



SPORTS BETTORS' RESPONSES TO SPORTS-EMBEDDED GAMBLING PROMOTIONS: COMPARISONS AMONGST PGSI GROUPS

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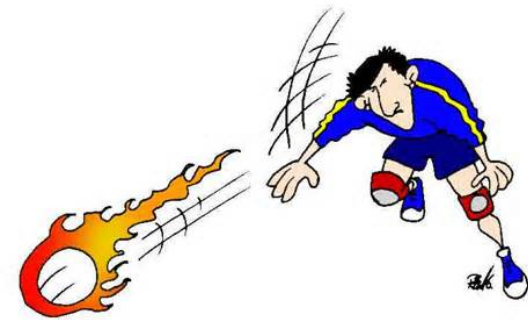
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DISCLOSURE OF POTENTIAL CONFLICT OF INTEREST

~ AUD \$6.5 million in research grants

- 97.5% from Australian Federal and State governments
- 2.5% as consulting fees from industry for RG-related work
- attended industry sponsored events & hospitality

Background



- Exponential growth of sports betting
- Only form with increased participation in last decade
- About 1 in 7 Australian adults bet on sport
- Proliferation of sports betting advertising
- And promotion of sports betting during televised sport
- Community concerns, including for problem gamblers
- “Forced” exposure while watching televised sporting events

Wide variety of promotional techniques



HEAD TO HEAD		LINE	
DRAGONS	\$1.10	-13.5	\$1.95
TIGERS	\$6.50	+13.5	\$1.95

Why is this a concern for PG?



Gambling advertisements and promotions have been found to impact most on problem gamblers:

- remind about gambling
- arouse urges & triggers to gamble
- provide inducements to gamble
- increase already high gambling involvement
- undermine decisions to curtail gambling

Treatment services report increase in clients with sports-betting problems

(Binde, 2009, 2014; Derevensky et al. 2010; Grant & Kim 2001; Hing et al. 2014; University of Sydney Gambling Treatment Clinic 2011)

Study 1



Aimed to examine:

- Sports bettors' responses to sports-embedded gambling promotions
- Whether this varies with problem gambling severity

Methods

- Online survey of 544 sports bettors in QLD
- Recruited through market research company
- 64% male, mean age = 42 yrs
- About half bet on sports at least fortnightly
- Bet on sports via Internet (57%), land-based venues (36%), phone (7%)
- PGSI used in validated form, Cronbach's alpha = .97
- 50% NPG, 18% LR, 10% MR, 22% PG

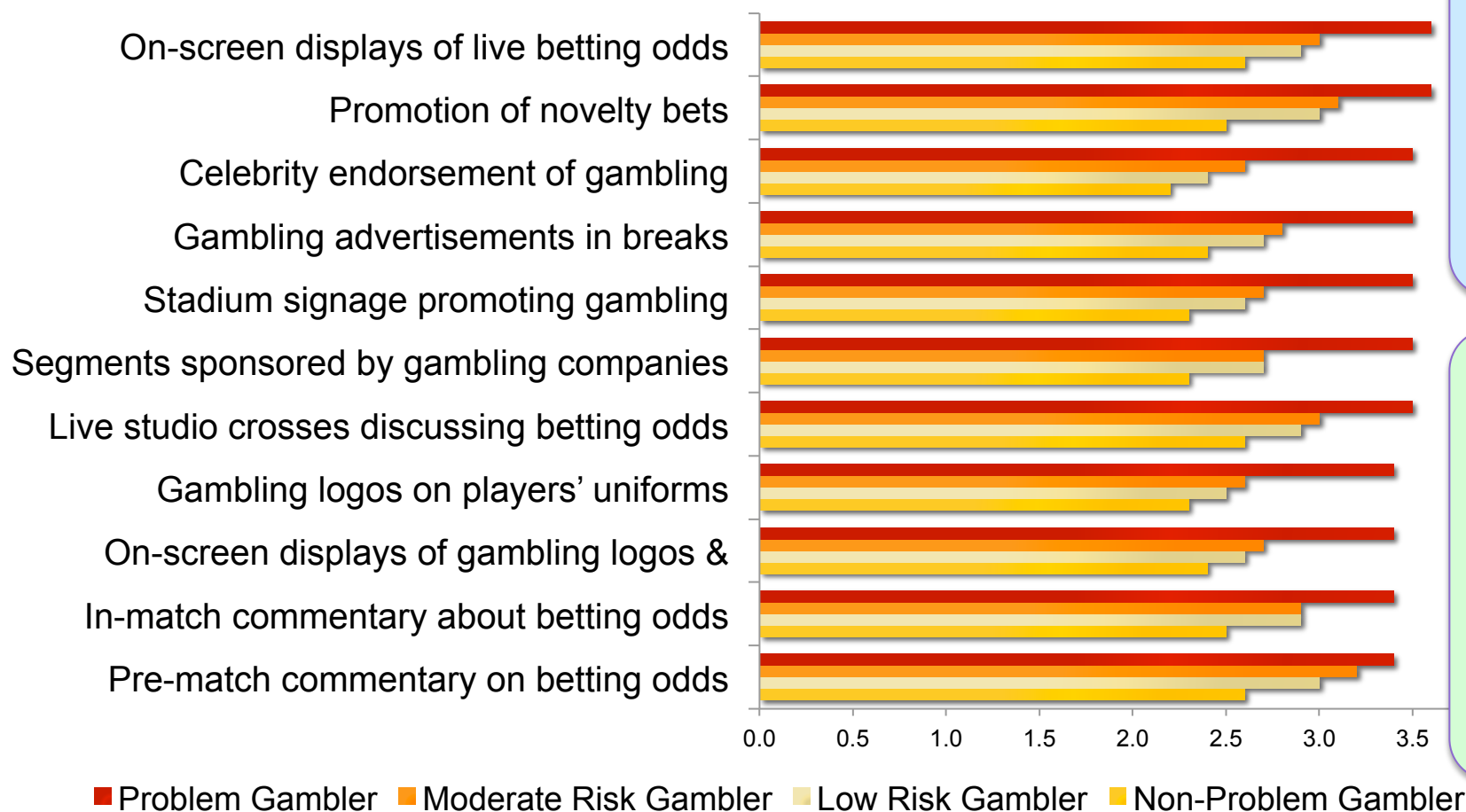
Sport watching frequency (N=544)



