertising is a unique medium of communication that combines its compelling audio/visual to create awareness for a brand or product to a larger audience. Globally, television remains a popular pastime. Television advertisements, when professionally handled, can be convincing and elicit the right emotional responses from the audience. Lending credence to this observation, Rush (2019) and Pollick (2022) note that television viewers are discerning enough to distinguish a cheaply produced television commercial from regular programming and are interested and attracted to it, thus informing the decision of many television advertising agencies to engage expert copywriters, directors and actors to produce professional and quality commercials that will resonate with the audience for a long time. Furthermore, Rush (2019) opines that TV advertising offers benefits ahead of any other medium, making it an effective use of advertising budget and, stating that studies have revealed that 60 percent of consumers are likely to make a purchase after viewing an advertisement on TV compared to only a little over 40 percent for viewing ads online or over social media. In contrast, he reveals further that radio audiences tend to be more segmented and smaller because of the larger number of local stations compared with the television. The reason for the disparity according to Rush (2019) is that local TV stations are fewer, audiences are spread into larger segments of people who will see the ads. Again, the widespread appeal of TV may make consumers more receptive to TV advertising compared with other media.

Tech-Direct (2020), reinforces that the continual evolution of TV offers viewers new ways to watch, and advertisers, new ways to reach potential customers making it the first medium to think of, for reaching large numbers of people in a short amount of time. TV and online also work symbiotically such that a brand's presence on TV can lend credibility and expose that brand to a much larger audience initially than online advertising. TV advertising drives all other forms of

promotion such that both advertisers and TV programmers will continue to use it to push viewers to engage with more in-depth content online. This according to Tech-Direct (2020), helps nurture the relationship with the consumer and create brand loyalty. In the same vein, the Global TV Group (2020) in its Global TV Deck updates, showcases how direct-to-consumer (D2C) brands around the world embrace TV. The compendium shows how, from 2015 to 2020, the total TV spend more than doubled for direct-to-consumer brands. The collected data also reflects that FAAAM – which stands for Facebook, Apple, Amazon, Alphabet (Google's parent) and Microsoft, recognise TV as a valuable means of driving growth and use it more than ever to communicate. Strengthening the position of Global TV Group, Pollick (2022) opines that even if the pictures or copy on TV appears to have little to do with the actual product or service, viewers often remember surprising or nostalgic or amusing imagery in a commercial. In the same vein, television advertising allows the relaying of specific ideas in a limited amount of time. In either 30 or 60 seconds, a television ad is capable of attracting interest, stimulating desire and giving applicable information to the viewers about a product or service.

Sporting activities enjoy a high patronage in television programmes. Football, the most popular sport in the world, enjoys a huge followership (Dvorak, Junge, Graf-Baumann, & Peterson, 2004; World Atlas, 2023). For many countries, football is a big part of their culture and economy as it is a money spinner. Neely (2019) states that, globally, football as the most prominent sport draws devoted fans from nearly every country in the world. According to her, the World Cup grosses the highest attendance and viewership rates of any international professional sports tournament and so, for many countries, the game of football is a source of national identity and pride. To Nigerians, football is a unifying factor. Differences in tribe, religion and socio-economic differences are forgotten when the citizens are rooting for the national teams and favourite local and international club sides (Abdulraheem, 2004, FIFA, 2023). The streets of major cities are deserted when a major sporting event, particularly football that involves any of the Nigerian national teams is being broadcast live during the day and households stay awake till the wee hours of the night if the broadcast falls in the night. Interestingly, the streets are flooded with jubilant and ecstatic sports enthusiasts when their teams are victorious. Nigeria in the past and in recent memory has recorded some successes in football both at the continental and global stages and have many footballing stars making waves in major leagues across the world whom their compatriots back home want to see compete and bring happiness and entertainment to them. This has given rise to a lot of football enthusiasts.

For sports betting promoters, the choice of television advertising as part of communication strategies for marketing is a veritable tool in building, creating and sustaining brands because it plays a major role in creating awareness for brands, persuading, informing and reminding both potential and existing customers towards making a betting decision. Television advertising for sports betting companies is a popular option because Nigeria is a sports loving country. Bankole (2020) notes that taking a stroll on the busy streets of Nigeria, there is every likelihood that one would come across a young Nigerian fiddling with a betting ticket or checking live sport updates on his smartphone. Sports betting has thus become a favourite pastime in most parts of the country.

