



Do wagering inducements encourage impulse betting amongst sports bettors?

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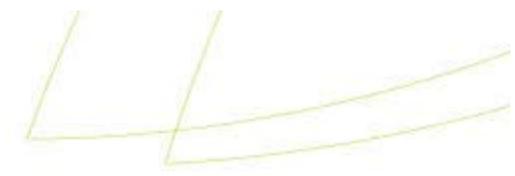
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Background



- Sports betting growing and strongly associated with gambling problems.
- SB heavily promoted in many countries through diverse media.
- Betting opportunities incentivised with wagering inducements are particularly prolific.
- Typical incentives include bonus bets, refunds, deposits into betting accounts, odds boosts, and discounts.
- Offer bettors something for ‘free’ – but usually only if they open a new betting account or the incentivised bet wins.

Types of wagering inducements



(Hing, Sproston, Brook & Brading 2015)



William HILL

**MATCHED FIRST DEPOSIT
UP TO
\$502**

*Excludes NSW, VIC, WA & SA residents & deposits via POLI. New clients only. Turnover requirements apply. Bonus bet expires 7 days from issue. Other conditions apply.

RECOMMENDED

**JOIN NOW AND
GET UP TO
\$600
IN BONUS BETS***



sportsbet.com.au **BET NOW**

*Conditions Apply Excl. VIC NSW SA & WA

NRL **IF YOUR TEAM LEADS
AT ANY TIME BUT LOSE
GET UP TO \$50 BACK
IN BONUS BETS***

THURSDAY & FRIDAY GAMES



**NRL FIRST TRYSCORER
DOUBLE YOUR WINNINGS***

IF THE FIRST TRY IS CONVERTED

*Conditions apply.



**Bet \$10
Get \$30 in Free Bets**



**€20
MOBILE APP
BONUS**



**150% DEPOSIT OFFER
JOIN CROWNBET TODAY & RECEIVE
\$600 IN BONUS BETS***

DEPOSIT \$400 > START BETTING WITH \$1000!

JOIN NOW

CASH OUT



STAKE	TOTAL ODDS	POSSIBLE WINNINGS
10 EUR	3.30	33 EUR

neds

BET BOOST
EXCLUSIVE TO NEDS

GET MORE SIZZLE WITH YOUR STAKE!



**EPL MULTI
SPECIAL**

**If your 4+ leg Multi fails by 1 leg,
money back up to \$100 CASH!***



**REFER-A-FRIEND
GET \$500.
INSTANTLY**



Concerns about wagering inducements



- Prolific: widely marketed on websites, mobile betting apps, social media; broadcast, print, retail adverts; during live & broadcast sports events.
- Children exposed to this advertising.
- Offer complex bets with poor odds of winning.
- Framed in ways that are likely to mislead consumers, obscure T&Cs.
- Some transform sports betting into a continuous activity e.g. cash out offers.
- May trigger betting through reminders and cues that activate urges to bet.
- Financial incentives provide powerful and immediate purchasing cues for impulse betting.

(Binde, 2014; Hing, Cherney, Blaszczynski, Gainsbury & Lubman, 2014a; Hing, Lamont, Vitartas & Fink, 2015b; Hing, Sproston, Brook & Brading 2015; Lopez-Gonzalez & Griffiths, 2017a, b; Newall, 2015, 2017)

Impulse betting



- Drawing on broader conceptualisations of impulsiveness and impulse purchasing ...
- Impulse betting:
 - unplanned, spontaneous betting
 - without much deliberate or thoughtful consideration of why the bet should be placed
 - and of its likely outcomes and consequences

 - not inherently harmful
 - but may lead to harm if unaffordable or done to excess
 - suggests some lack of control
 - undermines RG behaviour

(Hing, Li, Vitartas & Russell 2017b)

Why inducements may stimulate impulse betting

Based on general impulse buying literature:

- Offered at point-of-sale (betting websites, mobile apps) with immediate opportunity to place the bet. Point-of-sale tobacco and alcohol displays -> cue-related impulsive responses.
- Marketed directly to consumers via direct emails, texts, phone calls, social media feeds -> difficult to avoid. Push marketing effective in triggering impulse buying.
- Just need to click on link in direct msg. Ease of purchasing explains why online shoppers buy more impulsively.
- Price discounts particularly effective in prompting impulse buying online, esp. for inexpensive hedonic products such as gambling.
- Inducements heavily promoted during broadcast and live sports events themselves, encouraging in-play betting.
- In-play betting is time-sensitive (<5 mins?) -> impulse betting.



