

INFLUENCE OF MESSAGE FRAMING IN TV ADVERTISEMENTS ON THE YOUTH ENGAGEMENT IN FOOTBALL BETTING

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ABSTRACT

The study investigated the influence of framing messages in TV advertisements on the youth engagement in football betting. This research used a mixed-methods approach to investigate the influence of positive framing on youth engagement in social media sports betting. Quantitative data was collected through surveys and analyzed using SPSS software. Qualitative data was gathered through interviews and analyzed using thematic analysis with NVivo software. The target population was youths aged 18-35 residing in an area with high social media use and reported increase in youth sports betting. Results showed a strong correlation (47% explained variance) between exposure to positive gambling portrayals in advertisements and increased youth betting participation. Among the 116 participants (81.1% response rate), a significant portion (39.7%) reported frequent betting. Statistical analysis confirmed that message framing in advertisements significantly predicted youth football betting tendencies ($F(1, 114) = 100.938, p < .001$). These findings highlight the urgency for stricter regulations on gambling advertisements (especially those targeting young people) and public awareness campaigns to mitigate this risk. The study's findings conclusively demonstrate a worrisome link between positive portrayals of gambling in advertisements and increased youth engagement in football betting. To address this pressing issue, stricter regulations on such advertising, particularly those targeting young audiences, are crucial. Public awareness campaigns educating young people about the risks of gambling are also essential for mitigating this harmful trend.

Keywords: Advertisements, Youth And Football Betting.

1. INTRODUCTION

The pervasiveness of online gambling platforms, particularly those focused on sports betting, has coincided with the global rise of internet and mobile technologies (Lawn et al., 2020). This digital convergence has created a fertile ground for the gambling industry to leverage message framing and target a new generation of potential customers – young people. The global gambling market has witnessed steady growth, reaching \$218.49 billion in 2019 (Lock, 2021). This growth can be partially attributed to the increasing competitiveness of football leagues worldwide, which betting companies exploit through innovative technologies and strategic message framing to reach a wider audience (Miller et al., 2016).

Sub-Saharan Africa has become a prominent market for the football betting industry in recent years. Countries like Kenya, Uganda, and Nigeria have seen a surge in youth participation in sports

betting, with millions seeking to make a living or generate additional income through this activity (Gambling Africa, 2022). In Kenya, for example, an estimated 60 million residents aged between 18 and 40 actively engage in sports betting, with a prevalence rate of about 76% among smartphone owners (Kisambe, 2017; Ihuoya, 2016). This trend can be attributed to factors like the easy access to mobile technologies and the strategic message framing employed by betting companies in their advertisements. Betway Africa, for instance, has extensive coverage across the continent, with Kenya featuring prominently alongside countries like Nigeria and Ghana (Gambling Africa, 2022). However, the rapid expansion of the betting industry, fueled by strategic message framing, has raised concerns about its potential negative consequences, particularly on young people. The high prevalence of betting among Kenyan youth has been linked to factors like unemployment (Kibuacha, 2019). A 2019 Ipsos survey attributed the rising number of young Kenyan gamblers to joblessness, with nearly half of Kenyan households earning less than Ksh. 10,000 per month, making betting a tempting option for additional income (Kibuacha, 2019). The addictive nature of gambling further exacerbates the problem, potentially leading to negative consequences like family disruption, depression, and even suicide (Kibuacha, 2019; Bwire, 2021).

Understanding the factors influencing youth engagement in football betting, particularly the role of message framing in media, is crucial for policymakers to develop effective strategies to safeguard young people. Media, especially traditional television and social media platforms, plays a significant role in promoting and influencing youth participation in football betting through strategic message framing (Kuo, 2017). The rapid growth of the betting industry in Kenya has been fueled in part by its aggressive media campaigns that employ message framing techniques to normalize and glamorize gambling activities (Bwire, 2021). Research suggests that the frequency, content, and framing techniques used in these advertisements can significantly influence gambling behavior and the likelihood of developing problematic gambling habits (Håkansson & Widinghoff, 2019).

