

Application of Analytical Hierarchy Process (AHP) As a Predictor of Repeat Patronage of Betting Brands among Youths in Southwest Nigeria



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ABSTRACT: The study evaluates how Analytical Hierarchy Process (AHP) can be used in predicting and ranking factors influencing repeat patronage of betting brands among youths in Southwest, Nigeria. In an attempt to achieve this, a descriptive survey design was chosen for this study through the administration of questionnaire in collecting data from the sampled population of the study. The study population is non deterministic, since it involves all youths participating in betting across Southwest, Nigeria and no official record of such participation exists anywhere in the country. The study made use of the ten most ranked physical betting platforms in Nigeria, viz: Betway, Parimatch, BetNaija, 1XBet, 22 Bet, Bet 365, Betwinner, Melbet, Wazobet and Nairabet as the study sample frame as well as youths of the six major cities across Southwest States in Nigeria. The study population is 3,620 youths, in the proportion of 665, 852, 347, 508, 645 and 603 across the six cities chosen. The total population was considered as sample. Hence, an adoption of census sampling technique. The study found that, unemployment comes first, followed by love for sports, hope of winning in future, peer influence, promised bonus and technological advancement in that order.

KEYWORDS: Betting Brands, Unemployment, Lotto, Sports, Bonuses and Youths

1.1 INTRODUCTION

Gambling, otherwise referred to as betting, has become a widely recognised acceptable form of recreation, sporting activities and source of income for a teeming population of the modern society in the 21st century (Stucki & Rihs-Middel, 2007). Majority take betting as an enjoyable and harmless activity, while others view it as an alternative means of making additional income with little or no stress. Meanwhile, betting has over time become more of an addictive and problematic activity that comes with severe negative consequences. Most especially for the unemployed members of the society who now take solace in various betting centres as a place to resume duty everyday (Griffiths, Meyer & Hayer, 2009).

The betting industry has grown and evolved substantially in terms of market penetration and revenue generation. Betting exists in many forms, which vary in popularity among different groups and classes of people; broadly, it may take various forms including lotteries, casinos, gaming and pool betting. From time immemorial, the Nigerian betting industry has witnessed steady improvement, but from the year 2000, the industry has experienced rapid increase in activities with various new modes and facilities being introduced. By extension, as at 2014, there were estimated to be over 100 betting outlets in Nigeria, with close to 52 percent being located in Southwest Nigeria alone (Ayandele, Popoola & Obosi, 2020). Proliferation of betting has seen the industry diversify from the early betting modes like casino gambling and national lotteries to new modes like sports betting and online betting among various other forms. Specifically, sports betting have grown in popularity over the years and are currently the number one gambling activity in the country. As of 2015, thirty two (32) promoters had licenses for sports betting and/or slot machines; one promoter was licensed to conduct the national lottery. (Nigeria Ministry of Finance and Economic Development, 2015).

Gambling or pool betting is generally recognised as an avenue by which an individual stakes monetary value in anticipation of a predictive outcome of an event and in any occurrence whereby the predicted outcome comes true, the *staker* is usually entitled to an amount in excess of the value staked. However, if per chance, the outcome comes negative, the *staker* loses the value staked. Ordinarily, the risk attached to the possible outcome is a factor that should prevent repeat patronage, most

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especially, for anyone who loses. The fact that some people after losing in several attempts, would still continue to participate in same betting or even any other brand for whatsoever, is an issue that requires an in-depth analysis.

Contrary to the olden days, when sport betting or pool betting is associated with the aged, the act has crept and permeated the entire strata of livelihood, to the extent that, able bodied men freely participates in betting, without any recourse to the societal perception about the act of pool betting. In today's world, what we tend to have is a generation of youths that are exposed to an environment that is occupied with ubiquitous knowledge on the how, where, when and what to gamble/bet on. In this case, betting, which is the answer to the "what" is being projected in a way that makes it look like an integral aspect of social life?

