

IMPACT OF PROMOTER PERSONALITY ON CUSTOMER PATRONAGE OF ONLINE BETTING SHOPS IN PORT HARCOURT

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ABSTRACT

Our study investigated the impact of promoter personality on customer patronage of online betting shops in Port Harcourt. Two research questions and two hypotheses guided the study. The study adopted the correlational research design, and the study population comprised of twenty-two (22) online betting shops in Port Harcourt. A sample size of one hundred and thirty (130) served as respondents of the study. Questionnaire was the major instrument for data collection, and Pearson Product Moment Correlation (PPMC) was adopted to test the various hypotheses formulated, while mean and standard deviation was used to answer the research questions, with the aid of statistical package for social sciences (SPSS) version 26. In course of the study, it was found and held that significant relationship exist between agreeableness and word-of-mouth of online betting shops in Port Harcourt. Again, that there is a strong relationship between extraversion and repeat purchase of online betting shops in Port Harcourt. It was as such concluded that there is a significant relationship between promoter's personality and customer patronage of online betting shops in Port Harcourt. Based on the findings and conclusions, the following recommendations were made: that betting firms train promoters on customer relationship management, recognising the role of personalized service in retaining customers. That betting firm' should focus on service quality and responsiveness interacting with customers, integrating artificial intelligence for personalized user experience.

Keywords: Promoters, Agreeableness, Extraversion, Online betting, Customer, Patronage

INTRODUCTION

The rapid advancement of digital technology has significantly transformed the global betting industry, with online betting shops emerging as dominant players in gambling markets. Online betting provides convenience, accessibility, and a diverse range of betting options, attracting a large customer base (Park & Pan, 2020). In Port Harcourt, Nigeria, the rise of online betting has been fueled by increasing internet penetration, smartphone adoption, and a growing youth population interested in sports betting. Despite this growth, customer patronage remains influenced by various factors, including the personality of betting shop promoters (Adeniran & Akinbode, 2019).

A promoter's personality encompasses traits such as trustworthiness, enthusiasm, approachability, and persuasive ability, all of which influence customer perception and engagement (Kotler et al., 2018). In the context of online betting, promoters serve as brand ambassadors who engage with potential bettors through advertisements, social media campaigns, and referral programs (Olaleye & Igbokwe, 2021). A promoter with a charismatic and trustworthy personality is more likely to build strong relationships with customers, thereby enhancing patronage and customer retention. Conversely, promoters with a lack of credibility or poor interpersonal skills may struggle to attract and retain customers, leading to reduced sales and brand loyalty (Chukwu, et al., 2020). Furthermore, customer patronage in online betting shops is not only influenced by the promoter's personality but also by brand reputation, odds competitiveness, and the reliability of payment systems (Eze & Nwankwo, 2022). However, since online betting involves financial transactions and potential risks, trust remains a crucial factor in customer decision-making. Customers are more

likely to patronize betting platforms where promoters demonstrate integrity, transparency, and a customer-oriented approach (Obi & Okonkwo, 2021).

The Nigerian betting industry is highly competitive, with several online betting shops vying for market dominance. Companies such as Bet9ja, NairaBet, and SportyBet engage aggressive promotional strategies to attract bettors (Ajayi & Ojo, 2020). Within this landscape, the personality of promoters plays a critical role in differentiating brands and influencing customer decisions. Studies have shown that customers tend to trust promoters who exhibit expertise, honesty, and enthusiasm about the betting experience (Brown & Anderson, 2019). Moreover, the psychological aspect of betting cannot be overlooked. Customers are more likely to engage with betting platforms that create a sense of excitement, security, and social belonging (Afolabi, 2021). A promoter's ability to communicate these values effectively can significantly impact customer loyalty. Given the risks associated with online betting, including addiction and financial loss, promoters must balance their persuasive marketing efforts with responsible gambling advocacy (Olayemi, 2018).

Despite the relevance of promoter personality in influencing customer patronage, limited empirical research has explored this relationship in the Nigerian online betting sector. Most studies focus on general marketing strategies and consumer behavior in betting but fail to investigate how specific personality traits of promoters affect customer trust and retention (Okonkwo, 2019). Understanding this relationship is crucial for online betting firms seeking to enhance customer engagement and sustain long-term profitability. Given the evolving nature of the online betting industry in Port Harcourt, this study aims to bridge the gap by examining the impact of promoter personality on customer patronage. It seeks to determine which personality traits are most influential in attracting and retaining customers, how customer trust is built through promoter interactions, and the overall effect of promoter personality on the competitive positioning of online betting shops. By addressing these concerns, the findings of this study provides valuable insights for betting companies to refine their promotional strategies and enhance customer experience (Udoh & Chidiebere, 2023).

