

The Impact of Online Gambling and Betting Apps on Youth in Dakshina Kannada

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ABSTRACT

This report focuses on the growing problem of the digital age: the increasing cases of online gambling and betting apps on the youth of Dakshina Kannada. In recent times fantasy gaming has become a widespread trend, often glamourised by aggressive advertisements, celebrity endorsements, and the seamless integration of advanced technology. As these platforms have been normalised and have become accessible, especially among the young generation, the social, financial and psychological impacts are becoming harder to ignore.

Through first hand data collected from the youth of different age group and educational background, this case study explores the perception, awareness and usage of these gambling apps. Many participants, either users themselves or close observers of someone who is, revealed that the initial attraction is often driven by curiosity, peer influence, celebrity endorsement or the hope of quick monetary gain.

This report also analyses the role of celebrity endorsements, the kind of trust and legitimacy it creates in such platforms which in turn misleads the youth into believing in guaranteed returns. Furthermore, the ease of access provided by mobile apps, digital payment gateways, and targeted ads intensifies the problem.

The study sheds light on the insufficient awareness about gambling disorders and the lack of strong educational or preventive measures. The voices of the participants bring out a collective need for stronger regulations, responsible content, and more awareness programs, especially aimed at youth and parents.

In conclusion, this report is not just a compilation of statistics and interviews—it is a wake-up call. If left unchecked, the growing popularity of online gambling and betting apps could erode the well-being, future, and financial stability of an entire generation. It is imperative for stakeholders—from educators and parents to policymakers and tech companies—to come together and address this pressing issue with urgency and empathy.

KEYWORDS: Online Gambling, Online Betting, Betting Applications, Digital Gambling, Gambling Behaviour, Gambling Addiction, Youth, Young Adults, Financial Behaviour, Financial Loss, Psychological Well-being, Mental Health, Stress, Anxiety, Behavioural Addiction, Academic Performance, Peer Influence, Social impact.

INTRODUCTION

One of the most striking features of this trend is the **normalization of gambling through celebrity endorsements**. Popular sports figures and film stars have become the faces of many betting and fantasy

apps, which lends these platforms a sense of credibility and trust. For instance, when youth see national icons promoting such apps during cricket matches or prime-time TV slots, they begin to perceive gambling as not only acceptable but aspirational. The endorsements blur the lines between entertainment and risk, encouraging users — especially students and young professionals — to try their luck without fully understanding the consequences.

Adding to this complexity is the **legal grey area** surrounding online gambling in India. Many of these apps claim to be “**games of skill**” rather than “**games of chance**,” which enables them to operate under a more lenient legal framework in several states. While games of skill (such as chess or certain types of fantasy sports) are permitted, games of chance (like lottery or roulette) are banned in many regions. However, the actual gameplay in many apps combines elements of both, making it difficult to clearly categorize them — and even harder to regulate. As a result, users are left vulnerable, with little understanding of the legal or financial risks they may be stepping into.

This societal project, titled “**The Impact of Online Gambling and Betting Apps on Youth in Dakshina Kannada**,” seeks to explore how these digital platforms are shaping youth behaviour, decisions and mental health. Through first-hand responses collected from students, graduates, and working professionals, the project investigates not just user habits, but also motivations, awareness of legal aspects, the role of technology and advertising, and the influence of celebrities.

The findings aim to highlight the growing cultural shift where gambling is no longer stigmatized but accepted — even celebrated — among youth. It examines the emotional toll and financial distress experienced by users, while also assessing the broader impact on family structures, academic performance, and societal well-being. Additionally, the report aims to assess the effectiveness of existing awareness campaigns and suggest practical, community-level solutions to address this rising issue.

In an era where apps can easily mask addictive behaviours behind engaging visuals and celebrity faces, it becomes vital to look beyond the interface and understand what’s truly at stake. This report is a step toward that awareness, rooted in real voices and the local experiences of youth from Dakshina Kannada.

LITERATURE REVIEW:

Houghton, D. M., Nowlin, E. L., & Walker, D. (2019). “From Fantasy to Reality” The Role of Fantasy Sports in Sports Betting and Online Gambling: This study examines the relationship between sports fan ship, fantasy sports participation, and gambling behaviours. Utilizing two-part models and a moderated-mediation framework, the research finds that engagement in pay-to-play (P2P) fantasy sports significantly increases the likelihood of participating in sports betting and online gambling. Materialism moderates this relationship, with highly materialistic fans directly engaging in sports betting, while less materialistic fans transition through fantasy sports. The authors advocate for policy interventions to address the regulatory gaps in fantasy sports.

Martin, R. J., & Nelson, S. E. (2014). “Fantasy sports, real money” Exploration of the relationship between fantasy sports participation and gambling-related problems: Investigating college students, this study explores whether participation in fantasy sports correlates with gambling-related issues. The findings suggest that individuals engaged in fantasy sports are more likely to exhibit problem gambling behaviours, indicating that fantasy sports may serve as a gateway to more traditional forms of gambling

Miller, B. (2019). Daily and season-long fantasy sports participation and gambling behaviour: This research analyses the impact of daily and season-long fantasy sports participation on gambling behaviours. The study concludes that involvement in fantasy sports, especially when monetary stakes are involved,

increases the frequency and intensity of gambling activities among participants.

Kirton McConkie Law Firm. (n.d.). Don't bet on it: Allowing a fantasy sports league may be gambling under federal law: This legal analysis discusses the potential classification of fantasy sports leagues as gambling under federal law. It highlights the legal ambiguities and the need for organizations to carefully consider the legal implications of hosting fantasy sports competitions involving monetary stakes.

Wikipedia Contributors. (2025). Daily fantasy sports: This comprehensive article outlines the classification of daily fantasy sports (DFS) as either games of skill or chance, depending on jurisdiction. It discusses various legal opinions and challenges, including notable court cases and state-specific legislation, providing a broad overview of the legal landscape surrounding DF

Singh, S., & Talwar, A. (2024). "Freewheeling Fantasy Gaming in India": This paper offers a comprehensive analysis of the fantasy gaming industry in India, examining its intersection with legal ambiguity, technological advancement, and regulatory challenges. The authors differentiate fantasy sports from traditional gambling by emphasizing its skill-based nature, as validated by judicial decisions such as Varun Gumber v. UT of Chandigarh and

K.R. Lakshmanan v. State of Tamil Nadu. These rulings support the argument that fantasy gaming relies on superior knowledge, judgment, and strategic planning, rather than mere chance.