Statement of the Problem

Scholars have advanced arguments that television is the most potent medium to reach a large number of people and for brands visibility. This is in addition to another fact that television brings to millions of homes, such loving sports as Football, Tennis, Rugby, Horse racing, Car racing, field events and so on (Real & Kunz, 2019 and Baker, 2022). Thus, television appears to be a medium of choice to create awareness for brands and push for more sales during sporting tournaments. Sport betting companies have also cashed-in on the popularity of television as a preferred medium for sports, to lure sports enthusiasts via creative advertisements. Several scholarly studies have been carried out in this area. For instance, Njemanze, Nwokporo, Agha and Nwosu's study (2020) focuses on the socio-economic effects of sports betting on youths in Ibadan. The study did not examine the role of television advertising rather, it studied relatives of bettors and workers in the betting centres to gauge the public perception of sports betting. Another study by Ejiga (2021) was on sports betting advertisements on television but its focus was limited to influence of betting participation among youths in Makurdi Metropolis, Benue State, Nigeria. Also, Hakansson and Widinghoff (2019) carried out a study on television gambling advertisements, but it was primarily aimed at addressing the extent and content of gambling advertisements with a focus on potential high-risk commercial messages. However, all the aforementioned studies and others focused on online sports betting with population of study comprising mainly of children, youths and undergraduate students of universities; with none on the general adult population in Ibadan metropolis. Hence, this study which focused on the general adult population in Nigeria's largest city, Ibadan. The general objective was to determine how the exposure to television advertisements is impacting on sports betting in all its forms, among sports enthusiasts in Ibadan metropolis.

Method of Study

Survey research design was adopted for this study. The survey method was adopted primarily because it is a suitable and efficient way of studying large populations and investigating problems in realistic settings. Using Purposive Sampling Technique, the researchers chose Ibadan North-West Local Government with headquarters in Dugbe/Onireke out of the five in the cluster of urban local governments in Ibadan because it is the local government of residence of the researchers which makes it easier to access the different towns in the local government and because of its multicultural nature. The 2016 projected population of Ibadan North West Local Government was 216, 400 according to National Population Commission (NPC) and National Bureau of Statistics (NBS). By using the online sample calculator, the sample size arrived at was 300 (Three hundred). The researchers specifically approached individuals who patronised football viewing centres and sports betting centres for the study. The instrument for data collection was a structured questionnaire. Of the 300 copies of questionnaire administered, 266 were completed and returned, a response rate of 89%. Data gathered was analysed using Statistical Package for the Social Sciences (SPSS 27).

Conceptual Reviews of Television Advertisements and Sports Betting

As a persuasive endeavour, advertising aims at increasing the visibility of a product, increase the sales volume and ultimately contribute to the profitability of an organisation. William J. Stanton defines advertising as consisting of all the “activities involved in presenting to a group, a non-personal, oral or visual, openly sponsored message regarding a product, service or idea. This message, called an advertisement is disseminated through one or more media and is paid for by the identified sponsor” (Devika, 2023). In distinguishing advertising from other communication initiatives, American Marketing Association (AMA), identifies advertising as “any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor”. Advertising makes use of the mass media as vehicles to convey advertising messages, otherwise known as advertisements. The ultimate goal of advertising, according to Cohen, is to ensure that the advertiser’s objectives are met, consumers’ satisfaction delivered and social and economic welfare developed (Cited in Devika, 2023).

Television as an Advertising Tool

On July 1st, 1941, the first-ever legal television advertisement was broadcast in the state of New York during a baseball game between Brooklyn Dodgers and Philadelphia Phillies, which was on the screens of about 4,000 televisions (Kulp, 2016). In the decades that followed, the popularity of television advertising swelled along with the popularity of mass marketing. According to Kuyucu (2020), since its advent, television advertising has become one of the most popular means of business advertising, mainly for the reason that it supported both audio and video content as the ways of exposing viewers to the intended promotional message. Television advertising has an inimitable impact on society that is much stronger than among the radio stations, newspapers, and magazines.