Statement of the Problem

The online betting industry in Port Harcourt has experienced significant growth due to increased internet accessibility, smartphone usage, and widespread interest in sports betting. Despite this growth, customer patronage varies among different online betting shops, with some experiencing high levels of customer engagement while others struggle to attract and retain bettors. Several factors influence customer patronage in the betting industry, including platform usability, payment security, promotional offers, and brand reputation. However, one critical but often overlooked factor is the personality of the promoters who represent these betting platforms. Promoters play a crucial role in attracting customers to online betting platforms by engaging in marketing activities, customer education, and brand advocacy. Their personality traits, such as trustworthiness, enthusiasm, persuasiveness, and social appeal, significantly influence customer decisions. A promoter who exhibits credibility and confidence is more likely to gain customer trust and encourage patronage, while one with poor interpersonal skills may deter potential bettors. Despite this, many betting companies in Port Harcourt fail to strategically leverage promoter personality as a key factor in customer acquisition and retention.

Even so, existing studies on customer patronage in the betting industry have largely focused on promotional strategies, brand perception, and technology adoption. However, limited research has specifically examined how the personality of betting shop promoters affects customer engagement and loyalty in the online betting space. Without a clear understanding of this relationship, betting companies may continue to experience fluctuations in customer patronage, leading to inconsistent revenue growth and competitive disadvantages. Therefore, this study seeks to address the gap by investigating the impact of promoter personality on customer patronage of online betting shops in

Port Harcourt. It aims to identify the key personality traits that influence customer trust and betting behavior, analyze how promoter-customer interactions shape brand perception.

Conceptual framework

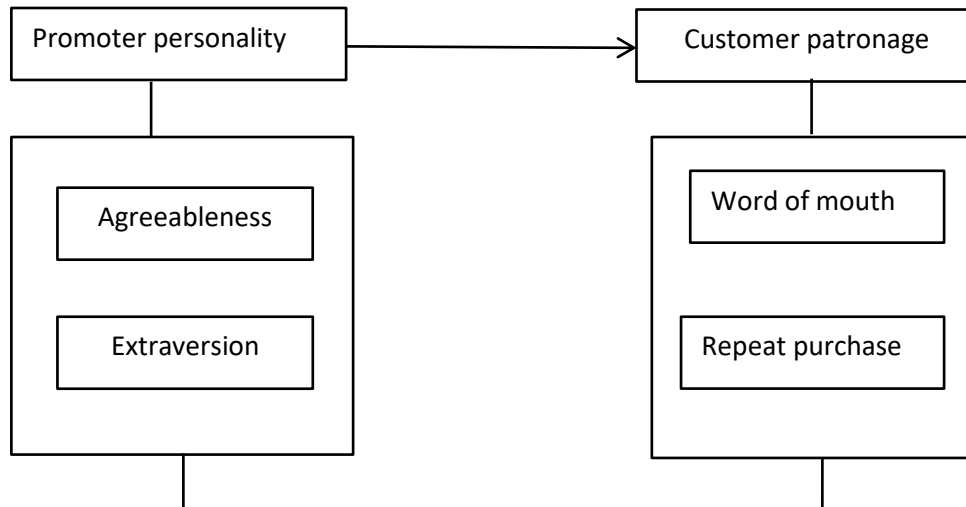


Fig 1: Conceptual Frame Work Showing the Relationship between Promoters’ Personality and Customer Patronage on Online Betting Shops in Port Harcourt.

Source: (Obi & Okonkwo, 2021)

Aim and objectives of the study

The study aim is to investigate the relationship between promoter’s personality and customer patronage of online betting shops in Port Harcourt, the specific objectives are to:

- I. Examine the relationship between agreeableness and word-of-mouth of online betting shops in Port Harcourt.
- II. Examine the relationship between extraversion and repeat purchase of online betting shops in Port Harcourt.

Research Questions

- I. What relationship exists between agreeableness and word-of-mouth of online betting shops in Port Harcourt?
- II. What relationship exists between extraversion and repeat purchase of online betting shops in Port Harcourt?

Research Hypotheses

H0₁: There is no significant relationship between agreeableness and word-of-mouth of online betting shops in Port Harcourt.

H0₂: There is no significant relationship between extraversion and repeat purchase online betting shops in Port Harcourt.