Looking at the study from the angle of currency and adequacy of literature, previous systematic reviews are considered as either not conducted in Nigeria and/or as those that do, do not capture the betting outlets targeted in this study. Thus, there is a need to also conduct a more systematic review of the concept for the purpose of synthesizing the disordered gambling trends and to equally analyse the comparative prevalence of factors influencing continuous patronage of betting activities in Nigeria. The prevalence of betting dominance amongst youths is also to be considered. Most especially when betting is being assumed to having higher population of the customers amongst youths in Nigeria. Consequently, the aim of this study is to also present an update of recent research work for factors responsible for pathological betting prevalence rates among youths across major cities in Southwest, Nigeria. One other major interest of this study is to see how Analytical Hierarchy Process (AHP) predicts extent to which youths patronise betting brands repeatedly in Southwest Nigeria.

2.1 REVIEW OF LITERATURE

Prediction and wager on the outcome of games/matches are known as sports betting. Positive attitudes toward sports betting may, in the long run, predict sports betting behaviour and gambling-related problems. This study, therefore, examined the influence of gender, age, sports betting knowledge and peer-based gambling on attitudes toward sports betting among young adults in Nigeria. Sports betting knowledge and peer-based gambling stood out as significant predictors of attitudes toward sports betting. The social circles of young adults may be the starting points for initiatives to develop healthy attitudes toward sports betting and preventing gambling-related problems. (Ayandele, Popoola & Obosi, 2020) A quantitative observational study was undertaken to examine the relationship between individual factors and level of gambling involvement, in particular problem gambling (PG). The specific factors under study were personality, perceived luck, and attitudes towards gambling (Calado, Alexandre & Griffiths, 2016).

Some people say that in betting, the person placing a stake has a better idea of what might happen than in gambling. In other words, gambling relies on pure luck while betting can benefit from research. With gambling, on the other hand, you have no idea what the outcome will be. In a casino, for example, I don't know what number will come up next on the roulette table. (Appiah, Anin-Agyei & Manu, 2016). However, the two words are often used interchangeably. Therefore, although technically their meanings might be different on paper, in real life they are virtually the same. Over the last decade, sports betting or gambling have gradually become a dominant part of the African sports culture, with many sports betting outlets having come into existence (Akanle & Fageyinbo, 2019).

A customer refers to a person who buys goods and services for personal consumption or use (Gainsbury, 2019). Patronage behaviour is the process of identifying factors customers look for in selecting a product or service. Furthermore, customer patronage precedes loyalty. Patronage comes from the desire to be committed to a good/service either based on its service quality or customer perception (Gainsbury, 2019). Consumer patronage behaviour is an important area for study, both in its own right and as prior to and affecting brand choice. The past decade has given rise to a more gameful world—a diffusion of game-like structures in everyday life (Gainsbury, Hing, Delfabbro & King, 2014; King & Delfabbro, 2020). The lives of today's young people are directly playing out within this digital sphere, where they are gambling online, playing gambling-style games through social networking sites and in video games, making in-game purchases, and betting on the outcomes of video games (Wardle, 2019).

In recent times, youths are becoming more addicted towards gambling. Incidentally, majority of these youths have knowledge of previous gambling activities. As such, they cannot be mistaken for a first timer (Ayandele, Oguntayo & Olapegba, 2021). The outcome of a study conducted among 3,879 youths in Africa revealed that "majority of the sampled youths, (54%) had indulged in gambling at some points (GeoPoll, 2017), while another poll indicated that 41% of 1,000 randomly selected youths in Nigeria had engaged in some form of betting" (NOIPolls, 2019). Similarly, report has it that, "more than half (57%) of high school students in Nigeria had previously gambled (Aguocha, *et al.*, 2019). "Youths of older age (over 24 years) are linked to positive attitudes towards gambling" (Ayandele & Aramide, 2020).