Chanvi (2024), in her study titled "Online Betting in Sports: A Comparative Analysis": explores the legal landscape surrounding online betting in India and how outdated laws have contributed to the rise of unregulated digital gambling platforms. The paper identifies that while gambling and betting are largely considered illegal under Indian law, online betting does not explicitly fall under this prohibition — a loophole that is exploited by various fantasy gaming and betting platforms.

The study highlights that the Public Gambling Act of 1867, which is still the cornerstone of gambling regulation in India, was framed in a pre-internet era and only prohibits physical “common gaming houses.” As a result, online platforms operate in a legal grey area, with some states banning them while others permit them under “games of skill” exemptions.

OBJECTIVES OF THE STUDY:

The main aim of this project is to understand the impact of online gaming and betting apps on the youth. The specific objectives are:

- To assess the **prevalence** of online gambling and betting app **usage among youth** in Dakshina Kannada.
- To identify the **key motivations** behind why young individuals, engage with these platforms, including curiosity, peer pressure, or financial incentives.
- To assess the **impact of celebrity endorsements and influencer culture** on the perceived legitimacy and appeal of betting platforms.

SCOPE:

This study is focused on understanding the psychological, financial, legal, and social implications of online gambling and betting apps on the youth in the Dakshina Kannada region of Karnataka, India. With the rapid growth of fantasy gaming and betting platforms

such as Dream11, Win ZO, and MPL — often glamorized through celebrity endorsements and accessible via smartphones — there is a growing concern about their normalization and impact on young individuals. The scope of this study includes:

- **Demographic analysis** of youth users in terms of age, gender, education, and app exposure.
- **Behavioural insights** into why and how individuals engage with online betting apps (e.g., entertainment, peer pressure, hope for monetary gain).
- **Examination of the influence of celebrity endorsements** and digital advertising in shaping youth perception and encouraging app usage.
- **Analysis of user awareness** about gambling disorders, legal risks, and the difference between "games of skill" and "games of chance".
- **Understanding the emotional and financial consequences** experienced by users or those closely associated with them.
- **Assessment of current awareness programs, legal loopholes, and societal attitudes** toward online gambling and fantasy gaming.
- **Regional focus on Dakshina Kannada**, allowing for insights into how this issue is evolving in a semi-urban, digitally growing context.

The study is exploratory in nature and draws its insights from primary data (survey responses) and secondary sources (legal and academic literature). It seeks to provide practical recommendations for awareness-building, policy intervention, and community-level action to prevent the misuse of such platforms.

Importance of the Study:

Online gambling and betting apps have quietly emerged as a major behavioural and societal concern, especially among youth who are digitally active and often unaware of the risks involved. What initially appears to be harmless entertainment or a chance to earn quick money can soon lead to financial loss, addiction, psychological distress, and strained family relationships. In regions like Dakshina Kannada, where digital penetration is increasing rapidly, the influence of these apps is becoming more noticeable — yet not widely addressed.

This study is important because:

1. It brings local context to a national issue, helping uncover how youth in Dakshina Kannada are affected specifically — something that is not often explored in mainstream discussions.
2. It creates awareness about the psychological, social, and financial consequences of engaging with online gambling apps.
3. It highlights the legal ambiguities around fantasy sports and betting platforms, helping students and educators understand the difference between skill-based games and gambling.
4. It sheds light on the role of celebrity endorsements and digital marketing, which are powerful yet often unregulated tools shaping young people's choices.
5. It gives voice to the youth by collecting and analysing their experiences, observations, and personal opinions — allowing for real, relatable insights.
6. It helps initiate community and institutional dialogue on preventive strategies, such as educational campaigns, policy recommendations, and early intervention efforts.
7. By focusing on youth — the most vulnerable yet most capable change-makers — this study contributes to building a more informed, responsible, and resilient digital society.

NEED OF THE STUDY:

The rapid growth of digital technology has revolutionized how entertainment, sports, and money-making opportunities are perceived—especially among the youth. One such change has been the rise of online gambling and betting apps, often disguised as fantasy games or games of skill. While these platforms are promoted as harmless fun, they have increasingly been linked to addictive behaviour, financial loss, emotional distress, and a decline in academic and social performance.

In Dakshina Kannada, a district known for its literacy and growing digital adoption, youth are particularly vulnerable. The lack of awareness about the potential dangers, coupled with social influence, celebrity endorsements, and legal grey areas, makes it easier for young individuals to fall into the trap of online betting. Many do not realize the risks until the consequences become personal or irreversible. This study is necessary to:

- **Understand the extent of exposure** to online gambling and betting apps among youth in Dakshina Kannada.
- **Identify the motivations** behind using such platforms—be it peer pressure, financial hope, curiosity, or influence from celebrities and advertisements.
- **Examine the legal and ethical ambiguity** surrounding online gambling in India, especially the confusion between "games of skill" and "games of chance."
- **Capture real-life experiences and opinions** of users and observers to present a ground-level view of the issue.
- **Assess the awareness levels** related to gambling disorders, prevention strategies, and institutional support systems in place (or the lack thereof).
- **Propose informed recommendations** for educators, policymakers, and parents to create a safer digital environment for youth.

This study not only addresses a timely and pressing issue but also aims to contribute to future educational interventions, digital literacy programs, and possible policy reforms.

RESEARCH METHODOLOGY:

To successfully complete this study on the Impact of Online Gambling and Betting Apps on Youth in Dakshina Kannada, both primary and secondary data were collected and analysed. This mixed-method approach helped ensure that the research is rooted in real-world experiences while also supported by existing academic, legal, and policy-related insights.