	At least monthly %	At least weekly %
National Rugby League	80	61
Aust Rules Football	64	45
Cricket	59	38
Rugby Union	54	26
Soccer	41	22
Golf	45	21
Motor racing	45	19
Tennis	32	15

Problem gamblers watched sports where gambling is promoted more frequently than other PGSI groups [$F_{(3, 36)} = 27.57, p \geq .001$]

Perceived encouragement to bet from promotions (N=544)



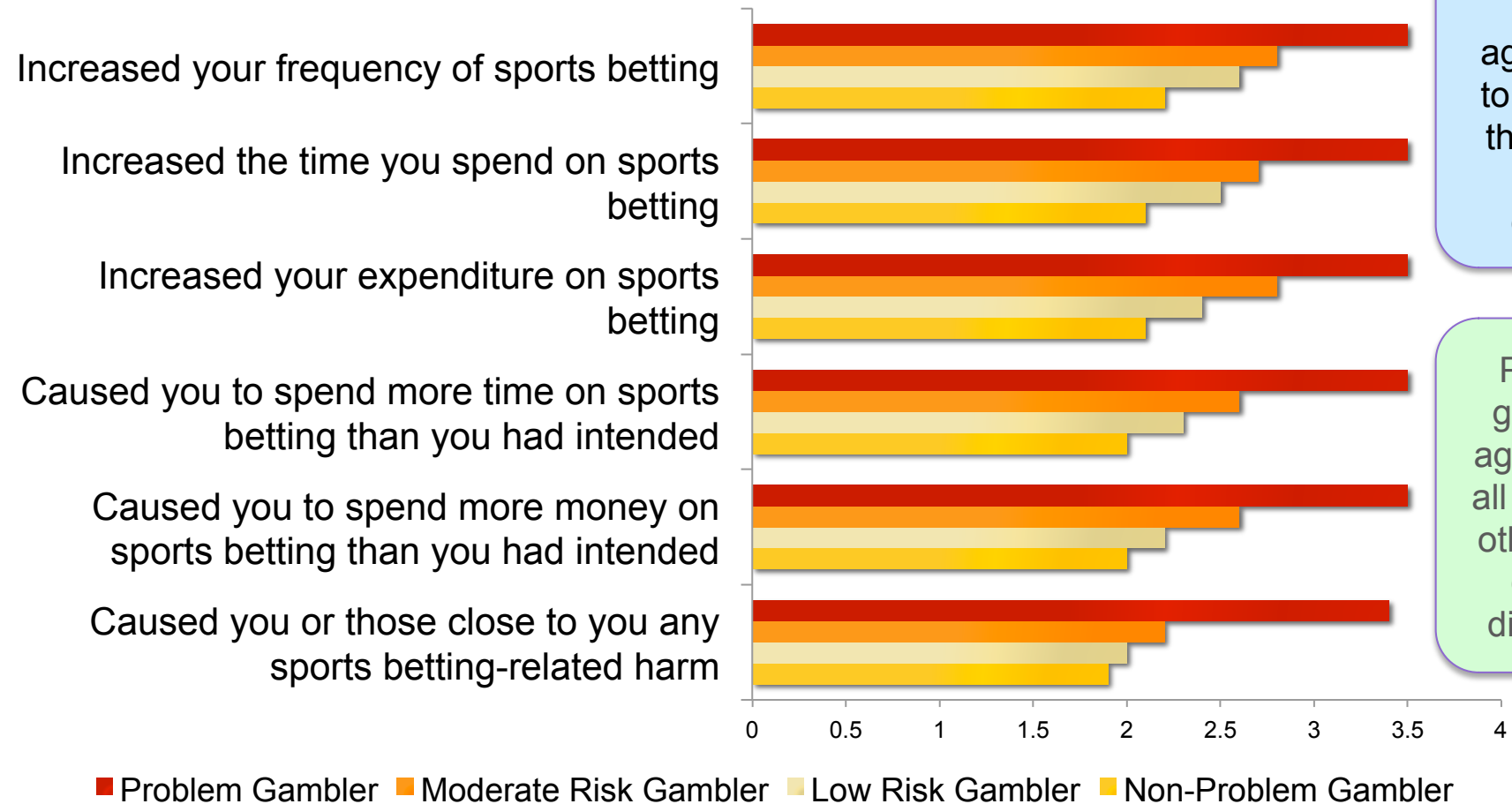
Problem gamblers had significantly higher agreement that all techniques encourage them to bet on the sport