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Arising from the various concepts reviewed in the course of this study, vis-à-vis the theoretical underpinnings therein, the subsisting relationship between the available variables of study as well as the concepts are as depicted in Figure 2.1 hereunder:

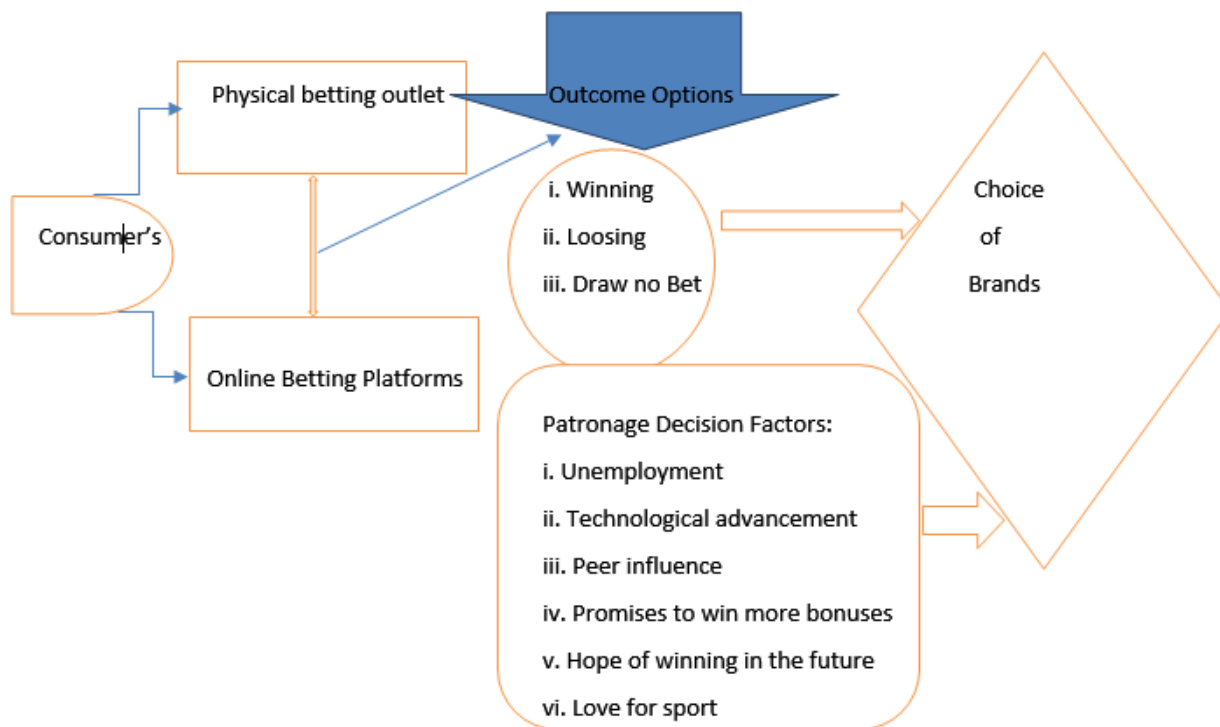


Figure 2.3: Conceptualised Framework for the Study

Source: Author's Compilation (2023)

Figure 2.1 depicts a simple decision making criteria for a betting exercise. In the first instance, consumers exist for the purposes of adventure and comparative of options to determine the best alternative option that maximizes expected benefits. To this end, two major options are available to any prospective customer whose interest is to make a decision concerning patronage of betting brands. These options are online and physical betting platforms. The next stage is to consider available winning options which range from winning to loosing and draw no bets. However, in taking patronage decision, a good number of factors are to be considered and they include, but not limited to: Unemployment, technological advancement, peer influence or wining by peers, promises to win more bonuses and the hope of winning in the future. It is expected that these factors in different propensity to influence are to determine the choice of betting brands and outlets to patronise by every rational customer.

3.0 METHODOLOGY

3.1 RESEARCH DESIGN

This study made use of a descriptive survey design in its methodology. The researcher chose the descriptive research survey because it is the most suitable for quantitative data collection through the administration of research questionnaire in collecting data from the sampled population of the study and the findings can be generalized. This study adopted the operations research model Analytical Hierarchy Process (AHP) to identify the most important criteria influencing the patronage decision of betting brands based on consumer's preferences and the most preferred betting outlets. The final outcome is a ranking of the decision alternatives, using the relationships of the criteria, alternatives, objectives and overall priority.