Primary Data Collection:

Surveys and Questionnaires:

Structured Google Forms were used to gather responses from Exactly 71 youth across Dakshina Kannada, focusing on their usage of gambling and fantasy gaming apps, reasons for using them, awareness of gambling risks, and their views on advertisements and celebrity endorsements through a questionnaire shared to them.

Personal Opinions and Observations:

Participants were asked to share their personal experiences or observations about friends or family members who may have been affected by such platforms. A special question was also included to collect individual suggestions and solutions to combat the growing trend of digital gambling.

Secondary Data Collection:

Research Papers and Journal Articles:

Relevant academic literature, case studies, and legal analyses were reviewed to understand the psychological, legal, and social impact of online gambling. This includes comparative studies on games of skill vs. games of chance, and global findings on gambling addiction.

News Portals and Web Sources:

Reputed websites and news articles were referred to for current developments, real-life cases, and government viewpoints on the financial and societal harms caused by online gambling apps

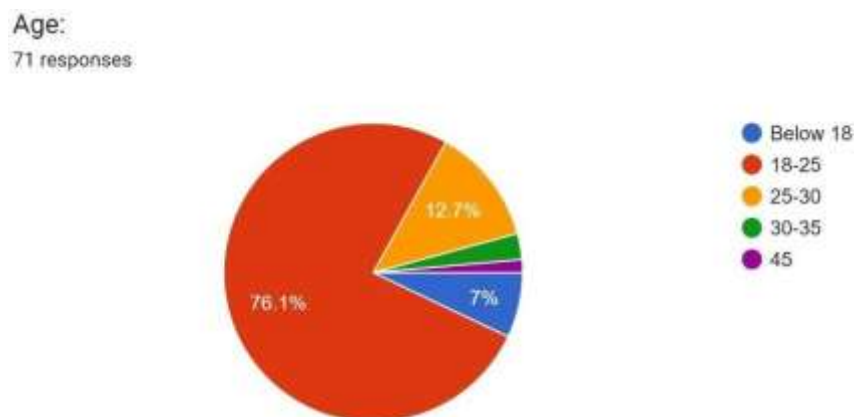
DATA ANALYSIS & INTERPRETATION:

Following are the data indicating questionnaire and response collected from people from Dakshina Kannada.

Table1: Indicating age:

OPTIONS	RESPONDENTS	PERCENTAGE
Below 18 years	5	7%
18-25 years	54	76.1%
25-30 years	9	12.7%
30-35 years	2	2.8%
Other	1	1.4%
Total	71	100%

Chart 1:



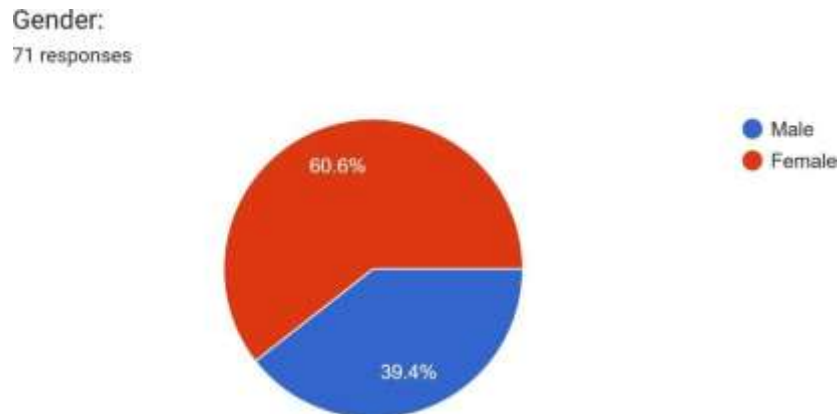
INTERPRETATION: Among the 71 respondents, 76.1% fall within the 18–25 age group, highlighting that college students and young adults are the primary demographic exposed to online gambling apps. 12.7% are aged 25–30, and 7% are minors, which raises concern due to legal restrictions. A small fraction represents those above 30. This data clearly shows that youth are the most affected, stressing the need for targeted awareness and regulation.

Table 2: Indicating gender:

OPTIONS	RESPONDENTS	PERCENTAGE
Male	28	39.4%
Female	43	60.6%

Total	71	100%
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Chart 2:

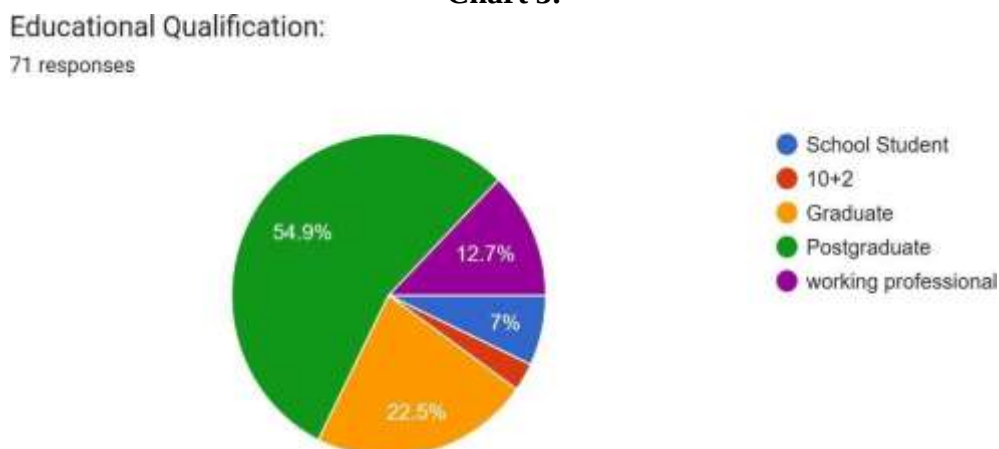


INTERPRETATION: Out of 71 respondents, 60.6% were female and 39.4% were male, indicating a slightly female-dominant sample. This challenges the common notion that gambling is mostly a male concern. It also shows that females are equally aware and involved in conversations around online betting. Their participation adds balance and depth to the study's findings.

