The Influence of Gambling Advertising on Consumers' Gambling Purchasing Decisions

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Abstract

This study investigates the influence of gambling advertisements on consumers' betting decisions within the Maltese context. Given the economic significance of the gambling sector in Malta and the increasing prevalence of online and influencer-based marketing strategies, the research aims to assess whether exposure to gambling advertisements affects betting frequency and expenditure. It further examines whether the impact of advertising varies across gambling formats and demographic groups. By focusing on consumer behaviour in a highly regulated yet advertising-intensive environment, the study addresses a notable gap in both local and international literature regarding marketing-driven gambling participation.

A quantitative, post-positivist research design was adopted, using a cross-sectional survey. Primary data were collected through a structured online questionnaire administered to residents of Malta who engage in gambling activities. A total of 162 valid responses were analysed using SPSS. Nonparametric tests, including Spearman's rank-order correlation and the Mann–Whitney U test, were applied due to nonnormal data distributions, alongside Ordinary Least Squares (OLS) regression analysis. The study examined the relationship between marketing exposure and gambling behaviour while controlling for demographic and behavioural variables such as age, gender, income, education, and gambling experience.

The findings indicate that exposure to gambling advertisements significantly predicts gambling frequency but does not have a statistically significant effect on the amount wagered. Age emerged as the strongest demographic predictor, showing a negative relationship with both betting frequency and expenditure. Similarly, years of gambling experience were negatively associated with gambling intensity. Other demographic factors, including gender, income, and education, did not significantly explain variations in betting behaviour. Additionally, advertising exposure was more strongly associated with participation in specific gambling formats, particularly online casinos and card games, suggesting format-specific sensitivity to marketing stimuli.

This study is subject to several limitations. The achieved sample size fell short of the target, which may affect the generalisability of the findings. The use of convenience sampling and self-administered online questionnaires introduces potential response bias and limits representativeness. Furthermore, the absence of researcher

supervision during data collection may have led to misinterpretation of some questions. Two composite scales exhibited Cronbach's alpha values below the recommended threshold, indicating potential reliability concerns. Lastly, the cross-sectional design restricts the ability to infer causality between advertising exposure and gambling behaviour.

The findings offer valuable insights for regulators, policymakers, and gambling operators. The significant link between advertising exposure and gambling frequency highlights the need for stricter controls on promotional intensity, particularly for online gambling platforms. Marketing practitioners should exercise caution when designing targeted campaigns, especially those aimed at younger consumers. Regulators such as the Malta Gaming Authority may use these findings to refine advertising guidelines and reinforce responsible gambling measures. The results also inform operators about the differential impact of advertising across gambling formats, enabling more ethically accountable marketing strategies.

From a societal perspective, the study underscores concern regarding consumer vulnerability in a highly advertised gambling environment. The strong association between marketing exposure and gambling frequency raises ethical questions about the normalisation of gambling and its potential contribution to problematic behaviour. Younger consumers and less experienced gamblers may be particularly susceptible to persuasive advertising techniques, including gamification and influencer endorsements. The findings support the need for enhanced public awareness campaigns, educational initiatives, and safeguards to reduce gambling-related harm and promote informed consumer decision-making in Maltese society.

This study provides original empirical evidence for a relatively underexplored research area in the Maltese context. While prior local studies have examined advertising effects in other industries, this research uniquely focuses on gambling advertisements and consumer betting behaviour. By integrating marketing exposure, demographic factors, and gambling formats into a single analytical framework, the study extends international literature and provides context-specific insights. Its focus on both betting frequency and expenditure offers a nuanced understanding of how advertising influences gambling behaviour, thereby filling an essential gap in academic and policy-oriented research.

Keywords: Gambling Advertising, Purchasing Decisions

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Introduction

Over the last years, the gambling industry has continued to expand globally, with increased accessibility via online platforms contributing to widespread participation and exposure to gambling opportunities (Wardle et al., 2024). Gambling, a component of gaming, involves wagering valuable items on unpredictable outcomes, driven by the hope for rewards (Glimne, 2019). Gambling advertising comprises promotional forms of marketing by gambling operators to attract and retain customers (Marionneau, 2025). Recent international research, including Clemens et al. (2016), Derevensky et al. (2009), Hing et al. (2014), and Syvertsen et al. (2021), suggests that such exposure may influence how often individuals gamble and, to a lesser extent, how much they spend.