The approach was used to elicit responses to specific questions on betting brands (BB) and patronage decision (PD) amongst youths in the study area. The parameters used in measuring the independent variable were: Unemployment (U), Technological Advancement (TA), Promised Bonuses (PB), Peer Influence (PE), Hope of Future Winning (HfW) and Love for Sports (LS). Major brands of betting that are prevalent in the study area were included to adequately determine the patronage decision of the respondents. These outlets include:

- i. Baba Ijebu Betting
- ii. Pool Betting (Lotto)

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- iii. Betway
- iv. Parimatch
- v. Bet9ja
- vi. 1XBet
- vii. 22 Bet
- viii. Bet 365
- ix. Betwinner
- x. Melbet,
- xi. Wazobet and
- xii. Nairabet

3.2 SOURCES AND TYPES OF DATA

The study evolves data from secondary source through an adaptation of a 6 points structured questionnaire to be divided into four (4) sections. Section A contains the demographic characteristics of the respondents; section B consists of question on the factor(s) for repeat patronage of betting; section C focuses on the sub-criteria of choosing betting platforms. Section D focuses on construct of patronage decision that contained questions suitable for AHP analysis. It includes information on the variants of patronage decision; which was measured using; Unemployment (measured by skillfulness and Literacy), Technological Advancement (measured by physical and virtual betting platforms) Promised Bonuses (measured by ordinary participation, bonus on credits and winning), Peer Influence (measured by relatives, friends and colleagues), Hope of Future Winning (measured by previous winning by friends, self-winning and winning by others) and Love for Sports (measured by supporters, recreation and hobby). The study adopted the constructs of Marakanon and Panjakajornsak (2017) like reliability and reward claimants to measure perceived quality of service delivery.

For suitable evaluation and analysis of the structured questionnaire in section D, the relative pair-wise comparisons were done by using the 1-9 scale recommended by Saaty 1= Equally important 3 = Moderately important 5 = Strongly important 7 = Very strong and proven important 9 = Extremely Important 2, 4, & 6 and 8 are reserved for the intermediate value between two adjacent judgments. Thus, 1 represent no difference between the two factors and 9 representing overpowering dominance of the factor under consideration (row factor in the matrix) over the comparison component (column factor in the matrix).

3.3 POPULATION, SAMPLE AND SAMPLING TECHNIQUE

The study population is non deterministic, since it involves all youths participating in betting activities across Southwest, Nigeria and no official record of such participation exist anywhere in the country. However, the study frame and observed average patronage per day over a period of one week and during different games and events were of useful advantage in estimating the study population. To this end, the following betting (physical) platforms were considered for this study: Betway, Parimatch, BetNaija, 1XBet, 22 Bet, Bet 365, Betwinner, Melbet, Wazobet and Nairabet. These betting platforms were arrived at as the commonly patronised amongst youths in Southwest Nigeria and amongst the twelve most ranked betting platforms by Nigeria Lotto in the year 2021.

The choice of betting centres were purposively selected on the convenience and possibility of survey, accessibility and influx of youths whose majority are students. To this end, Ikeja (Lagos State), Agbowo (Ibadan, Oyo State), Adebayo (Ado-Ekiti, Ekiti State), Oba Adesida Road (Akure, Ondo State), Lageere (Ile-Ife, Osun State) and Ojeere (Abeokuta, Ogun State) are identified betting spots across the selected States for this study. Therefore, from pilot survey conducted by the researcher, the average daily patronage at the selected betting centres for the study constitutes the estimated population of 3,720 made up of 650; 870; 450; 540; 580; and 630 across the selected betting centres and locations for the six States of Lagos, Oyo, Ekiti, Ondo, Osun and Ogun respectively.

However, considering the nature of the study and anticipatory degree of non-response rate, the total population was considered as study sample. Hence, adoption of census sampling technique. As a result, the reason for such anticipatory expectation of a high non-response rate is predicated on the fact that, losers on any day of survey might not be positively disposed to completing research instrument set out for the study. Hence, the study sample is estimated at 3,720.

The questionnaire were administered through personal distribution to the youths in the identified centres within the six (6) States across the Southwest Region of Nigeria, using purposive sampling technique. However, the researcher engaged the help of research assistants for the distribution where the researcher was not able to navigate easily due to proximity and for effective time management. The questionnaire was used to elicit responses from the respondents. Previous studies like Ramly, Ahmad and

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Ahmadin (2004), Al-Jeraisy, Ariffin & Aziz (2012) used Six point Likert scales, as such, this study adapted the instruments' scaling method by modification of constructs in order to suit the purpose of the current study.