Literature Review

Conceptual Review

The Concept of Promoters Personality

Promoters’ personality refers to the set of psychological traits, behaviors, and characteristics that influence how individuals promote a brand, product, or service to potential customers. In the marketing landscape, a promoter acts as the face of a company, directly engaging with customers to create awareness, build trust, and persuade them to patronize a business (Kotler & Armstrong, 2019). The effectiveness of a promoter is often linked to their personality, as traits such as

enthusiasm, trustworthiness, and persuasiveness can significantly impact consumer perceptions and decision-making (Olaleye & Igbokwe, 2021). A well-personalized approach by a promoter can lead to greater customer satisfaction and increased brand loyalty. The personality of a promoter is typically analyzed using the Big Five Personality Traits, which include extraversion, agreeableness, openness, conscientiousness, and emotional stability (McCrae & Costa, 1997). Among these, extraversion and agreeableness are adopted. Extraverted promoters are outgoing, energetic, and confident, making them effective at engaging potential customers (Brown & Anderson, 2019). Agreeable promoters, on the other hand, exhibit warmth, friendliness, and cooperation, which foster trust and strengthen customer relationships (Chukwu et al., 2020). These traits enable promoters to create meaningful interactions that encourage repeat patronage and positive word-of-mouth referrals, and advocates.

In the online betting industry, promoters play a crucial role in shaping customer perceptions and influencing patronage. Since online betting involves financial risks, potential bettors often rely on the credibility and persuasiveness of promoters before engaging with a platform (Eze & Nwankwo, 2022). A promoter who demonstrates expertise, transparency, and customer-oriented behavior can effectively build trust and encourage participation in betting activities. Conversely, promoters who lack credibility or appear dishonest may drive potential customers away, leading to reduced engagement and negative brand perception (Ajayi & Ojo, 2020). Word-of-mouth marketing is another key aspect influenced by promoters' personality. Customers who have positive interactions with promoters are more likely to recommend betting platforms to others, thereby increasing brand reach and customer acquisition (Obi & Okonkwo, 2021). In contrast, negative experiences with promoters can result in unfavorable reviews and deter prospective customers. This highlights the importance of recruiting and training promoters with strong interpersonal skills and ethical promotional strategies.

Despite the significance of promoters' personality in customer engagement, limited research has explored its direct impact on customer patronage, particularly in the online betting sector (Udoh & Chidiebere, 2023). While existing studies focus on general advertising strategies and brand perception, a deeper understanding of how specific personality traits influence customer trust and retention is necessary. Given the competitive nature of the online betting industry in Port Harcourt, this study aims to bridge this gap by examining how promoter personality affects customer decision-making patronizing online betting. Ultimately, leveraging promoters' personality in online betting marketing can lead to increased patronage, stronger brand loyalty, and sustained business growth (Afolabi, 2021).

Dimensions of Promoters Personality

Agreeableness

Agreeableness is one of the Big Five personality traits that describe an individual's tendency to be compassionate, cooperative, and considerate in their interactions with others (McCrae & Costa, 1997). People who score high in agreeableness are generally warm, empathetic, and willing to help others, making them effective in customer-oriented roles. In contrast, individuals with low agreeableness may appear distant, competitive, or uncooperative, which can negatively impact interpersonal relationships and customer satisfaction (Naumann, & Soto, 2008). Agreeableness plays a crucial role in marketing, sales, and customer service, as it fosters trust and enhances brand-consumer interactions.

In promotional activities, agreeableness is a key factor that influences how well a promoter connects with potential customers. Promoters who exhibit high levels of agreeableness are likely to be more approachable, patient, and persuasive, leading to increased customer engagement (Olaleye & Igbokwe, 2021). Their ability to listen actively, provide helpful information, and address customer concerns in a friendly manner, enhances trust and increases the likelihood of patronage. Customers tend to prefer interacting with promoters who make them feel valued and respected, reinforcing the importance of personality trait in business success (Chukwu et al., 2020).

Agreeableness also plays a significant role in word-of-mouth marketing. When promoters engage with customers in a positive and respectful manner, customers are more likely to share their experiences and recommend the brand to others (Obi & Okonkwo, 2021). This form of organic marketing is particularly valuable in service industries such as online betting, where customer trust is a critical determinant of patronage. Positive recommendations from satisfied customers can boost brand reputation and attract new bettors to a platform, increasing its competitive advantage (Eze & Nwankwo, 2022).

In the online betting industry, trust is a major factor influencing customer decisions, and promoters with high agreeableness can effectively build that trust. Betting involves financial risks, and customers are more likely to patronize platforms where promoters demonstrate honesty, reliability, and concern for customer welfare (Ajayi & Ojo, 2020). A promoter who is perceived as genuine and helpful can reassure potential bettors and encourage them to engage with the platform. Conversely, promoters who lack agreeableness may struggle to build rapport with customers, resulting in lower engagement and negative brand perception (Udoh & Chidiebere, 2023). Moreover, agreeableness contributes to long-term customer relationships and retention. Customers who have positive experiences with promoters are more likely to return for repeat transactions and maintain brand loyalty (Afolabi, 2021). This is especially important in industries where customer retention is a key driver of revenue and profitability. By prioritizing agreeableness in their recruitment and training processes, businesses can improve customer service quality and enhance overall marketing effectiveness.