Problem gamblers agreed all techniques encouraged them. Non-problem & low risk gamblers disagreed

Perceived influence of promotions on sports betting (N=544)

Problem gamblers had significantly higher agreement to all items than other PGSI groups

Problem gamblers agreed with all items. All other PGSI groups disagreed



Perceived influence of contextual factors on impulse bets (N=544)

	NPG	LR	MR	PG
Good odds available	3.2	3.7	3.7	3.7
Favourite team(s) playing	3.2	3.4	3.6	3.6
Special match	3.1	3.5	3.7	3.6
Watching with others who have bet on it	3.0	3.4	3.5	3.7
Watching in venue with betting facilities	3.0	3.3	3.5	3.6
Having a sports betting account	3.0	3.3	3.7	3.6
Having internet access during the match	2.9	3.2	3.4	3.7
Your favourite player(s) playing	2.9	3.1	3.5	3.5
Watching with others barracking for same team	2.8	3.0	3.2	3.6
Watching with others barracking for opposite team	2.7	3.0	3.1	3.5
Watching with no children or adolescents	2.7	2.9	2.9	3.5
Availability of novelty bets open for a limited time	2.6	2.9	2.9	3.6
Promotions emphasising how easy it is to bet	2.6	2.9	2.9	3.5
Promotions that are funny or humorous	2.6	2.8	2.9	3.5

All PGSI groups
influenced by
these factors

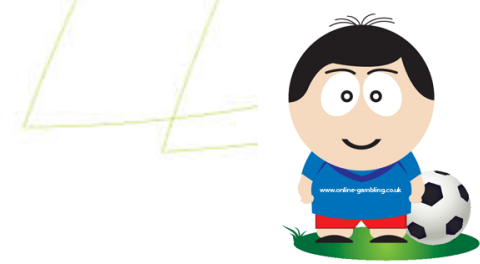
Only
problem
gamblers
influenced

Key results from Study 1



- Compared to lower risk gamblers, problem gamblers:
 - are the most likely to be exposed to gambling promotions during sports broadcasts
 - feel most encouragement to gamble, and report being influenced to gamble most from these promotions
 - report being more influenced to sports bet by certain types of bets promoted and the appeals used to promote them
- Thus, whether intentional or not, these promotions target problem gamblers
- Results consistent with previous findings that problem gamblers report more stimulus to gamble from gambling advertising (Binde, 2007, 2009; Derevensky et al., 2010; Grant & Kim, 2001; Hing et al., 2014)
- Limitations of self-report

Study 2



- Prompted by Study 1 finding that problem gamblers were more influenced to bet by certain types of bets promoted and appeals used to promote them
- Aimed to identify:
 - Elements in sports-embedded gambling promotions that have most impact in engaging the desire to gamble
 - Whether this varies with problem gambling severity
- Methods:
 - Online survey of 200 regular sports bettors, 207 non-regular sports bettors and 204 non-sports bettors
 - Film company produced mock gambling promotions using live actors which were then linked to the survey
 - Questions about each promotion to measure attention, interest, temptation and likelihood of gambling on the promoted bet