Table 3: Indicating Educational Qualification:*

OPTIONS	RESPONDENTS	PERCENTAGE
School Student	5	7%
10+2	2	2.8%
Graduate	16	22.5%
Postgraduate	39	54.9%
Working professional	9	12.7%
Total	71	100%

Chart 3:



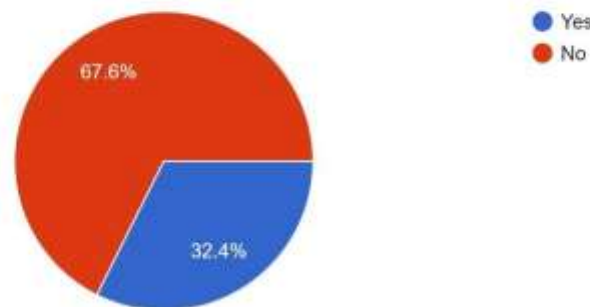
INTERPRETATION: Among the 71 respondents, 54.9% are postgraduates and 22.5% are graduates, indicating a well-educated sample. 12.7% are working professionals, while a small portion includes school students and 10+2 learners. This suggests that most participants are digitally aware and informed, making their insights highly relevant in analysing online gambling behaviour and the need for targeted awareness.

Table 4: Indicating respondent's usage:

OPTIONS	RESPONDENTS	PERCENTAGE
Yes	48	67.6%
No	23	32.4%
		100%

Chart 4:

Have you ever used apps like Dream11, My11Circle, Rummy, or other online betting platforms?
71 responses



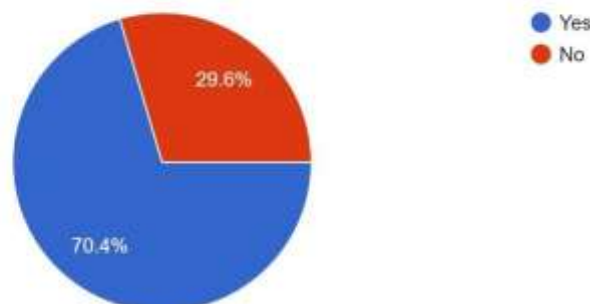
INTERPRETATION: The chart shows that 32.4% of respondents have used betting or fantasy gaming apps, while 67.6% have not. This suggests that 1 in 3 individuals is already exposed, highlighting growing accessibility and popularity. Though most haven't used them, the data reflects a rising risk among youth, pointing to the urgent need for awareness, regulation, and digital responsibility education.

Table 5: Indicating respondent's knowledge about the usage of gambling apps among the people around him/her:

OPTIONS	RESPONDENTS	PERCENTAGE
Yes	50	70.4%
No	21	29.6%
Total	71	100%

Chart 5:

Have you come across anyone who uses these platforms?
71 responses



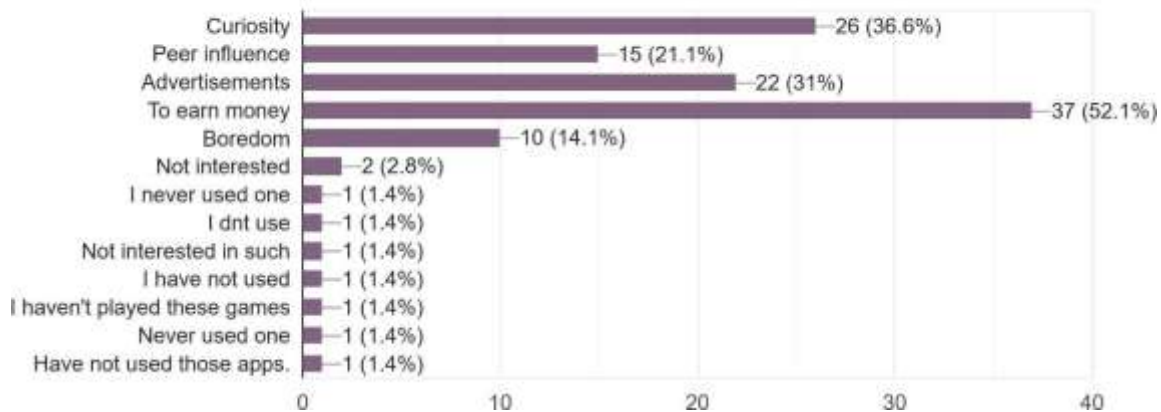
INTERPRETATION: 70.4% of respondents know someone who uses online gambling or fantasy apps, even if they haven't used them personally. This shows how these platforms are becoming socially visible

and normalized, especially among peer groups. Such visibility may fuel curiosity and peer influence, leading to increased exposure. It also reflects the silent spread of digital gambling culture, even among non-users.

Chart 6: Indicating respondent's motive behind trying/using these apps:

What was your reason (if any) for trying these apps? (Select all that apply)

71 responses



INTERPRETATION: Among the 71 respondents, 52.1% tried gambling apps to earn money, making financial gain the top motivator. Curiosity (36.6%) and advertising influence (31%) also played major roles, along with peer pressure and boredom. A few remained uninterested, showing that not all youth are drawn in. Overall, the data highlights how money, curiosity, and marketing are key drivers—underscoring the need for awareness and regulation to prevent misuse.

Table 7: Indicating respondent's awareness regarding the celebrity endorsement of these apps:

OPTIONS	RESPONDENTS	PERCENTAGE
Yes	67	94.4%
No	4	5.6%
Total	71	100%

Chart 7:

Have you noticed celebrities or influencers promoting betting or fantasy apps?

71 responses



INTERPRETATION: Out of 71 respondents, 94.4% noticed celebrities or influencers promoting betting apps, showing their widespread visibility. Such endorsements make gambling appear glamorous and socially acceptable, especially to youth. This highlights the strong impact of celebrity influence in

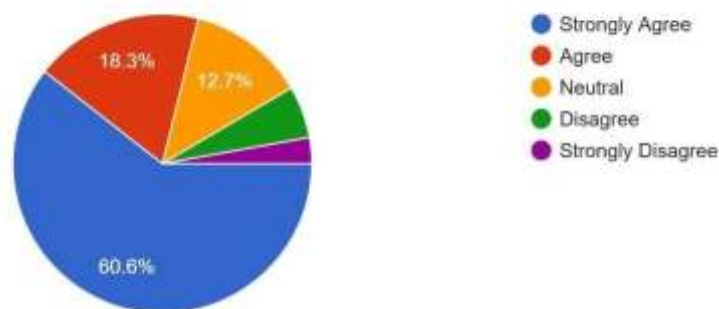
normalizing risky behaviour. There's a clear need for ethical advertising regulations and awareness campaigns to counter this growing trend.