Agreeableness is a vital personality trait that affects customer interactions, trust-building, and brand loyalty. It plays a crucial role in determining the success of promotional strategies, particularly in service-driven industries like online betting. Betting firms that recognize the importance of this trait can refine their hiring and training processes to ensure promoters exhibit high levels of agreeableness, ultimately leading to increased customer satisfaction and business growth.

The Concept of Customer Patronage

Customer patronage refers to the consistent preference and support a consumer gives to a particular business, product, or service over time. It reflects a customer's decision to engage in repeat transactions with a brand due to satisfaction, trust, or perceived value (Kotler & Armstrong, 2019). Patronage is influenced by various factors, including product quality, pricing, customer service, brand perception, and marketing strategies. In competitive industries like online betting, firms must consistently deliver superior experiences to retain customers and encourage continued patronage (Olaleye & Igbokwe, 2021). Customer patronage is often linked to brand loyalty, which is the long-term commitment of customers to a business. Loyal customers not only continue using a service but also promote it through word-of-mouth marketing, influencing others to patronize the brand (Obi & Okonkwo, 2021). This makes customer patronage a crucial metric for business success, as high patronage levels lead to increased revenue, market stability, and competitive advantage. Businesses invest heavily in customer relationship management (CRM) strategies to ensure high patronage and minimize customer attrition (Chukwu et al., 2020).

In the online betting industry, customer patronage is largely driven by trust, ease of access, and promotional efforts. Since betting involves financial risks, customers are more likely to patronize platforms that demonstrate credibility, security, and fair play (Eze & Nwankwo, 2022). Effective marketing strategies, including promotional offers, personalized customer service, and seamless digital experiences, also play a significant role in customer retention. Firms that successfully build trust and engage customers in meaningful ways tend to experience higher levels of patronage (Ajayi & Ojo, 2020). Furthermore, customer patronage can be influenced by external factors such as economic conditions, technological advancements, and industry regulations. In the digital age, businesses leverage data analytics and consumer insights to understand purchasing behavior and tailor services that enhance patronage (Udoh & Chidiebere, 2023). Personalized experiences,

customer incentives, and superior service delivery are some of the strategies companies use to strengthen customer commitment and encourage long-term engagement (Afolabi, 2021). Overall, customer patronage is a key determinant of business sustainability, and firms must continuously adapt to changing customer preferences and market trends to maintain a loyal customer base. Understanding the factors that drive patronage allows businesses to develop effective strategies for attracting, retaining, and satisfying customers, ultimately leading to growth and profitability.

Measures of Customer Patronage

Word-of-Mouth

Word of mouth (WOM) is the informal exchange of information, opinions, or recommendations about a product, service, or brand between consumers. It is a powerful marketing tool that influences purchasing decisions, as people tend to trust personal recommendations from friends, family, or peers more than traditional advertisements (Kotler & Keller, 2016). WOM can be either positive or negative, and its impact on a business depends on the experiences and perceptions shared by customers. A strong reputation built through positive word of mouth can significantly enhance customer trust and loyalty, while negative word of mouth can damage a brand's credibility and reduce customer patronage (Olaleye & Igbokwe, 2021). In today's digital era, word of mouth extends beyond face-to-face conversations to online platforms, including social media, review websites, and discussion forums. Online word of mouth, also known as electronic word of mouth (eWOM), enables customers to share their opinions with a global audience, amplifying the influence of personal experiences (Chukwu et al., 2020). Businesses that prioritize customer satisfaction and excellent service delivery can leverage WOM to build a loyal customer base and attract new patrons through referrals and testimonials (Obi & Okonkwo, 2021).

In the online betting industry, WOM plays a crucial role in customer acquisition and retention. Given the financial risks involved in betting, potential customers rely heavily on recommendations from existing users before choosing a platform (Eze & Nwankwo, 2022). Positive WOM, generated through exceptional customer service, prompt payouts, and fair gameplay, encourages new customers to register and place bets. Conversely, negative WOM, arising from delayed payments, poor user experience, or fraudulent activities, can discourage potential customers and lead to declining patronage (Ajayi & Ojo, 2020). Marketers often implement strategies to encourage positive WOM, such as referral programs, influencer marketing, and customer loyalty rewards. By sensitizing satisfied customers to share their experiences, businesses can increase brand awareness and credibility (Udoh & Chidiebere, 2023). Additionally, engaging with customer feedback and addressing concerns in a timely manner can help businesses manage their reputation and prevent the spread of negative WOM (Afolabi, 2021). Ultimately, WOM remains a key driver of consumer behavior and business success. Companies that prioritize customer satisfaction, transparency, and ethical business practices are more likely to benefit from positive WOM, leading to increased brand trust, customer loyalty, and long-term profitability.