Gaming in Malta has evolved from a simple form of entertainment into a vital part of the economy, technology, and social connections. Online gambling remains robust year-round, with user penetration expected to increase from 10.9% in 2023 to 11.8% by 2028 (Times of Malta, 2024). While sports gambling is generally less popular than other forms of gambling, it experiences a surge during significant sporting events, leading to increased advertising (Kindbridge, 2023). There is a substantial level of engagement in gambling among Maltese consumers (MGA, 2023), with more than half of the adult population engaging in gambling (Times of Malta, 2021). This situation raises concerns, particularly among individuals who struggle with dependency on gambling and casual viewers inundated with advertisements during sports broadcasts (Galdes, 2022).

Intentional exposure to advertisements from sponsoring teams to targeted commercials has normalised gambling behaviour, potentially increasing addiction levels (Cassar, 2025). Given this considerable involvement, examining the impact of exposure to gambling advertisements on consumer purchasing decisions is crucial to addressing a significant void in understanding how advertising strategies influence consumer behaviours in this highly active sector.

Malta occupies a unique regulatory position as both a national gambling market and a global hub for remote gambling operators. While domestic gambling activity is subject to regulatory oversight by the Malta Gaming Authority (MGA), Maltese consumers are simultaneously exposed to a high volume of gambling advertising originating from internationally licensed operators, particularly through digital platforms and sports sponsorship. This creates a regulatory asymmetry in which advertising restrictions aimed at protecting local consumers coexist with extensive cross-border marketing exposure. Since this research aimed to explore the relationship between gambling advertisements and their potential influence on consumer behaviour, two key research questions were addressed.

What is the impact of gambling advertisement exposure on consumers' gambling frequency?
How does exposure to gambling advertisements affect consumers' gambling expenditure?

Despite extensive international evidence, there is limited empirical work examining how gambling advertising exposure relates to gambling behaviour in small, highly regulated jurisdictions such as Malta.

Review of past studies

Gambling advertisements are everywhere, with exposure across various media influencing consumer behaviour. Research by Hing et al. (2019) revealed that messages from gambling companies and advertisements on gambling sites encouraged bettors to place larger and more frequent wagers, primarily through incentives such as bonuses. Race bettors tended to make riskier bets, while sports bettors were generally more cautious. Clemens et al. (2016) noted that frequent exposure to these advertisements is linked to increased risky gambling behaviour, especially among young individuals, raising the risk of developing problematic gambling habits. Derevensky et al. (2009) pointed out that these advertisements often misrepresent the excitement of gambling while minimising the associated risks, which can normalise gambling as socially acceptable. This normalisation is especially detrimental for at-risk groups, as constant exposure can portray gambling as routine and innocuous, enticing both new and seasoned gamblers with appealing promises of enjoyment and potential gains. Hing et al. (2014) discovered that advertising and promotional incentives like free bets and deposit matches can encourage certain gamblers to boost their gambling activity. Recent evidence also suggests that contemporary gambling marketing strategies, particularly digital and personalised advertising, further strengthen behavioural engagement with gambling platforms (Schindler and Isaac, 2025).

Clemens et al. (2016) reveal a strong positive link between gambling advertisement exposure and gambling frequency, particularly among adolescents. These individuals are more inclined to gamble weekly and display potential pathological behaviours due to frequent advertisement exposure. Similarly, Bouguettaya et al. (2020) note that increased exposure to such advertisements is associated with more favourable attitudes towards gambling, leading to increased gambling activity. Although teenagers may recognise the risks associated with gambling, Derevensky et al. (2009) found that these appealing messages still motivate many to participate. Torrance et al. (2021) note that targeted advertisements often portray gambling as enjoyable and rewarding, frequently paired with monetary incentives such as free bets or bonuses, thereby enticing individuals to engage in impulsive gambling through digital platforms. Problem gamblers are significantly affected, as noted by Syvertsen et al. (2021), who found that companies frequently utilise direct advertising methods, such as emails and texts, to encourage ongoing gambling. Derevensky et al. (2009) further indicate that such advertisements reinforce gambling behaviours, particularly during stressful times or financial challenges, promoting the notion that gambling can alleviate economic problems and thus ensnaring individuals in cycles of detrimental gambling behaviour.