3.4 THE ANALYTICAL HIERARCHY PROCESS MODEL:

The general structure of the Analytical Hierarchy process model for this study entails three major hierarchical levels according to Saaty (2006) namely: Objective Identification (Goal); Criteria; Sub-criteria and The Alternatives to be decided Upon. In decision making, the smaller the difference is, the more consistent the judgment of the decision-maker would be (Adekoya & Oyatoye, 2011). In the AHP, the quotient of this difference over $n-1$ is defined as the Consistency Index (C.I.), which is the criterion for the consistency of judgments across all pair-wise comparisons" (Lootsma, 1991). The test of consistency is done by using the following formulas: $CI = (\lambda_{max} - n)/(n-1)$. Where: $\lambda_{max} = \sum_i w_i c_i$ (Maximum eigenvalue of the matrix) After acquiring Consistency Index (CI), the next step is calculating Consistency Ratio (CR) by using formula: $CR = \frac{CI}{RI}$

Where:

- n = Number of items compared
- W_i = Weight
- C_i = Sum along column
- CR = Consistency Ratio
- CI = Consistency Index
- RI = Random Consistency Index

The Random Consistency Index (RI) can be observed in Table 3.3.

Table 3.1: Table of Random Index

N	1	2	3	4	5	6	7	8	9	10	11	12	13
R.I	0	0	0.58	0.90	1.12	1.25	1.32	1.41	1.45	1.49	1.54	1.48	1.56

Source: Adapted from Saaty (2006)

If $CR \geq 10\%$, the data acquired is inconsistent, but, If $CR < 10\%$, the data acquired is consistent

4.1 RESULTS AND DISCUSSIONS

Table 4.1: Summary of Socio-Economic Characteristics of the Respondents

Variable	Valid label	Respondents (%)	Total (%)
Gender	Male	584 (89.6)	652 (100)
	Female	68 (10.4)	
Age	17-20	97 (14.9)	652 (100)
	21-25	244 (37.4)	
	26-30	176 (27.0)	
	31 and above	135 (20.7)	
Marital status	Single	156 (23.9)	652 (100)
	Married	453 (69.5)	
	Separated	43 (6.6)	
State of Origin	Lagos	57 (8.7)	652 (100)
	Ogun	92 (14.1)	
	Oyo	89 (13.7)	
	Ekiti	101 (15.5)	
	Ondo	111 (17.0)	
	Osun	142 (21.8)	
	Others	60 (9.2)	
State of Residence	Lagos	120 (18.4)	652 (100)
	Ogun	108 (16.6)	
	Oyo	152 (23.3)	
	Ekiti	62 (9.5)	

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	Ondo	95 (14.6)	
	Osun	115 (17.6)	
City of Residence	Ikeja	120 (18.4)	652 (100)
	Ibadan	108 (16.6)	
	Ile Ife	152 (23.3)	
	Ado Ekiti	62 (9.5)	
	Abeokuta	95 (14.6)	
	Akure	115 (17.6)	

Source: Field Survey, 2023

From the output of data analysis, it was found that, there are more male respondents than females, as 89.6% of the respondents were male while the female made up the remaining 10.4%. Significantly numbers of respondents were between 21-25 years and 26-30 years as 244 and 176 with 37.4% and 27.0% were between the ages of 21-30 years and 31 – 40 years, which were the age brackets within which the youth fall, while the remaining 14.9% and 20.7% were between 17 – 20 years and 31 years and above. Thus, just less than 15% and 21% of the total respondents were below 20 years old and above 31 years. This reflects the true characteristics of the environment in which the study was conducted

On marital status, majority of the respondents were married, due to the fact that many of the youth are within marriage brackets. One hundred and fifty-six (156) respondents (38.3%) are single, 163 (61.3%) were married, while 1 (0.4%) respondent out of the 266 is widowed. One hundred and fifty- six (156) respondents (23.9%) are single, 453 (69.5%) were married, while 43 (6.6%) respondents out of the 652 is widowed. The mix of single and married is very good for the study from the perspective of people who would have different needs and reason to patronise betting brand. It therefore shows that the result of this study will present a proper picture of the youth's evaluations of the Nigerian betting brand industry.