Repeat Purchase

Repeat purchase refers to the act of a customer buying a product or service from the same company more than once over a period of time. It is an essential indicator of customer satisfaction, loyalty, and business success (Kotler & Armstrong, 2019). Repeat purchase behavior is used to measure how well a business retains its customers after their initial transaction. It reflects the customer's continued trust, satisfaction, and preference for a particular brand, product, or service (Olaleye & Igbokwe, 2021). The concept of repeat purchase is closely linked to customer loyalty. When customers are satisfied with the quality of products, pricing, customer service, and overall experience, they are likely to return and make additional purchases. This behavior is beneficial to businesses because it reduces the cost of acquiring new customers, which is often higher than the cost of retaining existing ones (Chukundah & Kalio, 2024; Chukwu et al., 2020). Repeat purchases also create a stable revenue base, providing firms with predictable

income and opportunities for growth. In the online betting industry, repeat purchase behavior is demonstrated when customers continually deposit money and place bets on the same betting platform. This sustained engagement is often a result of the betting firm's ability to deliver positive customer experiences such as secure payment systems, quick payouts, attractive odds, and professional customer service (Eze & Nwankwo, 2022). Customers who consistently engage with a betting platform are considered loyal patrons, and their repeat purchases contribute significantly to the firm's profitability.

Several factors influence repeat purchase behavior. These include customer satisfaction, perceived value, trust, convenience, promotional incentives, and previous positive experiences (Ajayi & Ojo, 2020). In service-based industries like online betting, emotional factors such as excitement, trust, and personal relationships with promoters also play an important role in encouraging repeat patronage. When customers feel valued and respected, they are more likely to develop an emotional attachment to the brand, resulting in continuous engagement. Marketing strategies such as loyalty programs, discounts, personalized services, and effective complaint resolution systems can encourage repeat purchases. Betting firms, for instance, may offer referral bonuses, cash-back promotions, or VIP rewards to motivate customers to keep using their platforms (Obi & Okonkwo, 2021). These strategies not only enhance repeat transactions but also strengthen customer relationships, fostering long-term loyalty.

The role of word-of-mouth marketing in driving repeat purchase behavior cannot be ignored. Satisfied customers often share their positive experiences with others, which encourages new customers and reinforces existing customers' loyalty (Udoh & Chidiebere, 2023). Similarly, the personality and attitude of promoters in online betting shops can greatly influence whether customers return. Promoters who exhibit trustworthiness, friendliness, and professionalism are more likely to convince customers to continue patronizing a platform. However, negative experiences such as poor customer service, delayed payments, or unethical practices can discourage repeat purchases and result in customer churn. Therefore, businesses must consistently deliver high-quality services and maintain strong relationships with their customers to sustain repeat patronage (Afolabi, 2021). Repeat purchase is a critical component of business sustainability, particularly in competitive industries like online betting. It reflects customer loyalty, satisfaction, and trust, all of which are essential for long-term profitability. Understanding the factors that drive repeat purchase behavior enables businesses to implement effective strategies for customer retention and growth. Firms that prioritize excellent service delivery, customer engagement, and ethical business practices are more likely to enjoy sustained repeat patronage.

Theoretical Review

Customer Relationship Management (CRM) Theory

The study anchored on Customer Relationship Management (CRM). The theory emphasizes the importance of building long-term relationships with customers to enhance retention, satisfaction, and profitability (Payne & Frow, 2005). The theory suggests that businesses should move beyond transactional interactions and focus on personalized customer engagement, loyalty programs, and consistent value delivery. In the online betting industry, CRM plays a vital role in ensuring repeat patronage by creating meaningful connections between customers and the brand. One of the key principles of CRM theory is relationship marketing, which focuses on maintaining continuous customer engagement through tailored promotions, responsive customer service, and personalized offers (Chukwu et al., 2020). Promoters who exhibit positive personality traits such as agreeableness and extraversion contribute to this process by fostering trust and rapport with potential and existing customers. When customers feel valued and appreciated, they are more likely to continue using the betting platform and recommend it to others (Olaleye & Igbokwe, 2021).

CRM theory also highlights the role of data analytics in understanding customer behavior and preferences. Betting firms utilize CRM tools to track customer interactions, analyze betting

patterns, and offer customized incentives that encourage repeat transactions (Eze & Nwankwo, 2022). By leveraging customer insights, firms can enhance service delivery and optimize promotional strategies. A promoter's ability to effectively communicate personalized offers and betting options can further strengthen customer relationships and encourage ongoing patronage (Ajayi & Ojo, 2020). Furthermore, CRM theory emphasizes the importance of resolving customer complaints efficiently to maintain satisfaction and loyalty. Negative experiences such as technical glitches, unresponsive customer service, or unclear promotional terms can lead to customer dissatisfaction and reduced patronage (Obi & Okonkwo, 2021). However, promoters who demonstrate empathy, problem-solving skills, and transparency can help mitigate these concerns and rebuild customer trust (Udoh & Chidiebere, 2023).