Table 8: Indicating respondent's opinion regarding the impact of these celebrity endorsements on the youth:

OPTIONS	RESPONDENTS	PERCENTAGE
Strongly Agree	43	60.6%
Agree	13	18.3%
Neutral	9	12.7%
Disagree	4	5.6%
Strongly Disagree	2	2.8%
Total	71	100%

Chart 8:

Do you think celebrity endorsements influence youths to try these apps?
71 responses



INTERPRETATION: Out of 71 respondents, 94.4% noticed celebrities or influencers promoting betting apps, showing their strong presence in youth-focused media. This highlights how endorsements make these platforms seem glamorous and socially acceptable. Such visibility plays a major role in attracting young users. The findings emphasize the need for ethical advertising norms and awareness campaigns to counter the glamorization of gambling.

Table 9: Indicating respondent's opinion regarding the impact of these celebrity endorsements on the youth:

Names	votes
Cricketers	27
Virat Kohli	4
MS Dhoni	5
Amir Khan	3
Hrithik Roshan	3
Tamannaah	2
Other celebrities	16

INTERPRETATION: Cricketers emerged as the most influential in promoting fantasy and betting apps, with 27 votes, followed by MS Dhoni (5) and Virat Kohli (4). Film celebrities had comparatively less

impact. The findings highlight cricket-linked endorsements as a key driver of youth engagement, underscoring the need to regulate celebrity influence in sports gambling content.

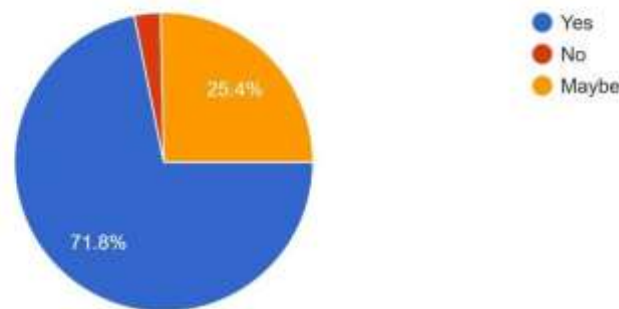
Table 10: Indicating respondent's opinion regarding the impact of advanced technology in these apps becoming normal amongst the youth:

OPTIONS	RESPONDENTS	PERCENTAGE
Yes	51	71.8%
No	18	25.4%
Maybe	2	2.8%
Total	71	100%

Chart 10:

Do you feel that online gambling and fantasy apps are becoming normal amongst youth due to advancement in technology?

71 responses



INTERPRETATION: The data is based on 71 responses, with three answer options: Yes, No, and Maybe. The results show that:

- 71.8% of respondents answered "Yes."
- 2.8% of respondents answered "No."
- 25.4% of respondents answered "Maybe."

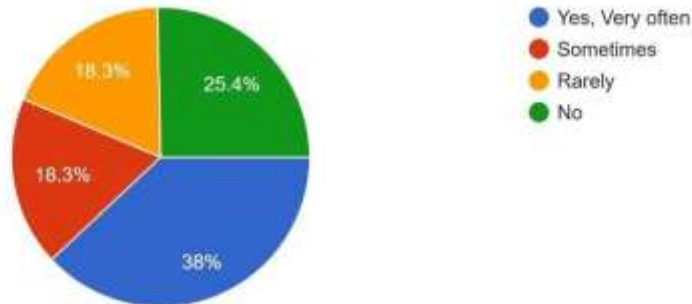
This indicates that a significant majority of respondents believe that online gambling and fantasy apps are becoming normalized among young people due to technological advancements. A smaller percentage disagree, while a notable portion remains uncertain.

Table 11: Indicating the frequency of mentioning of these types of apps in the daily life conversations around the respondent:

OPTIONS	RESPONDENTS	PERCENTAGE
Yes, very often	27	38%
Sometimes	13	18.3%
Rarely	13	18.3%
No	18	25.4%
Total	71	100%

Chart 11:

Are such apps talked about or shared frequently in your college/school or friend groups?
71 responses



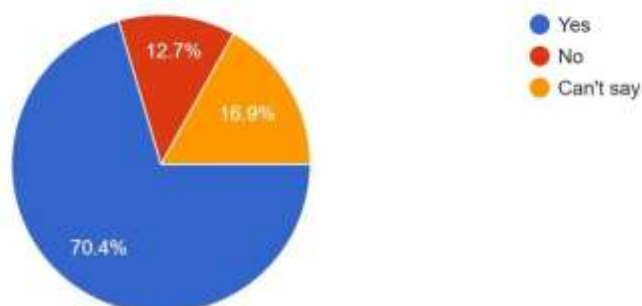
INTERPRETATION: Most respondents (56.3%)-combining "Yes, very often" and "Sometimes"-indicate that these apps are at least occasionally a topic of conversation or sharing in their circles. However, a notable minority (43.7%)-combining "Rarely" and "No"-report little to no discussion or sharing of these apps. This suggests a moderate to high level of engagement with these apps in many college, school, or friend groups, but also highlights that a significant portion of the population remains less engaged or uninterested.