Table 4.2: Summary of Betting Behaviour

Variable	Valid label	Respondents (%)	Total (%)
Frequently patronised brands of betting outlets	Baba Ijebu Betting	43 (6.6)	652 (100)
	Pool Betting (Lotto)	43 (6.6)	
	Betway	25 (3.8)	
	Parimatch	26 (4.0)	
	Bet9ja	50 (7.7)	
	1XBet	51 (7.8)	
	22 Bet	68 (10.4)	
	Bet 365	68 (10.4)	
	Betwinner	67 (10.3)	
	Melbet	76 (11.7)	
	Wazobet	76 (11.7)	
	Nairabet	59 (9.0)	
Searching for information about a brand of betting outlet before choosing it	Always	179 (27.5)	652 (100)
	Never	332 (50.9)	
	Sometimes	115 (17.6)	
	Rarely	6 (4.0)	
Patronise a particular betting brand	Yes	562 (86.2)	652 (100)
	No	90 (13.8)	
Single most important factor for patronage decision	Unemployment	114 (17.5)	652 (100)
	Technological Advancement	115 (17.6)	
	Peer Influence	115 (17.6)	
	Love for Sport	103 (15.8)	
	Promised Bonuses	90 (13.8)	
	Anticipatory future winning		

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Frequency of betting brands patronage	Always	78 (12.0)	652 (100)
	Weekly	327 (50.1)	
	2 – 4 times a week	182 (27.9)	
	2 – 4 times a month	65 (10.0)	

Source: Field Survey, 2023

From Table 4.2, the frequency analysis of the frequently patronised brands of betting reveals that Melbet and Wazobet with a total number of 76 (11.7%) each are the most frequently patronised brands of betting outlets by the respondents, while 68 (10.4%) patronised 22 Bet and Bet 365, 67 (10.3%) patronized Betwinner, 59 (9.0) patronised Nairabet, 51 (7.8%) patronised 1xBet, 50 (7.7%) patronised Bet9ja, and 43 (6.6%) each patronized Baba Ijebu Betting and Pool Betting (Lotto) respectively. 51 (7.8%) of the respondents patronized other brands of betting outlets like Betway and Parimatch respectively. Furthermore, while 332 (50.9%) of the respondents indicated that they never search for information about a brand of betting outlet before choosing it, 179 (27.5%) and 115 (17.6%) indicated that they always and sometimes search for information about a brand of betting outlet before choosing it. The rest 4.0% (6) of the respondents rarely search for information about a brand of betting outlet before choosing it.

In terms of patronising a particular betting brand, 562 (86.2%) of the respondents indicated that they normally patronise a particular betting brand, while only 90 (13.8%) do not normally patronise a particular betting brand. On the single most important factor for patronage decision, technological advancement, peer influence and love for sport with a total number of 115 (17.6%) each are the single most important factor that the respondents identified for patronising betting brands. This is followed by unemployment (17.5%), promised bonuses (15.8%) and anticipatory future winning is the least single most important factor that induced youths in the Southwest of Nigeria to patronise betting brands. The analysis of the responses to the frequency of betting brands patronised also revealed that while 327 (50.1%) of the respondents patronise betting brands weekly, 182 (27.9%) and 78 (12.0%) of the respondents patronise betting brands 2-4 times a week and always respectively. Only 65 (10.0%) of the respondents patronise betting brands 2-4 times a month. Thus, it shows that the respondents would be able to present a proper view of the betting behaviour of youths in the Southwest of Nigeria.