This proposal investigates the influence of message framing within television advertisements on youth engagement in football betting. By analyzing the specific framing techniques used in these advertisements, we aim to understand how they influence young viewers' perceptions and decision-making regarding football betting. This knowledge will be crucial for developing effective strategies to mitigate potential harms associated with excessive football betting among young people.

2. STATEMENT OF THE PROBLEM

The pervasiveness of message framing within televised advertisements for football betting has emerged as a critical concern, particularly regarding its influence on youth engagement in this activity (Håkansson & Widinghoff, 2019). While the global gambling industry flourishes, reaching a market size of \$218.49 billion in 2019 (Lock, 2021), its marketing strategies raise questions about ethical considerations and potential negative consequences (McCormack & Shorter, 2014). The core issue lies in the manipulative potential of message framing employed in these advertisements. Research suggests a strong correlation between exposure to such messaging and increased engagement in gambling behavior, especially among young viewers (Hing et al., 2015). These advertisements strategically utilize framing techniques to downplay the inherent risks associated with gambling, exaggerate the potential for quick and effortless financial gains, and cultivate an association between betting and positive experiences like excitement, social

connection, or even sporting prowess (McGuire, 1986). This manipulative approach raises concerns about the exploitation of young viewers' susceptibility to such framing tactics.

Existing research on the influence of message framing in gambling advertisements is primarily concentrated on general demographics or young males (Gambling Commission, 2021; Deans et al., 2016). A gap exists in our understanding of the specific impact these techniques have on youth engagement in football betting. This knowledge gap is particularly concerning in regions like Sub-Saharan Africa, where football betting participation among young people is rapidly rising (Gambling Africa, 2022).

In Kenya, for instance, a high prevalence of youth engagement in football betting has been documented, with factors like unemployment influencing this trend (Kibuacha, 2019). The lack of research on how message framing specifically targets young viewers in this context hinders the development of effective strategies to mitigate potential harms. By investigating the influence of message framing within televised advertisements on youth engagement in football betting, this research aims to bridge this knowledge gap. Understanding these manipulative tactics is crucial for formulating effective policies and safeguards to protect young people from the potential dangers of excessive football betting and promote responsible gambling practices.

3. RESEARCH OBJECTIVE

The research objective is to determine the influence of message framing in TV advertisements on the youth engagement in football betting.

4. LITERATURE REVIEW

Theoretical Framework

This research project investigated the influence of message framing within televised advertisements for football betting on youth engagement in this activity. Two communication theories, Uses and Gratifications Theory (UGT) and Media Dependency Theory, were employed as frameworks for understanding this influence.

UGT posits that people actively choose media to satisfy their needs (LittleJohn et al., 2017). Youths may be drawn to gambling advertisements for various reasons, such as seeking excitement, social connection, or the potential for financial gain (Hing et al., 2015). The theory also acknowledges the role of social and psychological factors in media use (LittlJohn et al., 2017). Youths' social circles and personal motivations can influence their susceptibility to the messages conveyed in these advertisements.

Media Dependency Theory focuses on the relationship between media and audiences (LittlJohn et al., 2017). It suggests that people rely on media to fulfill various needs, and this reliance can influence their behaviors (Loveless, 2008). Youths who heavily depend on media for information and entertainment may be more susceptible to the persuasive tactics employed in gambling advertisements. The theory also suggests that the media's influence is stronger when audiences lack alternative sources of information (DeFleur & Ball-Rokeach, 1976). Youths who rely primarily on media for football-related information may be more likely to be swayed by the messages presented in these advertisements.

Empirical Review

Betting companies frequently utilize positive framing, especially in advertisements, to influence target audiences. This framing involves strategically modifying messages to shape consumers' attitudes and intentions towards gambling (McQuarrie & Mick, 1996). Various gambling companies employ unique strategies when advertising through media to influence their target population.

Bradley et al. (2019) examined this phenomenon on Twitter, revealing how major gambling companies leverage the platform. Their findings showed that companies differed in the emotional language used within tweets. While some companies like William Hill maintained a neutral tone, brands like Ladbrokes and Coral strategically used words that evoked positive emotions such as joy, trust, and anticipation. Notably, the study found a complete avoidance of negative words across all major gambling brands, suggesting a conscious effort to exclude emotions like anger, sadness, and disgust.