Players invest in gambling for financial gain and intangible rewards such as excitement, satisfaction, and entertainment (Williams et al., 2010). Besides exposure to gambling advertising, research highlights several other factors that influence gambling behaviour (Bussu et al., 2013; Maraz and Yi, 2022).

Income significantly affects gambling behaviour, with research indicating that higher gambling expenditures are associated with higher income levels (Mikesell, 1991). Clemens et al. (2016) propose that individuals with higher income possess more disposable income, resulting in increased frequency and likelihood of gambling. Additionally, Clemens et al. (2016) observed that, as male participants generally report higher income levels than females, this demographic also exhibits more frequent gambling behaviours. Conversely, Parrado-González and León-Jariego (2020) offer a different viewpoint, suggesting that gambling tends to attract individuals with low or no income who believe they can boost their earnings through gambling. Another study by Låftman et al. (2020) confirms that education affects gambling behaviours, as individuals with higher education tend to gamble less frequently than those without higher education. Furthermore, people with lower qualifications might be

more susceptible to gambling-related harms, possibly due to a lack of information about the associated risks or using gambling as a means of coping (Riley et al., 2021).

Research from Giebeler and Rebeggiani (2019) reveals that gambling spending tends to rise with age, indicating a parabolic relationship between age and gambling behaviour, especially visible in retirees who exhibit a notable increase in expenditures. Millar (2008) found that people aged 36 to 50 are most attracted to slot machine games, are predominantly married, and prefer playing bingo online, while those aged 21 to 35 are most likely to play blackjack. Ramadhani et al. (2023) explore gender differences in gambling behaviours, whereby men gamble more often, gravitating towards high-risk activities like sports gambling. In contrast, women typically gamble for relaxation, but women may encounter problematic gambling more rapidly than men after they begin. According to Briffa (2024), although women have more positive attitudes and behaviours towards promotion than men, it does not affect their degree of engagement in purchases.

An individual's past gambling behaviour can give vital insights into their preferences, traits, and habits connected to gambling (Savage et al., 2014). These insights can help determine the possibility that an individual will experience issues linked to gambling or develop addictive behaviour (Blaszczynski and Nower, 2002). Past gambling behaviour might affect present and future gambling tendencies since, according to Hing et al. (2014), those who have previously engaged in problematic gambling behaviour are more likely to do so in the future.

The completion of this research contributed to expanding the knowledge and comprehension of the topic, as there is a gap in the existing literature. The studies currently available in Malta primarily examine the effects of advertisements on consumer behaviour in other industries, such as Briffa (2024), who focuses on the fast-fashion industry, and Attard (2019), who studied the impact of social media marketing on young adults in Malta. By offering current understandings of the elements influencing consumers' behaviour towards gambling advertisements, this research aimed to close the gap in the local literature and contribute to the international literature by examining gambling consumers' behaviour in Malta.

Materials and Methods

The rationale behind this study is to assess whether exposure to gambling advertisements influences consumers' gambling decisions. The hypotheses being tested by this study are as follows:

> H_o: Exposure to gambling advertisements has no significant effect on gambling consumers' gambling frequency.
> H1: Exposure to gambling advertisements significantly affects gambling consumers' gambling frequency.
>
> H_o: Exposure to gambling advertisements has no significant effect on gambling consumers' gambling expenditure.
> H2: Exposure to gambling advertisements has no significant effect on gambling consumers' gambling expenditure.