4.3 Examining How Analytical Hierarchy Process assist in analysing factors that influence repeat patronage of betting among youths in Southwest Nigeria

i. Comparison Matrices

The information on the comparison matrix constructed from the respondents' returned questionnaires is presented in this section. 13,040 comparisons matrices were obtained from the 652 responses. This includes each level of the hierarchy and the reversed judgment matrices where $CR \leq 10\%$.

ii. Reduced Matrices

For AHP approach analysis, the comparison matrixes for each respondent were reduced to 1 for each level of the hierarchy. Hence, the 13,040 matrices were reduced to twenty (20) comparison matrices (see Table 4.3) using $1/652$ ratio based on the assumption that betting brand customers (youths in Southwest Nigeria) are equally knowledgeable about the factors that enhances the decision to repeat patronage of betting brands. The values obtained in the last column of Table 4.3 denoted by weight, also known as eigenvector, have a direct meaning in AHP. They determine the participation or weight of those criteria to the total results of the goal. Considering the criteria stated for the goal purchase decision of factors that enhances the repeat patronage decision of betting brands by youths in the Southwest of Nigeria, unemployment has a weight of 44.17% relative to the total goal, which states the repeat patronage of betting brand by youths in the Southwest, Nigeria. A positive evaluation on this factor contributes almost twice more than a positive evaluation on the hope of winning in future (28.34%).

Table 4.3: Reduced matrixes for the Repeat Patronage of Betting Brands Decision Goal

Decision Criteria	Unemployment	Technological Advancement	Promised Bonuses	Peer Influence	Love for Sport	Hope of Winning in Future	Weight
Unemployment	1.0000	6.5537	4.1876	7.2117	2.9897	4.3650	0.4417
Technological Advancement	0.1526	1.0000	0.2000	1.4197	0.5000	0.1140	0.0383

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Promised Bonuses	0.2388	0.5000	1.0000	4.3878	1.5362	0.2500	0.1160
Peer Influence	0.1387	0.7044	0.2779	1.0000	0.2500	0.2000	0.0344
Love for Sport	0.3345	2.0000	0.5520	4.0000	1.0000	0.1667	0.0863
Hope of Winning in Future	0.2291	8.7741	4.0000	5.0000	6.0000	1.0000	0.2834
						Total	1.0000
$\lambda_{max} = 6.5519$	CI=0.1104	CR= 0.0883					

Source: Field Survey, 2023

Following the procedure of AHP there is the need to check for data inconsistencies. The main objective is to capture enough information to determine whether the youths in the Southwest of Nigeria who are customers of betting brands have been consistent in their choices. The inconsistency index (CI) is based on maximum lambda, which is calculated by summing the product of each element in the eigenvector (weight), by the respective column total of the original comparison matrix. Table 4.4 demonstrates the calculation of the maximum eigenvalue (also called maximum lambda (λ_{max})).

Table 4.4: The calculation of the maximum eigenvalue of the six criteria with respect to goal which states the patronage decision of consumers' of betting outlets

Decision Criteria	Unemployment	Technological Advancement	Promised Bonuses	Peer Influence	Love for Sport	Hope of Winning in Future
Eigenvector/priority weight	0.4417	0.0383	0.1160	0.0844	0.0863	0.2834
Column sum	Column sum	2.0937	19.5322	10.2175	23.0192	12.2759
Maximum eigenvalue (λ_{max})	$\lambda_{max} = (0.4417 * 2.0937) + (0.0385 * 19.5322) + (0.1160 * 10.2175) + (0.0844 * 23.0192) + (0.2834 * 6.0957) = 6.5519$					

Source: Field Survey, 2023

The test for consistency of youths of Southwest Nigeria decision to repeat patronage of betting brand criteria was carried out using the formula below:

$$CI = \frac{(\lambda_{Max} - n)}{(n-1)}$$

$$CI = \frac{(6.5519 - 6)}{(6-1)}$$

$$= \frac{0.5519}{5} = 0.1104$$

In order to verify that the CI is adequate, Saaty (2006) suggests that what is called the Consistency Ratio (CR) is determined by the ratio between the CI and Random Consistency Index (RI). The judgment of the respondents is considered consistent if the result of the CR is less than 10%. The RI value is fixed and is based on the number of evaluated criteria as shown in the table below:

Table 4.5 Random Index Table

N	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
R. I	0	0	0.58	0.90	1.12	1.25	1.32	1.41	1.45	1.49	1.54	1.48	1.56	1.57	1.59

Adapted from Saaty (2006)

If $CR \geq 10\%$, the data acquired is inconsistent

If $CR < 10\%$, the data acquired is consistent.

$$CR = \frac{CI}{RI}$$

$$CR = \frac{0.1104}{1.25}$$

$$= 0.0883 < 9\%$$

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Since CR value is less than 10%, the judgment is considered to be consistent.