Hing et al. (2017) provided further evidence of a positive bias in gambling advertisements on Twitter. This strategy has been critical in crafting messages that followers are more likely to retweet and share with others. For instance, Paddy Power Company is renowned for its utilization of humorous and provocative tweets, which contributes to their content ranking as the most retweeted (Litsa, 2016). This evidence suggests a dominant trend of most betting companies incorporating positive words when advertising their business on Twitter. Consequently, this approach enables firms to persuade Twitter users towards engaging in gambling practices. Overall, the ability to draft captivating tweets that leverage positive emotions is crucial for attracting more users to the gambling business.

Studies by Gainsbury et al. (2016), Killick & Griffiths (2020), and Hing et al. (2015) all implicate Twitter as one of the most widely used social media platforms for gambling advertisements. Killick and Griffiths (2020) conducted research to provide a snapshot content analysis of social media marketing on Twitter among the most prominent online sports gambling operators in the United Kingdom. Their findings revealed a significant volume of tweets posted by betting companies on the platform, with an average exceeding 390 messages daily. Additionally, these operators strategically employed various hashtags to link their tweets with popular sporting events. At the same time, the firms utilized different betting promotional strategies to lure Twitter users into gambling. More worryingly, the study found a significantly low number of responsible gambling messages embedded within these advertisements. This finding aligns with other studies that have established a scarcity of responsible messages incorporated within online adverts (Gainsbury et al., 2016; Hing et al., 2015). These pieces of evidence collectively confirm that gambling companies prioritize using Twitter to promote betting behaviors, with minimal effort directed towards encouraging responsible gambling practices.

Positive framing is also a common technique employed in televised betting advertisements. Previous studies by Lopez-Gonzalez et al. (2018a, 2018b) have established that sports betting advertising on TV focuses on male-oriented content, such as themes of peer bonding, thrill, sport rituals, and power. These themes have been shown to have a powerful influence on viewers' betting intentions. Lopez-Gonzalez et al. (2018a) utilized a mixed-method approach to evaluate the impact of positive framing on televised betting adverts. Their results indicated that betting adverts that link alcohol consumption, friendship, and bonding have a positive effect on viewers' betting tendencies. This impact is even more pronounced during highly charged sporting events, such as live game viewings. Evidence from Lopez-Gonzalez et al. (2018b) also shows that betting adverts tailored to a live sport are associated with emotionally charged betting tendencies. During such

events, bettors are more likely to stake small amounts of money with the potential for large returns, implying a heightened risk of engaging in risky gambling behavior. Collectively, these studies provide a preliminary understanding of the influence positive framing on television has on betting intentions.

5. RESEARCH METHODOLOGY

Introduction

This chapter details the methods employed to investigate the influence of positive framing on youth engagement in social media sports betting. It outlines the research design, target population and study area, sample selection process, data collection methods, and ethical considerations.

Research Design and Data Collection

A mixed-methods convergent parallel design was adopted for this study. This design involves concurrent collection of quantitative and qualitative data on social media sports betting. Quantitative data was gathered through surveys administered to participants. The data was then analyzed using descriptive and inferential statistics with the Statistical Package for Social Sciences (SPSS) software. Descriptive statistics, specifically frequency distribution, provided a visual representation of the data, allowing for a quick overview. Inferential statistics, particularly regression analysis, helped explore relationships between key variables and draw generalizations about social media sports betting behaviors.

Qualitative data was collected through semi-structured interviews focused on exploring the lived experiences and perceptions of youths regarding social media sports betting. Thematic analysis was used to analyze this data, revealing common themes, topics, and patterns within the responses. NVivo software facilitated the transcription, processing, and coding of interview data. Thematic analysis involved developing coding rules, repeatedly analyzing the data for consistency, and finally drawing conclusions based on the identified patterns related to social media sports betting.

Study Area and Target Population

The study area was chosen to reflect a population with high social media use and a reported increase in youth engagement in sports betting activities. The target population comprised youths aged 18 to 35 years residing within the chosen study area. Youths within this age bracket were chosen because research suggests they are more likely to be active social media users and more susceptible to recall gambling advertisements (Djohari et al., 2019).