Historically, full-time television broadcasting started in 1941 in the post-war United States society when the first television licenses were issued to WCBW (later WCBW-TV) and WNBT (later WNBC-TV). By 1948, one million homes had televisions, with a total of 108 licensed television stations (<https://www.encyclopedia.com/media/encyclopedias-almanacs-transcripts-and-maps/television-broadcasting-history>). As the number of television sets in the United States reached a critical mass, the advertising industry identified the new media as a communication channel of strong potential. The booming development of television advertising required regulatory measures. Hence, the American Association of Advertising Agencies, set up in 1917, assumed a more important role in the ad market.

Television advertising is a form of a sponsored television slot which aims to send promotional messages to viewers and convince potential customers to buy products or services offered by the sponsoring organisation. Money from television advertisements, account for a large part of commercial broadcaster’s revenue. Advertising spots vary in duration according to the specific regulation in each country. National laws also define the appropriate content of advertising. Television advertising relies heavily on catchy jingles and memorable slogans. Research shows that the combination of sound and motion has a strong effect on potential customers; hence television commercials are believed to be a highly effective form of advertising.

Furthermore, television advertising provides a very powerful vehicle for delivering a message about your product or service to the widest audience possible. The visual impact of video simply has a great ability to capture and hold the audience more than the static media of print or audio media. Although it may seem like a daunting task, you can write and produce your own commercial at a television studio, or at local high school that has an audio-visual department. The cost of producing a fifteen-, thirty-, or sixty-second television spot will vary depends upon the sets, special effects, talent, equipment, and crew necessary to pull your concept.

Available evidence suggests that people tend to spend hours behind the TV screen as this is one of their most beloved activities. According to Stoll (2022), estimates between 2019 and 2023 indicate that in 2022, adults in the U.S. will spend an average of around three hours watching TV each day. This figure has generally fallen in recent years and the downward trend is forecasted to continue in the years to come. The only exception to this trend is the year 2020, when consumption increased due to a growth in media consumption during the coronavirus outbreak. In the same vein, Stoll (2022) reveals that the daily time spent watching TV worldwide from 2011 to 2018, with a forecast until 2021 showed that TV viewers worldwide watched 168 minutes of television daily in 2018, down from 170 minutes in 2017. The amount of daily time spent with TV is projected to decrease by a further three minutes by 2021. However, television consumption has remained relatively stable, whilst time spent reading newspapers and magazines has almost halved since 2011.

Sports Betting in Nigeria

Sports betting in Nigeria cannot be discussed without a look at its impact in the society. It is like a double-edged sword. According to Ajegbile (2016), the sports betting industry has made appreciable impact in many ways in the society. Apart from thousands of people that have won millions of naira through various sports betting platforms, another impact lies in the ability of the sports betting industry to take a sizeable number of unemployed people off the unemployment market across the country. It ranked among the biggest employers of labour as an estimated 10,000 people has been employed.

On the other hand, sports betting has its drawbacks in terms of its undesirable impacts in the society. Njemanze, Nwokporo, Agha & Nwosu (2020) note that heightened participation of youths in sports betting has raised public concerns. They maintained that despite its legalised existence, public perception has somewhat remained negative and with mixed impact report on the socio-economic lives of the youths. On the other hand, the trend of betting culture among Nigerians is of a huge concern especially when what used to be a habit that was frowned at by parents, religious leaders as well as scholars and media practitioners is now regarded as a norm within the Nigerian society. Betting in this context refers to the use of games such as soccer, poker, board games and other gambling methods to win large sums of money by organisers or the participants of the game. Moore and Ohtsuka (1999) argue that the high level of exposure to gambling advertisements in society has led to its normalisation and perception as an acceptable, harmless, and credible activity. Griffiths and Wood (2001) have argued that advertising (particularly on television) introduces children and teenagers to the principle of gambling which occurs in a social context where gambling is generally viewed as an exciting, harmless form of entertainment. This might be the reason why some argue that problem of gambling in Nigeria, in the near future, will be a greater

public health problem than substance misuse. Illegal gambling, especially betting on football, is extremely popular in Nigeria, although its precise scale is unknown. It is surprising that, despite the nature and scale of this problem, gambling and its related harms have not been adequately researched in Nigeria.