Therefore, considering the eigenvector values/priority weight of purchase decision criteria, it is evident that the unemployment criteria have contributed 44.17% to the goal, whereas hope of winning in future contributes 28.34% to the goal.

Table 4.6 Reduced Matrix for Unemployment Criterion

Unemployment criterion	Level of Education	Acquired Skill	Weight
Level of Education	1.0000	6.9663	0.8745
Acquired Skill	0.1435	1.0000	0.1255
		Total	1.0000
$\lambda_{max} = 2.0001$	CI = 0.0001	CR=0.0000	

Source: Field Survey, 2023

In considering the sub-criteria of unemployment criteria, the eigenvector priority weight was computed (see Table 4.6). This shows the contribution of each sub criteria in relation to unemployment. Based on the sub-criteria of unemployment, level of education has a weight of 87.45% relative to unemployment criteria. A positive evaluation on this factor contributes approximately 7 (seven) times more than a positive evaluation on acquired skill (12.55%). Following the procedure of AHP there is needed to check for data inconsistencies. The main objective is to capture enough information to determine whether the youths of Southwest Nigeria who patronises betting brands have been consistent in their choices. The inconsistency index (CI) is based on maximum lambda, which is calculated by summing the product of each element in the eigenvector (weight), by the respective column total of the original comparison matrix. Table 4.7 demonstrates the calculation of the maximum eigenvalue (also called maximum lambda (λ_{max})).

Table 4.7: The Calculation of The maximum Eigenvalue for Unemployment Criterion

Unemployment criterion	Level of Education	Acquired Skill
Eigenvector/priority weight	0.8745	0.1255
Column sum	1.1435	7.9663
Maximum eigenvalue (λ_{max})	$\lambda_{max} = (0.8745*1.1435)+(0.1255*7.9663) = 2.0001$	

Source: Field Survey, 2023

The test of consistency was done using the formula below:

$$CI = \frac{(\lambda_{max} - n)}{(n-1)}$$

$$CI = \frac{(2.0001 - 2)}{(2-1)}$$

$$= \frac{0.0001}{1} = 0.0001$$

In order to verify that the CI is adequate, as suggested by Saaty (2006), the CR is computed by calculating the ratio of CI and RI. The judgment of the respondents is considered consistent if the result of the CR is less than 10%. The RI value is fixed and is based on the number of evaluated criteria as shown in the Random Index table above.

$$CR = \frac{CI}{RI}$$

$$CR = \frac{0.0001}{0}$$

$$= 0.0000 < 1\%$$

Since CR value is less than 10%, the judgment is considered to be consistent.

Therefore, looking at the eigenvector values/priority weight of sub-criteria of unemployment, it is evident that level of education has contributed 87.45% to the unemployment criteria, while acquired skill sub-criterion has contributed 12.55% to unemployment criteria in enhancing the youth in Southwest Nigeria decision to repeat patronage of betting brands.

4.4 CONCLUSION

From the AHP approach analysis, the study found that for the goal repeat purchase decision and factors that enhance repeat patronage decision of betting brands by youths in the Southwest of Nigeria, unemployment has the highest weight, which is almost

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twice more than a positive evaluation on the hope of winning in future; being the last factor. However, this study laid credence to the findings of Ssewanyana and Bitanihirwe (2018), addiction was said to be responsible for repeat patronage other than winning in the future sticks.

From the priorities of the criteria with respect to the main goal which is to understand factors that enhances repeat patronage of betting brands by youths in Southwest Nigeria, unemployment is ranked highest with priority 0.4417, next is hope of winning in future with priority 0.2834 followed by promised bonuses with priority 0.1160, love for sport with priority 0.0863, peer influence with priority 0.0844, while the least ranked factor is the technological advancement with priority 0.0383. The implication of this is that, whilst not having job could lead to repeat patronage, Technological advancement was seen as being minimally important in the scheme of repeat patronage of betting brands in Southwest Nigeria and specifically amongst the youths. This has no doubt altered the listing and ranking of these factors by Delfabbro and Thrupp, (2003). It is also understandable that this is no doubt the reason of the choice of sample frames (the youths).

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