Sample Size and Sampling Design

Determining a representative sample size was crucial for generalizable data on social media sports betting. A well-established formula was used to calculate the appropriate sample size for the quantitative study based on the estimated population size of youths aged 18-35 years in the chosen study area.

A snowball sampling technique was employed to identify participants who engage in social media sports betting. This method involves recruiting participants through existing contacts who then identify others within their network who meet the study criteria. Unlike the researcher, participants have a better understanding of who among their peers engages in social media sports betting.

For the qualitative study, a smaller sample size was deemed sufficient to achieve data saturation, the point at which no new information emerges from further interviews (Vasileiou et al., 2018). Youths residing in the chosen study area were used as initial contacts to identify their peers who could participate in the interview process. The recruitment continued until the desired sample size of respondents was reached.

Data Analysis

Data analysis in this study employed a two-pronged approach to capture both the breadth and depth of the phenomenon. Quantitative data collected from surveys were analyzed using SPSS software. Descriptive statistics, such as frequency distribution, provided an overview of how often participants engaged with social media gambling advertisements and their perceptions of the framing techniques used. Inferential statistics, particularly regression analysis, were utilized to explore the relationships between exposure to positive framing, social media gambling advertisement engagement, and potential gambling tendencies among youths. Qualitative data from the interviews were analyzed using thematic analysis with NVivo software. This involved identifying recurring themes and patterns within participants' responses regarding the influence of social media gambling advertisements on their thoughts, feelings, and behaviors related to gambling.

6. DATA ANALYSIS, FINDINGS, AND DISCUSSION**Response rate**

Table 4 presents the response rate for the survey questionnaires distributed in Nakuru County, Kenya. Of the 143 questionnaires distributed, 116 were returned, yielding a response rate of 81.1%. This rate is considered excellent, as it surpasses the 50% benchmark for online surveys suggested by Delighted (2023).

Table 1: Response Rate

Category	Count	Percent
Returned questionnaires	116	81.1
Questionnaires not returned	27	18.9
Sample size	143	100.0

Source: Field data, 2024

The high response rate is a positive indicator for the study, as it enhances the validity and reliability of the findings. With a large proportion of participants returning their questionnaires, the data collected is more likely to be representative of the target population. This strengthens the generalizability of the study's conclusions regarding the effect of media strategies on football betting tendencies in Nakuru County. Moreover, the high response rate minimizes the potential for nonresponse bias, where those who did not respond may have different characteristics or opinions than those who did.

Demographic Information

This section presents the demographic characteristics of the respondents, providing insights into the composition of the sample population. The demographic variables analyzed include gender, age, education level, and occupation. Understanding these characteristics is crucial for interpreting the study's findings and contextualizing them within the broader population of Nakuru County. Figure 1 illustrates the gender distribution of the 116 respondents who participated in the study. The majority of respondents were male (n=68, 58.6%), while 41.4% (n=48) were female.