Theoretical Framework

The study is based on the Theory of Reasoned Action

Theory of Reasoned Action

The Theory of Reasoned Action (TRA) was propounded by Martin Fishbein and Icek Ajzen in 1975. It was developed out of social-psychological research on attitudes and the attitude-behaviour relationship (Fishbein & Ajzen, 1975, Nickerson, 2023). The theory posited that behaviour is rational and is dependent on the individual's evaluation of available information as well as the desire to conform to a group norm. It has three distinct elements: behavioural intentions, attitude toward the behaviour, and subjective norms concerning the given behaviour (Fishbein, 1979). Fishbein and Ajzen (1975) stated that a person's behaviour is determined by their intention to perform the behaviour and that this intention is, in turn, a function of their attitude toward the behaviour and subjective norm. While Ajzen and Fishbein (1980) defined behavioural intention as "a measure of the likelihood a person will engage in a given behaviour", they added that an individual's intention is driven by two basic factors; one personal in nature and the other, social influence (Cited in Thrasher, 2006). The personal factor is the individual's positive or negative evaluation of performing the behaviour (attitude toward the behaviour); and the social determinant is the person's understanding of the social pressure put on him or her to or not to carry out (subjective norm) the behaviour in question. In relation to the study, if young people view sports betting behaviour as positive (attitude towards the behaviour) and if they conceive others want them to perform the behaviour (subjective norms), this usually results in a higher intention (motivation) and therefore, make them more likely to perform the behaviour. The theory is also relevant to the study because it can be used to explain an individual's decision to either gamble or not; when choosing to gamble for the first time, already a regular gambler, or about to begin another phase of gambling.

Results

The thrust of this study was to determine how exposure to sports betting advertisements impact on sports enthusiasts in Ibadan metropolis. A total of three hundred (300) copies of the questionnaire were administered to sports enthusiasts in the selected sport betting shops and viewing centres in Ibadan North-West Local Government, Ibadan. Two hundred and sixty-six copies (266) were duly filled and returned. This translated to 89% response rate.

On the socio-demographic distribution of respondents, the results reveal that a minority, 52 respondents representing 19.5% were aged 30 years and above with mean age of 1.72 ± 0.77 years. This implies that most of the respondents were younger than 30 years of age. Further, out of the 266 respondents, majority 249 (93.1%) were male while the remaining 17 (6.4 %) were female. Frequency distribution for religion in shows that 174 (65.4%) indicated to be Christians while 92 (34.6%) were Moslems. Equally, employment status of the respondents as reveals that 50.4% of

the respondents were unemployed, 14.3% were self-employed, 11.7% were laid off temporarily, 10.5% were students, 9.4% and 3.8% were working full time and part time respectively.

Research Question: What are the implications of sports betting culture among sports enthusiast who are exposed to, and participate in sports betting in Ibadan metropolis?

To find out the implications of sports betting culture among sports enthusiast who participate in sports betting in Ibadan metropolis, respondents were asked four related questions with the help of close ended questionnaire administered to them. The result is as presented below.

Table 1: Implications of sports betting culture among sports enthusiasts in Ibadan metropolis

S/N	Level of agreement on each view	Strongly Agree F (%)	Agree F (%)	Disagree F (%)	Strongly Disagree F (%)	Mean±SD
1.	Exposure to television sports betting advertisement is likely to influence underage children to participate in betting.	212(79.7)	44(16.5)	2(0.8)	8(3.0)	1.25±0.54
2.	Addiction to gambling leads to reduced concentration and interest at work or school and dysfunctional family life for addicts.	175(65.8)	82(30.8)	2(0.8)	7(2.6)	1.38±0.58
3.	Inability to manage the pain of loss can lead to suicide and suicide ideation for problem gamblers.	178(66.9)	77(28.9)	4(1.5)	7(2.6)	1.39±0.62
4.	Trying to collect money for bets by using falsehood, stealing or other criminal behaviours is common among	194(72.9)	62(23.3)	5(1.9)	5(1.9)	1.33±0.61

Figures in parentheses are in percentages

Source: Field Survey (2022)

From the four implications of sports betting culture identified and presented to the respondents, Table 1 reveals that: Inability to manage the pain of loss can lead to suicide and suicide ideation for problem gamblers (1.39±0.62) and addiction to gambling leads to reduced concentration and interest at work or school and dysfunctional family life for addicts. (1.38±0.58) were ranked as the top two implications of sports betting culture among sports enthusiasts who participate in sports betting in Ibadan metropolis.