Customer relationship management theory provides a strong framework for understanding how promoters' personality influences customer patronage. By fostering trust, maintaining personalized engagement, and ensuring efficient service delivery, promoters contribute to long-term customer loyalty in the online betting sector. Betting firms that integrate CRM strategies with effective promoter engagement can create a strong competitive advantage and sustain business growth (Afolabi, 2021).

Empirical Review

Olaleye & Igbokwe (2021) examined the impact of promoter personality on customer loyalty in online betting platforms in Nigeria. Using a survey of 300 respondents, the study found that traits such as extraversion and agreeableness significantly influence customer engagement. Customers were more likely to trust and repeatedly patronize betting firms with friendly and knowledgeable promoters. The study highlighted that a positive promoter personality fosters customer satisfaction, leading to word-of-mouth referrals. Findings indicated that customer interaction with promoters enhances their perception of the brand. It concluded that promoter personality is a key factor in increasing customer lifetime value. The research recommended that betting firms train promoters on customer relationship management. Furthermore, the study emphasized the role of personalized service in retaining customers.

Chukwu et al. (2020) explored the relationship between customer experience and repeat patronage in the online betting industry. Through a quantitative approach, data from 250 online bettors in Port Harcourt were analyzed. Findings revealed that user-friendly platforms, fair play, and effective customer service significantly influenced repeat patronage. Customers who experienced seamless transactions and fast payouts were more likely to continue betting. Additionally, the study showed that negative customer experiences, such as delayed withdrawals, led to customer churn. The study concluded that a positive betting experience increases brand loyalty. The research recommended that betting firms focus on service quality and responsiveness. It also suggested integrating artificial intelligence for personalized user experience.

Eze & Nwankwo (2022) assessed the effect of promotional strategies on customer retention in online betting firms. It surveyed 400 betting customers in Nigeria and analyzed the impact of bonuses, discounts, and free bets. Results indicated that promotional incentives significantly attract new customers but do not necessarily ensure long-term retention. However, when combined with excellent customer service and promoter engagement, customers were more likely to remain loyal. The research highlighted that consistent promotions create habitual betting behavior. It recommended that betting firms balance promotional offers with responsible gaming practices. Findings also showed that misleading promotions led to distrust among customers. The study concluded that trust-building and transparency should accompany promotional strategies.

Ajayi & Ojo (2020) investigated the influence of word-of-mouth marketing on customer patronage of online betting platforms. The study used a mixed-method approach, collecting data from bettors in Lagos and Port Harcourt. Findings revealed that customers highly relied on peer recommendations when choosing a betting platform. Also, positive word of mouth, driven by good promoter-customer relationships, significantly increased new customer acquisitions. Negative

experiences, such as fraudulent activities, led to rapid customer losses. The study concluded that word-of-mouth marketing is more effective than traditional advertisements. The study recommended that betting firms actively manage their online reputation. Additionally, it emphasized the role of social media influencers in shaping customer perceptions.

Obi & Okonkwo (2021) examined the link between promoter training and customer satisfaction in online betting firms. It surveyed 350 betting customers and interviewed 50 promoters from various firms. Results indicated that promoters with formal training in communication and sales techniques performed better in attracting and retaining customers. The study found that promoters who provided accurate betting information and guidance increased customer trust. Customers preferred betting platforms where promoters demonstrated professionalism and ethical behavior. The research recommended regular training for promoters on conflict resolution and fraud prevention. It also suggested that firms implement customer feedback mechanisms to improve service delivery. Findings showed that well-trained promoters contributed to long-term customer engagement.

Udoh & Chidiebere (2023) analyzed the impact of digital marketing on customer patronage in the online betting sector. A sample of 500 bettors across Nigeria was surveyed. Findings revealed that social media advertisements and influencer endorsements played a crucial role in attracting bettors. Customers were more likely to engage with platforms that had active digital presence and interactive content. Personalized email promotions and push notifications also contributed to repeat patronage. The research highlighted the need for firms to optimize their digital marketing strategies, and concluded that digital marketing significantly enhances brand visibility and engagement. It recommended that betting firms use data analytics to understand customer preferences.

Afolabi (2021) examined the role of brand trust in customer loyalty among online betting users. A survey of 450 respondents showed that trust was a key determinant of long-term patronage. Customers were more likely to bet on platforms that provided transparent transaction processes. The study found that negative past experiences, such as withheld winnings, led to reduced trust and abandonment of the platform. Additionally, the research emphasized the importance of responsive customer support in building trust. Findings suggested that consistent trust-building strategies lead to sustainable customer loyalty. It recommended that betting firms improve their security measures and fair play policies.