Research Design

A mono-method quantitative approach, utilising a single quantitative data collection method, was deemed most suitable for this study (Saunders et al., 2023). A survey was used to gather data, as it is regarded as credible and easy to understand by the public. The survey enabled the researcher to efficiently collect large amounts of standardised data that could be distributed to a sample of participants (Saunders et al., 2023). The primary tool for data collection was a structured online questionnaire, following methodologies employed by Derevensky et al. (2009) and Clemens et al. (2016). This was distributed following institutional ethical approval. According to the National Statistics Office, the estimated population of individuals aged 18 and above in Malta in 2024 was 480,546. Given the absence of an accessible sampling frame for gambling consumers in Malta, participants were recruited using a non-probability online survey. The achieved sample size (n = 162) is comparable to prior exploratory gambling advertising studies and was deemed sufficient to examine associations between advertising exposure and gambling behaviour. The questionnaire addressed variables identified in the literature by previous authors that significantly impact gambling behaviour.

Data analysis

Following the cleaning and transformation of the raw dataset, statistical tests were performed. The analyses included a normality test to examine data distribution. As the data were found not to be normally distributed, nonparametric tests (Spearman correlation, Mann-Whitney U-test) and Regression tests were performed using the Statistical Package for Social Sciences (SPSS) software version 29, chosen for its simplicity and effectiveness in statistical analyses.

Linear regressions were chosen to illustrate the linear relationship between variables. The use of Ordinary Least Squares (OLS) was intended to minimise the sum of squared errors, thereby facilitating interpretability and comparability with prior gambling advertising studies. This analysis presents two regression models. The first model examines the relationship between gambling frequency and the independent variables, while the second model investigates how marketing and the other control variables influence the amount gambled (Figure 1).

$$FREQUENCY = \beta_0 + \beta_1 MARKEING + \beta_2 X + \varepsilon_i$$

$$AMOUNT = \beta_0 + \beta_1 MARKEING + \beta_2 X + \varepsilon_i$$

Marketing exposure was measured using a composite ordinal Likert scale (Cronbach's alpha value of 0.888) derived from multiple questionnaire items assessing the frequency with which respondents encountered gambling advertisements across different gambling formats and platforms. Specifically, participants were asked to indicate how exposed they were to advertisements for various gambling activities, including online casinos, sports betting, lotteries, and other gambling platforms

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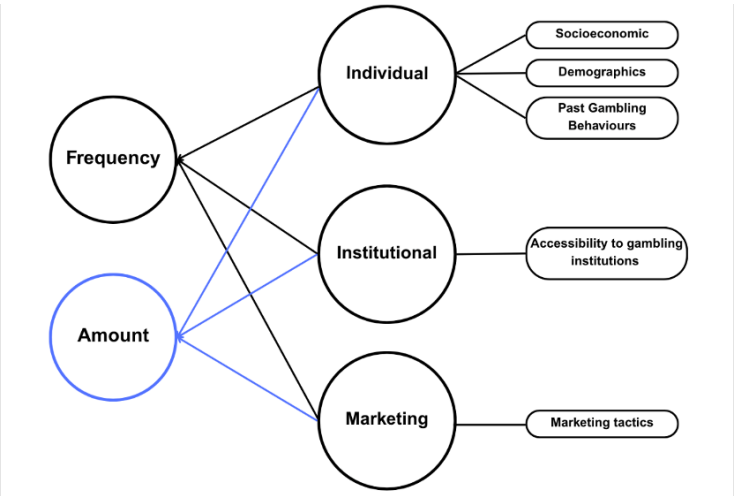

Figure 1: Path Diagram

In addition to regression analyses, correlation analyses were conducted to assess relationships among the variables, thereby strengthening the main findings. Consequently, Spearman's correlation is particularly beneficial for skewed data or data containing outliers, as it ranks these values rather than treating them as raw numbers (Field, 2009). Next, the Mann-Whitney U-test was utilised to compare two independent groups with a dependent variable that is not normally distributed. This nonparametric method serves as an alternative to the independent-samples t-test, evaluating whether one group generally exhibits lower or higher values than the other (Pallant, 2020).