Conjoint design



- Yielded 20 combinations to form basis of scripts for mock promotions
- Allowed identification of elements and variations eliciting most attention, interest, temptation & likelihood of placing promoted bet

Elements	Variation 1	Variation 2	Variation 3	Variation 4
Promotion	Commentary	On-screen display	Studio crossover	
Appeal	Neutral	Humorous	Ease of placing bet	Urgency of placing bet
Bet type	Traditional (match outcome)	Exotic key event (1 st point)	Novelty risk-free (money-back)	Micro-bet (who will give away the next penalty)
Presenter	Match commentator	Sports betting operator	Attractive non-expert	



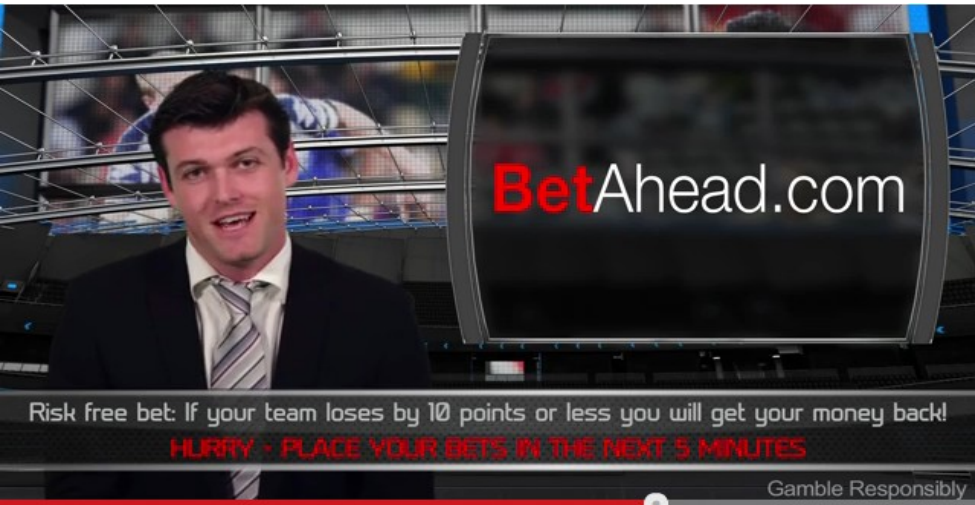
Scene 13: TV Commentary with match commentator and attractive non-expert presenter



Scene 5: On-screen display, exotic key event bet



Scene 6: Studio cross-over to sports betting operator with novelty risk-free bet and sense of urgency



Key results from Study 2

Amongst the 105 problem gamblers:

- A risk-free bet (refund if team ahead at half time but lost) elicited most interest, temptation and likelihood of placing the promoted bet
- Message elements further increasing this likelihood were attractive non-expert presenter, neutral appeal and on-screen display, respectively
- After risk-free bet, they rated the micro-bet (who will give away next penalty) as the bet type that most increased their likelihood of placing the bet, whereas other PGSI groups responded more favourably to the traditional bet (match outcome) and exotic bet (1st point)
- While the risk-free bet appealed to all PGSI groups, problem gamblers were distinguished by their greater attraction to the micro-bet (who will give away next penalty)



Some conclusions

- Gambling promotions in sports broadcasts appear to be having most effect on problem gamblers
- Why? Marketing theory suggests:
 - More involved consumers pay more attention to advertising
 - Mere repeated exposure to stimuli has positive effects towards the promoted product
 - Marketing cues can induce craving amongst addicted consumers
 - Urge-inducing triggers can reinforce gambling behaviour over time through classical conditioning
 - These conditioned responses can thwart attempts to curtail gambling
- Thus, these marketing cues are likely to be driving additional consumption amongst problem gamblers



Conclusions (cont'd)

- Recent restrictions on the promotion of live betting odds during televised sport appropriate
- Current prohibition of betting on micro-bets via Internet appears prudent
- Results suggest consideration could be given to further limits on sports-embedded gambling promotions given the particular risk they appear to pose to problem gamblers
- Further research to establish any causation



Next steps

Study funded by Victorian RG Foundation to examine effects of wagering marketing on at-risk & problem gamblers:

1. Ecological momentary assessment study to gather longitudinal real-time data on exposure to wagering marketing and betting responses
2. Explanatory interviews
3. Experimental study of inducements
4. Psychophysiological responses to adverts
5. Play-through conditions



More info (www.researchgate.net)

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