Table 12: Indicating the opinion of the respondent regarding the regulations of these apps:

OPTIONS	RESPONDENTS	PERCENTAGE
Yes	50	70.4%
No	9	12.7%
Can't say	12	16.9%

Chart 12:

Do you think these platforms should be banned or more strictly regulated?
71 responses

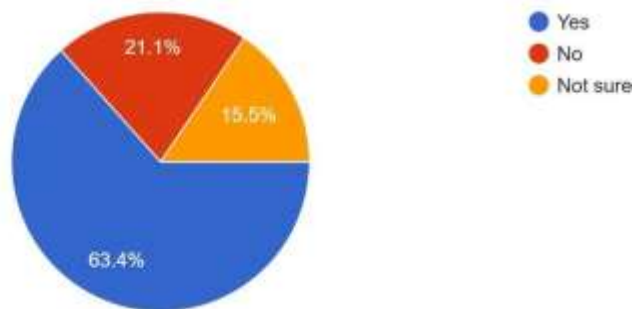


INTERPRETATION: The data indicates that the majority, 70.4%, responded "Yes," suggesting they believe the platforms should be banned or more strictly regulated. A smaller portion, 12.7%, responded "No," disagreeing with stricter measures. Finally, 16.9% chose "Can't say," indicating uncertainty or a neutral stance on the issue. In summary, the prevailing sentiment among the respondents leans towards increased regulation or banning of the platforms in question.

Table 13: Indicating the knowledge of the respondent regarding Gambling Disorder:

OPTIONS	RESPONDENTS	PERCENTAGE
Yes	45	63.4%
No	15	21.1%
Maybe	11	15.5%
total	71	100%

Chart 13:
Have you heard of the term "Gambling Disorder" before?
71 responses



INTERPRETATION: Most respondents (nearly two-thirds) are aware of "Gambling Disorder," but over a third (combining "No" and "Not sure") either have not heard of it or are unsure. This indicates that while awareness is substantial, there remains a significant opportunity for further education and outreach regarding gambling-related mental health issues among this population.

Table 14: indicating the opinion of the respondents regarding the similarities shared by the bad effects of excessive gambling and the substance abuse:

OPTIONS	RESPONDENTS	PERCENTAGE
Strongly Agree	42	59.2
Agree	23	32.4
Neutral	4	5.6
Disagree	2	2.8
Strongly Disagree	0	0
Total	71	100

Chart 14:
Do you believe that excessive use of online gambling or betting apps can lead to addiction similar to substance abuse?
71 responses



INTERPRETATION: The pie chart shows that a vast majority of respondents believe excessive use of online gambling or betting apps can lead to addiction similar to substance abuse. About 59.2% strongly agree and 32.4% agree, while only a small percentage remain neutral or disagree. This indicates a strong awareness among youth about the mental health risks associated with digital gambling. The results highlight the need for proper awareness programs and preventive action at the institutional level.

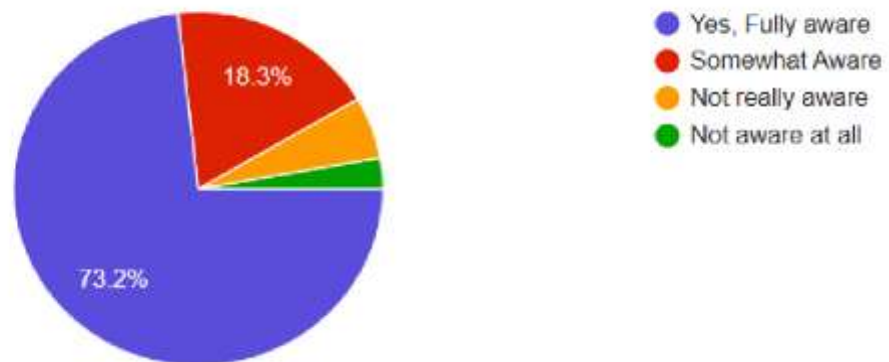
Table 15: indicating the awareness amongst the respondents regarding the bad impacts of online gambling such as mental health issues like anxiety, depression, or financial stress:

OPTIONS	RESPONDENTS	PERCENTAGE
Yes, Fully Aware	52	73.2
Somewhat Aware	13	18.3
Not Really Aware	4	5.6
Not Aware at all	2	2.8
Total	71	100

Chart 15:

Do you know that online gambling can lead to mental health issues like anxiety, depression, or financial stress?

71 responses



INTERPRETATION: The chart shows that a large majority of respondents (73.2%) are fully aware that online gambling can lead to mental health issues such as anxiety, depression, or financial stress. Another 18.3% are somewhat aware, while only a small portion are either not really aware (5.6%) or not aware at all (2.8%). This indicates a high level of mental health awareness related to digital gambling among the youth.

Table 16: indicating the willingness of respondents in attending an awareness session or workshop on this topic:

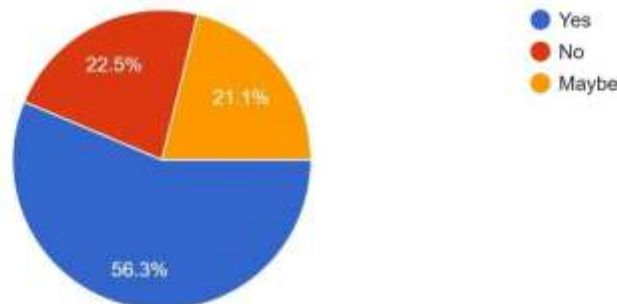
OPTIONS	RESPONDENTS	PERCENTAGE
Yes	40	56.3
No	16	22.5
Maybe	15	21.1

Total	71	100
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Chart 16:

Would you be interested in attending an awareness session or workshop on this topic?

71 responses



INTERPRETATION: Based on the survey results, a majority of respondents (56.3%) expressed a clear interest in attending an awareness session or workshop on the topic, indicating strong support and relevance. Additionally, 21.1% of participants responded with "Maybe," suggesting that with the right approach—such as providing more details, clarifying the benefits, or offering incentives—this group could potentially be encouraged to attend. Only 22.5% of respondents were not interested, which reflects minimal resistance. Overall, the findings highlight a positive response, with over three-fourths of participants either interested or open to attending, making a strong case for organizing the session.

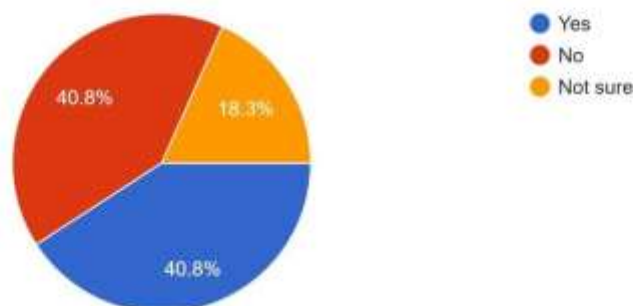
Table 17: Indicating whether the respondent's school/college has ever conducted any awareness programme ever in his/her college:

OPTIONS	RESPONDENTS	PERCENTAGE
Yes	29	40.8
No	29	40.8
Maybe	13	18.3
Total	71	100

Chart 17:

Has your school/college ever conducted any awareness programs on online gambling, digital addiction, or responsible internet usage?