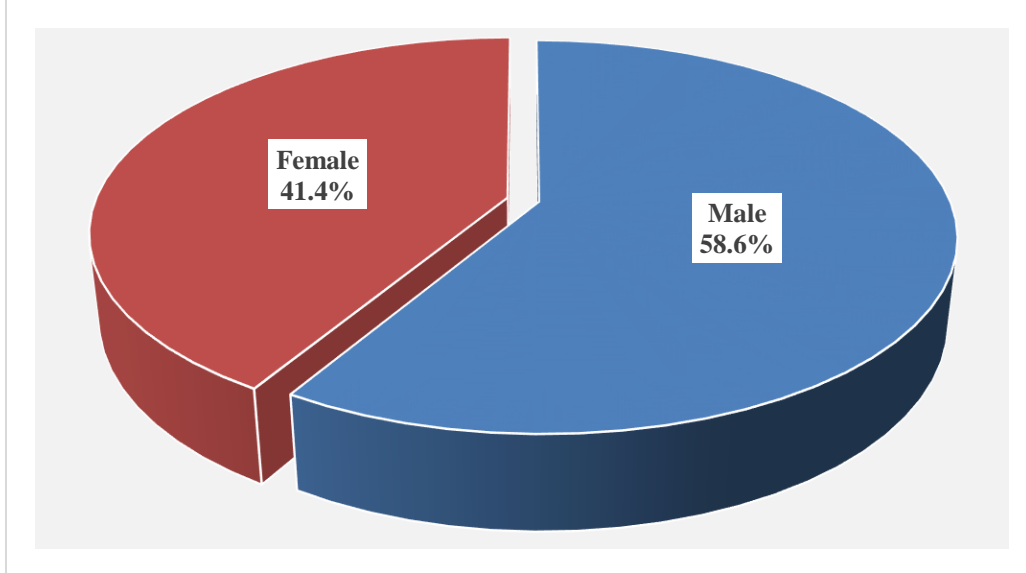


Figure 1: Gender of Respondent

The findings indicate a slight skew towards male respondents in the study. This suggests that males may be more likely to participate in football betting activities or have greater interest in the topic compared to females in Nakuru County. However, the difference is not substantial, indicating that both genders are considerably represented in the study sample.

The gender distribution observed in this study aligns with recent trends in sports betting research. Studies conducted have consistently reported a higher prevalence of male sports bettors compared to females (Gainsbury et al., 2022). However, the magnitude of the gender gap varies across studies, with some reporting a more balanced distribution (Lopez-Gonzalez & Griffiths, 2019) and others showing a greater dominance of male participation (e.g., Newall et al., 2024).

Figure 2 displays the age distribution of the 116 respondents in the study. The majority of respondents (n=55, 47.4%) fell within the 21-25 age group. The 18-20 and 26-30 age groups constituted 26.7% (n=31) and 16.4% (n=19) respectively, while the 31-35 age group was the smallest, comprising 9.5% (n=11).

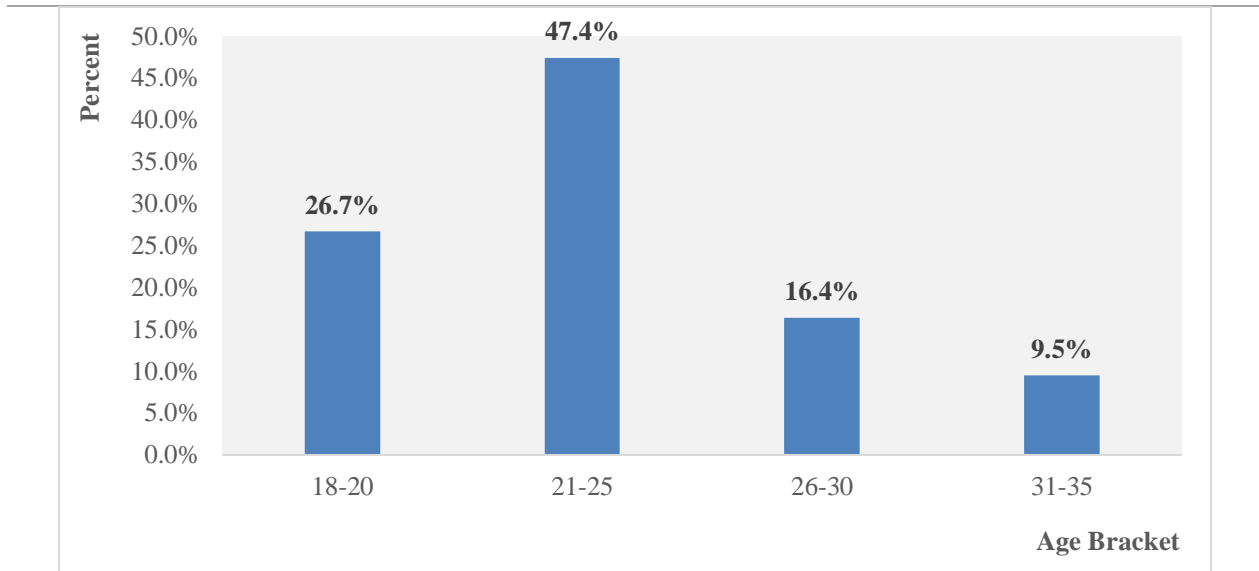


Figure 2: Age of Respondent

The results indicate a clear predominance of younger individuals within the study sample, specifically those aged 21-25. This suggests that younger demographics might be more prone to engage in football betting activities or express heightened interest in the topic within Nakuru County compared to older age groups. This finding aligns with the broader societal trend of increasing youth engagement in online betting platforms.