Robustness checks evaluated the model's assumptions. A multicollinearity test assessed strong correlations among independent variables, as values above 0.8 hinder the testing of individual effects (Franke, 2001; Babu, 2022). Cronbach's Alpha assessed the internal consistency of the composite variables, with high values

indicating reliability. Typically, values above 0.7 are desired, but two items scored below this threshold, a noted limitation (Frost, 2022).

Results

The data for this study was gathered through a questionnaire conducted from April to May 2025, resulting in 183 responses. It was particularly challenging to recruit participants who visit physical casinos and play slot machines, which are therefore underrepresented in the dataset. After cleaning the data, an essential step to ensure quality and include only valid responses, 162 responses remained for analysis. The descriptive statistics in Table 1 help to summarise and clarify the data by providing an overview and emphasising the main features of the sample.

	Amount Spent	Marketing	Engagement	Gender	Age	Education	Income	Convenience	Frequent	Exposure
Mean	10.15	4.5	10.89	.50	30.89	5.06	2.76	3.5	3.62	2.68
Median	10.00	4.3	10.00	.50	24.00	6.00	3.00	3.5	3.75	2.86
Standard Deviation	4.06	1.52	4.00	.502	13.78	1.46	1.72	.92	1.02	.909
Minimum	2	2	2	0	18	1	1	1	1	1
Maximum	35	14	26	1	72	7	7	5	5	5

Table 1: Descriptive statistical table

The study's participants had an average age of 31 years (range 18–72, SD = 13.78) with a balanced gender distribution. Most participants held advanced diploma-level education (MQF 5) and reported moderate incomes (€30,000 to €39,000 per annum). Average engagement was 10.89, with €10.15 spent weekly on gambling; medians were similar, showing a symmetrical distribution. The maximum weekly expenditure reached €35, and the highest engagement score was 26. Convenience (3.5/5) and frequency (3.62/5) scores indicate that gambling in Malta is both accessible and frequent. Marketing exposure averaged 4.5 (SD = 1.52, max = 14), while exposure to gambling ads averaged 2.68/5 (SD = 0.91), indicating moderate, less variable advertising.

Preliminary Analysis

Figure 2 shows the age distribution of participants across various gambling formats: in-person, online, and both. The median age for in-person gamblers is 34, significantly higher than that of online gamblers (23 years) and those who engage in both formats (22 years). This suggests that older individuals prefer traditional in-person gambling, while younger participants are drawn to online platforms or a mix of both in-person and online options.

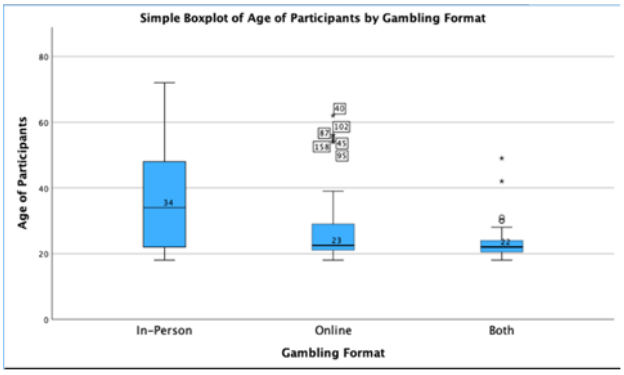

Figure 2: Boxplot of 'Age' against 'Gambling Format'

A correlation test was conducted to determine whether marketing influences the platform on which individuals engage in gambling activities. The Mann-Whitney tests in Table 2 show statistically significant differences between exposure to gambling marketing and online casino participation ($p = 0.006$) and card games ($p = 0.024$), with p-values below 0.05. This suggests that exposure to marketing advertisements leads to higher participation in online casinos and card games. For all other gambling activities (physical casinos, sports gambling, lotteries, slot machines, bingo, and scratch cards), the p-value exceeded 0.05, indicating that the null hypothesis cannot be rejected.