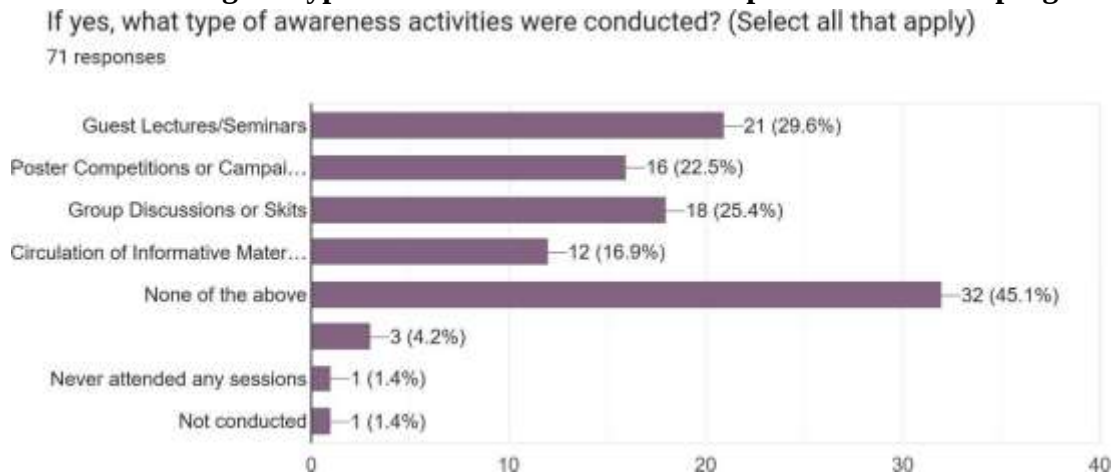
71 responses



INTERPRETATION: Out of 71 respondents, 40.8% said their institution conducted awareness programs, while an equal number said "No," and 18.3% were unsure. This reveals a lack of consistency

in digital safety education. While some institutions are taking action, many are lagging behind. There's a clear need for more visible and structured awareness programs across all campuses.

Chart 18: Indicating the types of activities conducted as a part of awareness programme:



INTERPRETATION: Among the respondents, 45.1% had not experienced any awareness activity, showing a major gap in outreach efforts. Guest lectures (29.6%) and skits/discussions (25.4%) were the most common methods used. While some initiatives exist, their reach is limited. This highlights the need for more consistent, accessible, and engaging programs to address digital gambling awareness effectively.

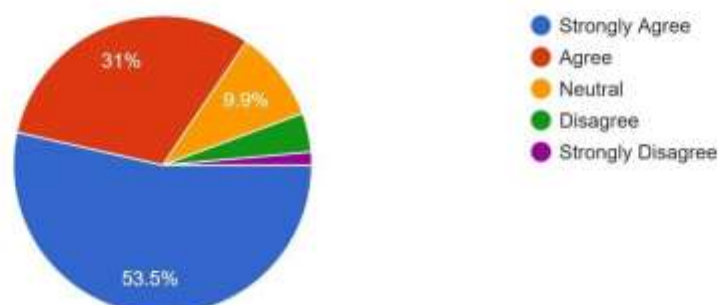
Table 19: Indicating the opinions of the respondents if the awareness programs in educational institutions can help prevent online gambling addiction among students:

OPTIONS	RESPONDENTS	PERCENTAGE
Strongly Agree	38	53.5
Agree	22	31
Neutral	7	9.9
Disagree	3	4.2
Strongly Disagree	1	1.2
Total	71	100

Chart 19:

Do you feel that awareness programs in educational institutions can help prevent online gambling addiction among students?

71 responses



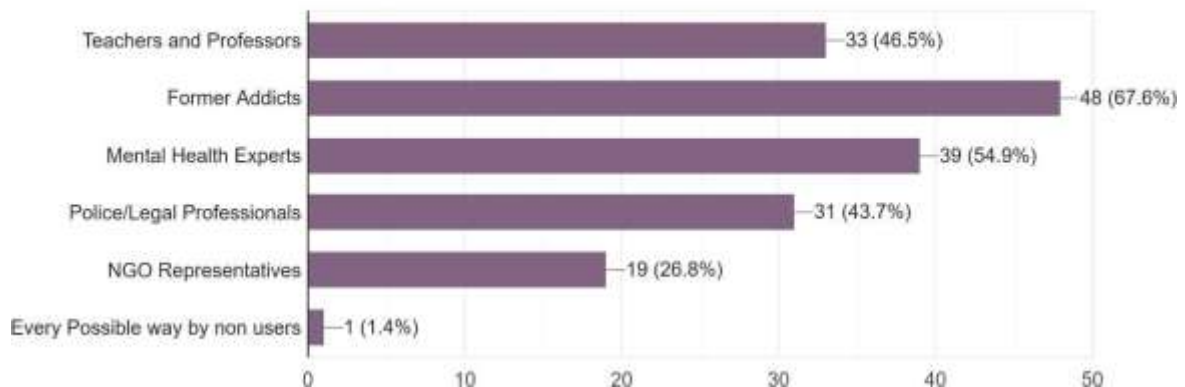
INTERPRETATION: The chart shows that 84.5% of respondents agreed or strongly agreed with the

statement, reflecting a strong awareness of the risks tied to online gambling, such as addiction or mental health issues. Only a small percentage disagreed, and 9.9% remained neutral. This overwhelming support highlights the urgency for policy action, awareness programs, and ethical media practices to address this growing concern.