Table 2: Implications of sports betting culture among sports enthusiasts in the study area

Level of Impact	Score	F	%	Mean±SD
Unfavourable	4-5	181	68	5.35±1.68
Favourable	6-16	85	32	

Source: Field Survey (2022)

Results on Table 2 reveal that categorisation of respondents' attitude based on the implications of sports betting in the study area was unfavourable (68%) with an increased mean of 5.35±1.68. This implies that majority of the sports enthusiasts in Ibadan metropolis strongly agreed that sports betting has its unfavourable implications.

Discussion of Findings

This study shows that majority of the respondents who patronize football viewing centres and sports betting centres in Ibadan North-West local government are males. Equally, majority of the sports enthusiasts fall within the age bracket of 16 and 25 years while the minority were aged 30 years and above. In the same vein, the study revealed that more than half of the respondents were unemployed. This is in tandem with the findings of Akinlosotu, Imandojemu, & Aina (2019), Anazia, (2019) and Boluwade, (2020) that high youth unemployment, high tendency for risk taking among the youths, increased passion for sports and the fact that youths do not see the negative social and economic implication of gambling are the factors responsible for their involvement in sport betting and perhaps that explains why sports betting sector is growing at a very high rate. The study also found that in the study area, participants in sports betting cut out across people of both Christian and Islamic religions even though majority were Christians. This is in agreement with the findings of Njemanze, Nwokporo, Agha & Nwosu (2020) who found that the trend of betting culture that used to be a habit that was frowned at by adherents as well as religious leaders is now regarded as a norm within the Nigerian society.

Further, findings reveal that inability to manage the pain of loss can lead to suicide and suicide ideation from problem gamblers; and the fact that addiction to gambling leads to reduced concentration and interest at work or school and dysfunctional family life for addicts are serious negative implications of sports betting culture among sports enthusiasts in Ibadan metropolis. These findings of the study mirror the position of Petry & Kiluk (2002) who found a correlation between suicidal ideation and suicide attempts in individuals seeking treatment for pathological gambling.

Conclusion

Based on the findings and discussions, it is established that the prospects for sports betting companies in the Nigerian market will not materialise without concerted and purposeful effort aimed at incorporating television advertisements into the promotional strategies employed by sports betting companies. It is no doubt very beneficial to betting companies in that there is a cumulative impact on how the organisation is seen and related with in the sports betting world. Exposure to television sports betting advertisements by sports enthusiasts serves to provide

information on the time, place and how to place a bet and maintain a business relationship with the sports betting brand. At the same time, the benefits that sports betting brands advertise on television, the manner in which pictures, logo, music and words are presented in commercials, ingrains the brand into the memory of bettors for recall whenever they are to make a betting decision. Equally, in the midst of competing media messages, the continuation of television advertisement efforts will ensure that betting brands not only compete with their counterparts but remain market leaders. Though, sports betting comes with a myriad of advantages to both the betting brands and bettors, it is not without its attendant undesirable socio impacts. However, any sports betting brand that desires to remain in the consciousness of sports enthusiasts and potential bettors for patronage cannot ignore television advertisements in this contemporary time.

In conclusion, this study reveals that exposure to television sports betting advertisements sponsored by sports betting companies has a direct influence on sports enthusiasts in Ibadan metropolis. It provides more information about how they can participate in sports betting being promoted and at the same time positions them for countless benefits being offered by the betting brands all of which have mixed impact on the bettors at the end of the day. In the same vein, the study reveals that inability to manage the pain of loss can lead to suicide and suicide ideation from problem gamblers; and the fact that addiction to gambling leads to reduced concentration and interest at work or school and dysfunctional family life for addicts are serious negative implications of sports betting culture among sports enthusiasts in Ibadan metropolis.

Recommendations

The following recommendations were based on the findings of this study:

1. Individuals should try to interpret the contents of advertisements and relate it to the existing realities that it is a game of chance so as not to turn betting into a means of livelihood.
2. The government should put in place a policy that will make it compulsory for betting companies to include warnings against the dangers of gambling in TV commercials to protect the unsuspecting members of the society.
3. The government must also find ways of plugging the loopholes in the policy that prohibits the underage and the vulnerable from participating in sports betting to mitigate the adverse sociological and psychological effects of gambling; while also putting in place a rehabilitation policy that attend to the medical needs of the victims of gambling.

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