Marketing (Composite)					
		N	**Mean Rank**	**Sum of Ranks**	**Asymp. Sig (2-tailed)**
Participation in Physical Casinos	Do not participate	137	79.13	10841	0.796
	Participate	21	81.9	1720	
Participation in Online Casinos	Do not participate	125	74.37	9296	0.006
	Participate	33	98.94	3265	
Participation in Sports Gambling	Do not participate	102	75.89	7741	0.181
	Participate	56	86.07	4820	
Participation in Lotteries	Do not participate	89	75.77	6743.5	0.244
	Participate	69	84.31	5817.5	
Participation in Card Games	Do not participate	115	74.49	8566.5	0.024
	Participate	43	92.9	3994.5	
Participation in Slot Machines	Do not participate	137	76.73	10511.5	0.052
	Participate	21	97.6	2049.5	
Participation in Bingo	Do not participate	103	79.22	8160	0.917
	Participate	55	80.02	4401	
Participation in Scratch Cards	Do not participate	131	77.97	10214	0.354

Table 2: Correlation between participation in diverse gambling activities against Marketing Exposure

To further investigate the role of advertising in gambling behaviour, a second analysis was conducted focusing on participants' exposure to gambling marketing and their reactions to it (Appendix 1).

Spearman's analysis revealed a consistently strong positive correlation between gambling advertisement exposure and motivational or emotionally driven responses, particularly the "I want to try" response, which was significantly associated with all gambling types. Positive reactions such as "excited," "hopeful," and "that could be me" also showed statistically significant correlations with advertising exposure, though with some exceptions, "hopeful" was not significant for card games, and "that could be me" was not significant for sports gambling. The feeling of "excited" was linked to lottery adverts ($r = .247$, $p = .002$), online casino exposure ($r = .221$, $p = .007$), and sports gambling ($r = .207$, $p = .012$).

Negative responses, including "annoyed," "unrealistic," and "disinterested," generally showed weak or insignificant correlations. "Annoyed" and "disinterested" were entirely non-significant. At the same time,

"unrealistic" showed significant associations with sports gambling, card games, bingo, and scratch card advertisements, suggesting that adverse reactions are less influenced by advertising than motivational ones.

Main Empirical Findings

To assess the effects of gambling advertisements on both frequency and amount, regression models (Appendix 2) were used to quantify the relationships between the dependent and independent variables more accurately. The variables in these regressions underwent multicollinearity testing, confirming the models' statistical validity. None of the variables in the bivariate correlation surpassed 0.8, further supported by all Variance Inflation Factor (VIF) values being below 5, as shown in the final row of Appendix 2. However, age and years of playing were not assessed in the same model because of their strong correlation. This was evident from the VIF values surpassing 12 when both variables were included, indicating severe multicollinearity. To maintain the integrity of the model, these variables were evaluated in separate regressions. The tables in Appendix 2 present the six multiple regression models used to examine predictors of gambling frequency and amount among participants.

By applying the A.C. Harvey criteria of accuracy, coherence, and relevance to identify the optimal model among all regressions, regression four emerged as the leading model in terms of predictive value. For the first dependent variable (Frequency), two statistically significant predictor variables were identified: age ($\beta = -0.064$) and exposure to gambling advertisements ($\beta = 0.742$). These predictor variables were also significant in the other models. They were validated by existing literature, indicating that younger individuals tend to gamble more than their older counterparts, and that marketing exposure influences gambling behaviours. Furthermore, this model exhibited the highest explanatory power ($R^2 = 0.11$), with regression 3 showing acceptable VIF values (1.108) and no indication of multicollinearity. This addresses the research question by uncovering that exposure to gambling advertising and age impact the frequency of gambling.

The second regression model for amount, regression three is the best model, which factors in age and exposure. Age serves as a statistically significant negative predictor ($\beta = -0.068$), indicating that younger individuals tend to spend more on gambling. Although the exposure variable was significant in the frequency regression, it was not significant in this model, suggesting that its importance might decrease when age is controlled for. Ultimately, with an R^2 of 0.092, regression three is the strongest model assessed for expenditure. The VIF values (1.108) are within an acceptable range, suggesting reliable outcomes. This addresses the second research question, which states that age impacts the amount spent on gambling.