Chart 20: Indicating the types of activities conducted as a part of awareness programme:

Who do you think should conduct such sessions? (Select all that apply)

71 responses



INTERPRETATION: The graph shows that 67.6% of respondents prefer former addicts to lead awareness programs, valuing real-life experiences. Mental health experts (54.9%), along with teachers and legal professionals, were also strongly supported for their credibility and insight. NGOs received moderate support, while one respondent suggested a broader, community-led approach. This reflects the need for diverse yet relatable voices in awareness efforts.

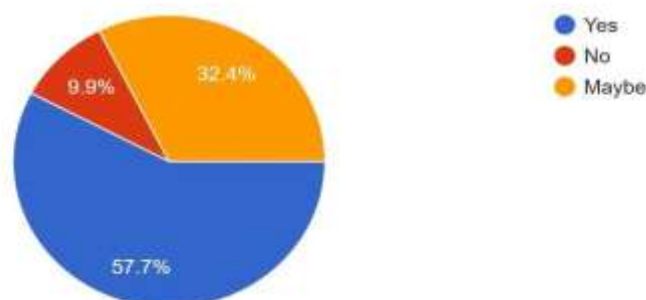
Table 21: Indicating the initiatives of the respondents if they would attend or assist such awareness programme:

OPTIONS	RESPONDENTS	PERCENTAGE
Yes	41	57.7
No	7	9.9
Maybe	23	32.4
Total	71	100

Chart 21:

Would you personally participate in or support awareness initiatives on this topic at your institution?

71 responses



INTERPRETATION: Out of 71 respondents, 57.7% were willing to support awareness efforts on online gambling, and 32.4% showed potential interest. Only a small group (9.9%) was not interested. This reflects a positive and proactive mindset among youth. With the right push, many are ready to lead or support student-driven campaigns and education programs.

Suggestions by the respondents:

1. There should be age verification and daily time/money limits on such apps to prevent misuse
2. The main suggestion is about spreading awareness
3. Strict regulations must be enforced on advertisements promoting gambling apps, especially those targeting young audiences.
4. People should be realistic rather than relying on such gambling app
5. Mental health support and digital detox sessions should be introduced in schools and colleges.
6. Giving necessary information towards youths
7. Digital literacy should include modules on the dangers of online betting and how to handle peer pressure
8. Educational institutions should conduct regular awareness programs about the risks of online gambling and its psychological impact.
9. Ban or restrict advertisements of betting apps, especially during prime-time sports and youth-focused content.
10. Introduce awareness sessions in schools and colleges about gambling addiction and its psychological, social, and financial effects.

FINDINGS OF THE STUDY:

1. **Online Gambling is Youth-Centric and Growing:** The 18–25 age group is the most exposed, indicating that college students and young adults are the primary users and at highest risk.
2. **Celebrity Endorsements Drive Engagement:** Over 94% of respondents acknowledged seeing celebrities promoting betting apps, normalizing these platforms and making them appear fun and acceptable.
3. **Curiosity and Quick Money are Key Triggers:** Most users are motivated by the promise of easy money, curiosity, and peer pressure—highlighting the emotional and impulsive nature of engagement.
4. **Awareness Exists, But Action is Limited:** While respondents understand the mental health and financial risks, this hasn't yet translated into widespread institutional awareness or support systems.
5. **High Willingness to Support Change:** A majority of participants expressed interest in joining or supporting awareness campaigns, readiness for peer-led and youth-driven action.
6. **Lack of Structured Awareness in Institutions:** Only 40.8% reported that their schools or colleges conducted awareness programs, revealing a gap in educational outreach on digital gambling dangers.
7. **Gambling is Becoming Socially Normalized:** Many respondents, even non-users, know peers who use such apps—suggesting a growing cultural acceptance and normalization of digital gambling.
8. **Need for Multi-Stakeholder Intervention:** The study underlines the need for collaboration among educators, mental health professionals, policymakers, and students to build a safer digital environment.

Suggestions:

1. Educational institutions should implement regular awareness programs and workshops focused on

the risks of online gambling, particularly targeting college students and young adults aged 18–25 who are most vulnerable.

2. Since many students expressed a willingness to support change, schools and colleges can initiate peer-led campaigns, allowing youth to take the lead in spreading awareness through relatable and impactful communication.
3. Government authorities and regulatory bodies should take steps to monitor and restrict celebrity endorsements and influencer promotions of gambling apps, or mandate warning messages to highlight the potential risks involved.
4. Colleges should collaborate with mental health professionals to conduct counselling sessions and awareness talks, helping students address emotional triggers such as stress, anxiety, and impulsive behaviours that often lead to gambling.
5. Awareness content should move beyond pamphlets to include real-life stories, testimonials from former addicts, and short films, as these emotionally engaging formats are more likely to resonate with youth.
6. A digital literacy module should be integrated into higher education curricula to educate students on responsible digital behaviour, the psychological effects of addiction, financial literacy, and how to make informed online choices.
7. There should be stronger collaboration between educators, parents, mental health experts, students, and policymakers to collectively address the growing issue of digital gambling and create a safer online environment.
8. Institutions and platforms should develop early-warning tools, such as anonymous reporting systems and self-assessment checklists, to help students reflect on their digital habits and seek timely support if needed.

Conclusion:

The study clearly reveals that online gambling and betting apps are increasingly influencing the youth, not just through their accessibility, but also through aggressive marketing and celebrity endorsements that normalize these risky platforms. While many young individuals are aware of the potential harms—such as addiction, financial loss, and mental health struggles—this awareness hasn't yet translated into strong preventive action at educational or community levels.

It is evident that curiosity, peer pressure, and the desire for quick money are the main driving forces behind app usage. However, what's heartening is that most respondents are open to change—they are willing to participate in awareness programs and believe that real-life experiences and expert voices can create meaningful impact.

To truly address this growing concern, we need combined efforts from educators, mental health professionals, policymakers, and the youth themselves. By creating a culture of open dialogue, responsible digital behaviour, and stronger institutional support, we can help prevent the normalization of digital gambling and protect the well-being of our younger generations.

Reference:

1. Survey data collected via Google Forms (2025) – Primary data from 71 youth respondents in Dakshina Kannada district.
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4. Times of India. (2023). Consequences of Online Gambling on Mental Health