Aim of the study

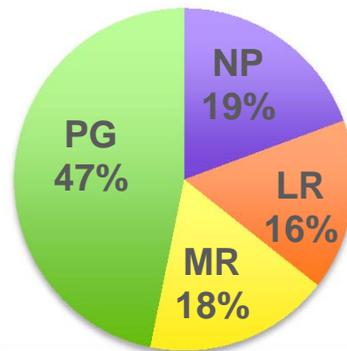
Examine whether uptake of wagering inducements predicts impulse betting on sport.

H1: more frequent users of wagering inducements tend to bet more impulsively.



Methods

- 20 minute online survey in Jul-Sep 2016.
- 1,813 Australian sports bettors.
- Recruited through online panel provider.
- Relatively equal proportions who bet on sports >weekly, weekly, 2-3 times a month, monthly, <monthly.
- Yielded surprisingly large number of PGs.
- On average, spent \$672 on 117 sports bets per month.



Sample

Mostly

- Male (69%)
- Younger adults (mean 35.3 yrs)
- Lower disposable income (55% <\$250 per week)
- Married/de facto (60%)

Generally aligned with the young, male, partnered profile of sports bettors in Australia, but PGs and lower income overrepresented.



Measures

3 dependent variables for multiple linear regressions:

- Derived from asking % of past-year sports bets that were:
 - “researched and planned in advance of the match”
 - “on impulse before the start of the match”
 - “on impulse during the match” (in-play bets)
- Responses required to sum to 100%.



Independent variables:

- Frequency of past-year use of 10 types of SB inducements. Summary variable.
- Frequency of watching 9 types of sport in past year. Summary variable.
- Frequency of seeing/hearing SB adverts and promotions, when exposed to the media.
- Sports betting frequency.
- Buying Impulsiveness Scale (Rook & Fisher 1995).
- PGSI (Ferris & Wynne, 2001).
- Demographics.

Predictors of higher % of bets researched and planned in advance of the match

- male
- older
- low-risk gambler (compared to non-problem gamblers)
- lower levels of buying impulsiveness

$R^2 = .17$ ($F(9,1800) = 40.66, p < .001$).



Predictors of a higher % of bets placed on impulse before the start of the match

- female
- younger
- less educated
- anything other than low-risk gambler on the PGSI
- less frequent use of inducements
- higher buying impulsiveness

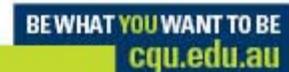
$$R^2 = .11 \text{ (} F(15,1792) = 15.40, p < .001 \text{)}$$



Discussion

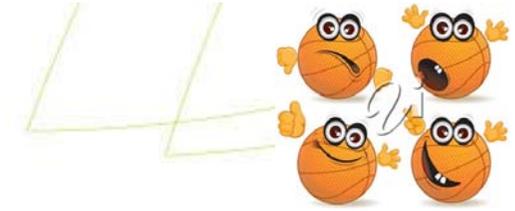


- Results supports H1, but only in relation to impulse bets placed during (but not before) a match.
- More frequent uptake of wagering inducements independently predicts betting more impulsively through the placement of in-play bets.
- Risk factors for betting more impulsively in-play betting also include being young, male, PG, higher generalised impulsivity, frequently watch sports.
- This appears a potent mix of risk factors, even if causal directions are unclear.
- It may be that young, male, PGs who bet in-play and frequently watch sports tend to use wagering inducements more frequently.
- Or that more frequent uptake of wagering inducements particularly stimulates impulse in-play betting among young male PGs who frequently watch sports.
- These risk factors can inform the design and targeting of public health interventions.

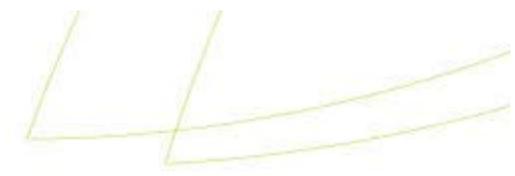


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Conclusions



- Betting on impulse should be discouraged – uninformed decision-making, impaired control, betting more than planned, undermines RG.
- Ability to place bets in-play facilitates betting on impulse, yet opportunities for in-play betting have increased in many jurisdictions.
- Policy-makers should take a cautious approach to deregulating in-play betting, given its association with impulse betting and PG, especially amongst young men.
- The uptake of wagering inducements is also associated with impulse in-play betting, suggesting their provision and marketing should be contained.
- Their heavy promotion, push marketing, and ease of uptake mean that wagering inducements are likely to trigger unreflective gambling amongst young, impulsive bettors who may already have a gambling problem.
- Preventing and reducing gambling harm amongst young adults is likely to require further regulatory restraints on wagering inducements.
- Further research underway to better understand effects of wagering inducements.



Thank you!

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