Discussion of Results

This study aimed to assess the impact of marketing exposure on consumers' betting frequency and wager amounts. Results revealed that while marketing exposure significantly influenced gambling frequency, it did not greatly affect the amount spent. This suggests that advertising may function primarily as a behavioural trigger, encouraging repeated participation rather than directly increasing monetary expenditure. In a small and highly exposed market such as Malta, with gambling establishments easily accessible, repeated exposure to gambling advertising may reinforce habitual engagement without necessarily increasing spending per session. This conclusion is consistent with Hing et al. (2019) and Syvertsen et al. (2021), who suggest that repeated exposure to gambling advertising is associated with increased gambling participation. However, unlike some studies that report stronger links with expenditure, the effect here appears limited to gambling frequency.

In examining the influence of gambling advertising across various gambling formats, the analyses revealed statistically significant differences solely in participation rates for online casinos and card games, indicating that marketing exposure is notably more effective for these two forms than for others. Therefore, the influence of advertising is not uniform across gambling activities but is instead contingent on structural and behavioural characteristics of specific formats. Online casinos and card games are typically characterised by immediate accessibility, short betting cycles, and frequent promotional inducements, which reduce the behavioural distance between advertising exposure and gambling participation. Consequently, advertising in these formats may function as a direct behavioural trigger rather than merely an informational signal.

Conclusion

The results reveal that while marketing exposure significantly influenced gambling frequency, it had little effect on the amount spent. Among the individual factors, age consistently emerged as a significant predictor of both gambling frequency and expenditure, with older participants gambling less often. Additionally, past gambling behaviour, measured by the number of years playing, was negatively associated with both frequency and spending, indicating that more experienced gamblers may gamble less than those with less experience. None of

the institutional factors, including convenience, were statistically significant. Ultimately, age and past gambling behaviour proved to be significant individual influences, while marketing exposure remained an essential factor in increasing gambling frequency.

Although Maltese gambling advertisements contain written responsible gambling messages, their effectiveness is limited due to their small size and lack of verbal reinforcement. It is recommended that the Malta Gaming Authority mandate that these messages be prominently visible and communicated visually and audibly by imposing time restrictions, limiting celebrity endorsements, enforcing age verification for online advertisements, and requiring independent content vetting and verbal communication of responsible gambling messages.

Since younger gamblers exhibit higher and more frequent gambling behaviour, school policymakers ought to create and implement gambling awareness programmes in secondary schools. These programmes should cover the definition of gambling, the associated risks, how to identify gambling issues, and the influence of advertising on consumer choices. The produced evidence also suggests that more extended periods of gambling lead to reduced gambling, indicating that awareness can mitigate risky behaviour. Therefore, national authorities should spearhead workplace gambling awareness programmes to educate employees about problem gambling, early warning signs, and support services.

A limitation of this research was the lack of direct researcher oversight during online self-administration, which prevented clarification of questions and missed chances to address misunderstandings. Incomplete responses also posed a problem, with some participants skipping questions even when options such as "None" were available, resulting in data gaps. Moreover, the generated responses were rather limited to enable the generalisation of the results.

Future research could examine gender differences in responses to gambling marketing, using cross-sectional surveys to analyse emotional and behavioural reactions to different advertising formats among male and female consumers. Also, experimental studies assessing the effectiveness of responsible gambling warnings, comparing advertisements with and without warnings to evaluate their impact on recall, emotions, and gambling intentions, could be performed. Finally, longitudinal research on adolescents could explore how prolonged exposure to gambling advertising shapes attitudes and behaviours, providing deeper insights into demographic vulnerabilities and the effectiveness of regulatory measures.

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Appendix 1: Exposure to Advertisement and Reaction