Payne & Frow (2005) explored the principles of Customer Relationship Management (CRM) and its application in service industries. It found that businesses that effectively implement CRM strategies experience higher customer retention and profitability. The research emphasized the need for personalized customer interactions and efficient complaint management. It also highlighted that loyal customers are more likely to engage in repeat transactions. Findings indicated that firms with strong customer relationships outperform competitors in customer satisfaction and retention. The study recommended that firms use CRM software to analyze customer behavior and improve service delivery.

Kotler & Keller (2016) in their study focused on the influence of personality traits on consumer decision-making. It found that extraversion and agreeableness significantly affect customer interactions with service providers. In online betting, these traits in promoters enhance customer engagement and satisfaction. The study suggested that firms should consider psychological profiling when hiring promoters. It also emphasized that personalized communication fosters brand loyalty. The study concluded that customer retention improves when service providers exhibit positive personality traits. It was recommended that businesses leverage behavioral insights to refine marketing strategies.

Chukwu et al. (2020) investigated the effects of service quality on customer retention in online service firms. Using a survey of 400 respondents, it found that customers prioritize reliability, responsiveness, and assurance. Betting platforms with efficient customer service witnessed higher repeat patronage. The study also noted that firms with poor service delivery experienced rapid customer turnover. The study concluded that service quality is a critical factor in sustaining customer relationships. It was recommended that businesses invest in customer support training.

METHODOLOGY

Research Design

The study adopted the correlational research design which is a quantitative method of research in which the researcher has two variables from the same group of participants and tries to determine if there is a relationship between the two variables. The correlation survey design was appropriate for this study because the researcher intends to determine the relationship between promoter’s personality and customer patronage of online betting shops in Port Harcourt.

Population of the Study

The population of this study comprised the customers of the online betting shops in Port Harcourt.

Sample Size and Sampling Technique

Sequel to the infinite population of the study, being customers of the online betting shops in Port Harcourt, the study adopted a random sampling 130 customers as respondents to generate data for the study. A total of one hundred and thirty (130) respondents formed the study subjects.

Methods of Data Analysis

The data that was collected through the questionnaire was analyzed using descriptive and inferential statistics. Pearson Product Moment Correlation (PPMC) adopted to test the various hypotheses formulated. A criterion mean of 3.0 was set for any item to be accepted or rejected. This means that for any item in the questionnaire to be accepted, it must have a mean response of 3.0 or above. Anything less than 3.0 was rejected. All of these were done with the aid of the statistical package for social sciences (SPSS) version 26.

Presentation and Analysis of Data

Research question 1: What is the relationship between agreeableness and word-of-mouth of online betting shops in Port Harcourt?

Table 1: Mean and standard deviation between agreeableness and word-of-mouth of online betting shops in Port Harcourt

Agreeableness Questionnaire Items	Responses							
	SA	A	UD	D	SD	Mean	Standard deviation	Decision
The friendliness of a betting promoter influences my decision to use a betting platform.	80	31	5	9	5	4.32	1.08	agree
I feel more comfortable betting when the promoter is polite and approachable.	73	27	8	5	17	4.03	1.40	Undecided
A helpful promoter makes me trust an online betting platform more.	73	25	9	6	17	4.00	1.41	agree
I am likely to return to a betting platform where the promoter treats me with respect.	83	32	4	5	6	4.39	1.04	agree
A promoter’s willingness to assist me improves my overall betting experience.	81	21	6	7	15	4.12	1.38	agree
Grand mean						4.13	1.26	agree

Table 1: shows that items (1 to 5) have means which are greater than the criterion mean (3.0). Moreover, the grand mean (4.13) was also greater than the criterion means. Thus, established a strong relationship between agreeableness and word-of-mouth of online betting shops in Port Harcourt

Research question 2: What is the relationship between extraversion and repeat purchase of online betting shops in Port Harcourt?

Table 2: Mean and standard deviation between extraversion and repeat purchase online betting shops in Port Harcourt

Repeat Purchase Questionnaire Items	Responses							
	SA	A	UD	D	SD	Mean	Standard deviation	Decision
My decision to continue betting on a platform is influenced by my past positive experiences.	68	32	7	9	14	4.00	1.35	Agree
If a betting platform offers good service, I will continue to place bets there.	77	35	11	5	2	4.38	.90	Strongly agree
I frequently return to the same betting platform because of the way its promoters treat me.	81	19	14	8	8	4.20	1.22	Agree
Consistent winnings and fair treatment encourage me to keep betting on a platform.	80	21	12	7	10	4.18	1.26	Agree
A betting platform's ability to provide quick pay-outs makes me return to place more bets.	75	34	14	2	5	4.31	1.00	strongly agree
Grand mean						4.21	1.14	Agree

Table 2: shows that items (1 to 5) have means which were greater than the criterion mean (3.0). Moreover, the grand mean (4.21) was also greater than the criterion means. This unveiled a strong relationship between extraversion and repeat purchase of online betting shops in Port Harcourt.