			Exposed to Physical Casinos Advert	Exposed to Online Casinos Adverts	Exposed to Sports Betting Adverts	Exposed to Lottery Adverts	Exposed to Card Games Adverts	Exposed to Slot Machines Adverts	Exposed to Bingo Adverts	Exposed to Scratch Cards Adverts
Spearman's rho	Excited Reaction	Correlation Coefficient	.195*	.221**	.207*	.247**	.165*	.215**	.074	.109
		Sig. (2-tailed)	.018	.007	.012	.002	.046	.009	.375	.193
		N	146	147	146	150	147	146	147	144
	Hopeful Reaction	Correlation Coefficient	.171*	.178*	.188*	.313**	.151	.227**	.198*	.197*
		Sig. (2-tailed)	.039	.031	.023	<.001	.068	.006	.016	.017
		N	147	148	147	152	148	147	148	145
	I want to try Reaction	Correlation Coefficient	.257**	.333**	.355**	.379**	.264**	.344**	.244**	.292**
		Sig. (2-tailed)	.002	<.001	<.001	<.001	.001	<.001	.003	<.001
		N	145	146	145	151	146	145	146	144
	That could be me Reaction	Correlation Coefficient	.228**	.176*	.160	.208*	.193*	.317**	.231**	.186*
		Sig. (2-tailed)	.006	.033	.053	.011	.019	<.001	.005	.025
		N	146	147	146	150	147	146	147	144
	Annoyed Reaction	Correlation Coefficient	.146	.023	.085	-.056	.115	.138	.053	.079
		Sig. (2-tailed)	.081	.782	.314	.500	.169	.100	.528	.349
		N	144	145	144	149	145	144	145	143
	Unrealistic Reaction	Correlation Coefficient	.078	.138	.294**	.132	.189*	.144	.209*	.247**
		Sig. (2-tailed)	.350	.098	<.001	.109	.023	.084	.011	.003
		N	145	146	145	149	146	145	146	143
	Disinterested Reaction	Correlation Coefficient	.001	-.064	-.036	-.042	-.025	-.021	.083	.077
		Sig. (2-tailed)	.990	.442	.670	.612	.767	.802	.317	.358
		N	146	148	146	150	147	147	147	144

Appendix 2: Regression Analyses

Dependent Variable: Frequency						
Variable	**Regression 1**	**Regression 2**	**Regression 3**	**Regression 4**	**Regressions 5**	**Regression 6**
Constant	8.214*** (0.915)	14.018*** (1.669)	10.726*** (1.388)	10.801*** (1.329)	9.782*** (1.455)	8.164*** (1.463)
Gender		-0.097 (0.639)	0.145 (0.587)			
Age		-0.079** (0.028)	-0.064** (0.023)	-0.064** (0.022)		
Education Level		-0.101 (0.244)				
Income		-0.019 (0.211)				
Years Playing					-0.051* (0.026)	-0.053* (0.025)
Convenience					-0.149 (0.318)	
Frequent						0.311 (0.283)
Marketing	0.986** (0.324)		0.745* (0.339)	0.742* (0.337)	0.824* (0.333)	0.823* (0.330)
R^2	0.057	0.07	0.111	0.11	0.088	0.093
VIF Values	1	1.061 – 1.477	1.011 – 1.119	1.108	1.019 – 1.107	1.008 – 1.095
Robust standard errors in parenthesis: * indicates significance at 1% (p < 0.01); ** at 5% (p < 0.05) and * at 10% level (p < 0.1)**						

Dependent Variable: Amount						
Variable	**Regression 1**	**Regression 2**	**Regression 3**	**Regression 4**	**Regressions 5**	**Regression 6**
Constant	8.593*** (0.88)	14.018*** (1.669)	11.143*** (1.241)	10.611*** (1.366)	12.364*** (1.281)	8.101*** (1.462)
Gender		-0.097 (0.639)				
Age		-0.079** (0.028)	-0.068** (0.021)		-0.078*** (0.023)	
Education Level		-0.101 (0.244				
Income		-0.019 (0.211)				
Years Playing				-0.057** (0.024)		-0.050** (0.027)
Convenience				-0.217 (0.299)		
Frequent					0.268 0.204	(-0.112) 0.323
Marketing	0.521** (0.311)		0.32 (0.315)	0.322 (0.313)		(0.049)*** 0.018
R^2	0.018	0.07	0.092	0.06	0.072	0.093
VIF Values	1	1.061 – 1.477	1.108	1.019	1.008	1.122 – 1.216
Robust standard errors in parenthesis: * indicates significance at 1% (p < 0.01); ** at 5% (p < 0.05) and * at 10% level (p < 0.1)**						