Test of Hypotheses

H0₁: There is no significant relationship between agreeableness and word-of-mouth of online betting shops in Port Harcourt.

Table 3: Correlations between agreeableness and word-of-mouth of online betting shops in Port Harcourt

	agreeableness	word-of-mouth
agreeableness Pearson Correlation	1	.834**
Sig.(2-tailed)		0.000
N	130	130
word-of-mouth Pearson Correlation	.834**	1
Sig.(2-tailed)	0.000	
N	130	130

Correlation is significant at the 0.01 level (2-tailed).

Table 3 shows a correlation coefficient of .834 and probability value of 0.000 which is less than 0.00 significant level. The obtained sig. value of 0.000 which is less than 0.01 significant levels warrants the rejection of the null hypothesis and the alternate hypothesis accepted. Meaning, there is a significant relationship between agreeableness and word-of-mouth of online betting shops in Port Harcourt.

H0₂: There is no significant relationship between extraversion and repeat purchase of online betting shops in Port Harcourt.

Table 4: Correlations between extraversion and repeat purchase online betting shops in Port Harcourt

		Extraversion	repeat purchase
extraversion	Pearson Correlation	1	.984**
	Sig.(2-tailed)		0.000
	N	130	130
repeat purchase	Pearson Correlation	.984**	1
	Sig.(2-tailed)	0.000	
	N	130	130

Correlation is significant at the 0.01 level (2-tailed).

Table 4 shows a correlation coefficient of .984 and probability value of 0.000 which is less than 0.00 significant level. The obtained sig. value of 0.000 which is less than 0.01 significant level warranted the rejection of the null hypothesis and the alternate hypothesis accepted. Meaning, there is a significant relationship between extraversion and repeat purchase of online betting shops in Port Harcourt.

Discussion of Findings

The outcome of research question one as reflected in Table 1: It established a strong relationship between agreeableness and word-of-mouth of online betting shops in Port Harcourt. Also, table 4 shows a significant relationship between agreeableness and word-of-mouth of online betting shops in Port Harcourt. The study corroborate to that of Olaleye & Igbokwe (2021) who examined the impact of promoter personality on customer loyalty in online betting platforms in Nigeria. Using a survey of 300 respondents, the study found that traits such as extraversion and agreeableness significantly influence customer engagement. Customers were more likely to trust and repeatedly patronize betting firms with friendly and knowledgeable promoters. The study highlighted that a positive promoter personality fosters customer satisfaction, leading to word-of-mouth referrals. Findings indicated that customer interaction with promoters enhances their perception of the brand.

On the relationship between extraversion and repeat purchase of online betting shops in Port Harcourt, reflected in Table 2 unveiled a strong relationship between extraversion and repeat purchase of online betting shops in Port Harcourt. Likewise, table 4 shows a significant relationship between extraversion and repeat purchase online betting shops in Port Harcourt. The findings corroborated to that of Ajayi & Ojo (2020) who investigated the influence of word-of-mouth marketing on customer patronage of online betting platforms. The study used a mixed-method approach, collecting data from bettors in Lagos and Port Harcourt. Findings revealed that customers highly relied on peer recommendations when choosing a betting platform, stressing that positive word of mouth, often driven by good promoter-customer relationships, significantly increased new customer acquisitions. Negative experiences, such as fraudulent activities, led to rapid customer losses. The study recommended that betting firms actively manage their online reputation. Additionally, it emphasized the role of social media influencers in shaping customer perceptions. The study concluded that word-of-mouth marketing is more effective than traditional advertisements.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the findings, it was concluded that there is a strong relationship between promoter's personality and customer patronage of online betting shops in Port Harcourt. Specifically, the

study established a strong relationship between agreeableness and word-of-mouth of online betting shops in Port Harcourt.

The study equally held a strong relationship exists between extraversion and repeat purchase online betting shops in Port Harcourt.

Recommendations

Base on the findings and conclusions, the following recommendations were made:

1. The research recommended that betting firms train promoters on customer relationship management. Furthermore, the study emphasized the role of personalized service in retaining customers. It concluded that promoter personality is a key factor in increasing customer lifetime value.
2. The research recommended that betting firms focus on service quality and responsiveness. It also suggested integrating artificial intelligence for personalized user experience. The study concluded that a positive betting experience increases brand loyalty.
3. It recommended that betting firms balance promotional offers with responsible gaming practices. Findings also showed that misleading promotions led to distrust among customers.
4. The study recommended that firms use CRM software to analyze customer behavior and improve service delivery, also recommended that businesses invest in customer support training.

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