The age distribution observed in this study is consistent with recent trends reported in similar research on sports betting. Studies conducted in various settings have increasingly documented a younger demographic among sports bettors, particularly in the age range of 18-35 (e.g., Newall et al., 2024). This trend is often attributed to the accessibility of online betting platforms and targeted marketing strategies aimed at younger audiences.

Figure 4 presents the educational level distribution among the 116 respondents. The most frequent category was tertiary level education (n=41, 35.3%), followed by secondary level (n=29, 25.0%), undergraduate level (n=19, 16.4%), master's level (n=17, 14.7%), and lastly primary level (n=10, 8.6%).

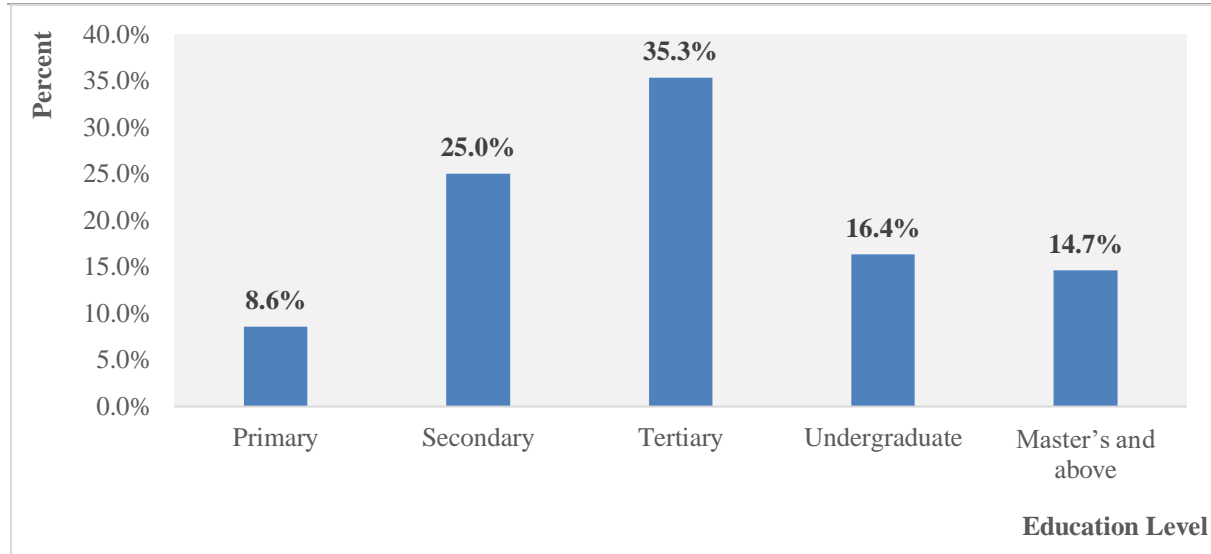


Figure 1: Education Level of Respondent

The findings indicate a diverse range of educational backgrounds among the participants, with a slight skew towards higher education levels. The substantial proportion of individuals with tertiary and undergraduate education suggests that football betting participation may be more prevalent among those with higher educational attainment in Nakuru County. However, a considerable number of respondents also have secondary or primary education, highlighting the broad appeal of football betting across different educational levels.

This study's findings align with recent trends in sports betting research, which have documented a broad range of educational levels among bettors. Some studies have reported a higher prevalence of sports betting among individuals with lower educational attainment (e.g., Lopez-Gonzalez & Griffiths, 2019), while others have found greater participation among those with higher education (e.g., Newall et al., 2024). This discrepancy could be attributed to various factors, including cultural context, economic status, and access to betting platforms.

Figure 4 illustrates the occupational distribution of the 116 respondents. The most frequent categories were students (n=28, 24.1%) and those not employed (n=26, 22.4%). The remaining categories consisted of those employed (n=25, 21.6%), followed by self-employed individuals (n=17, 14.7%) and employed individuals (n=20, 17.2%).

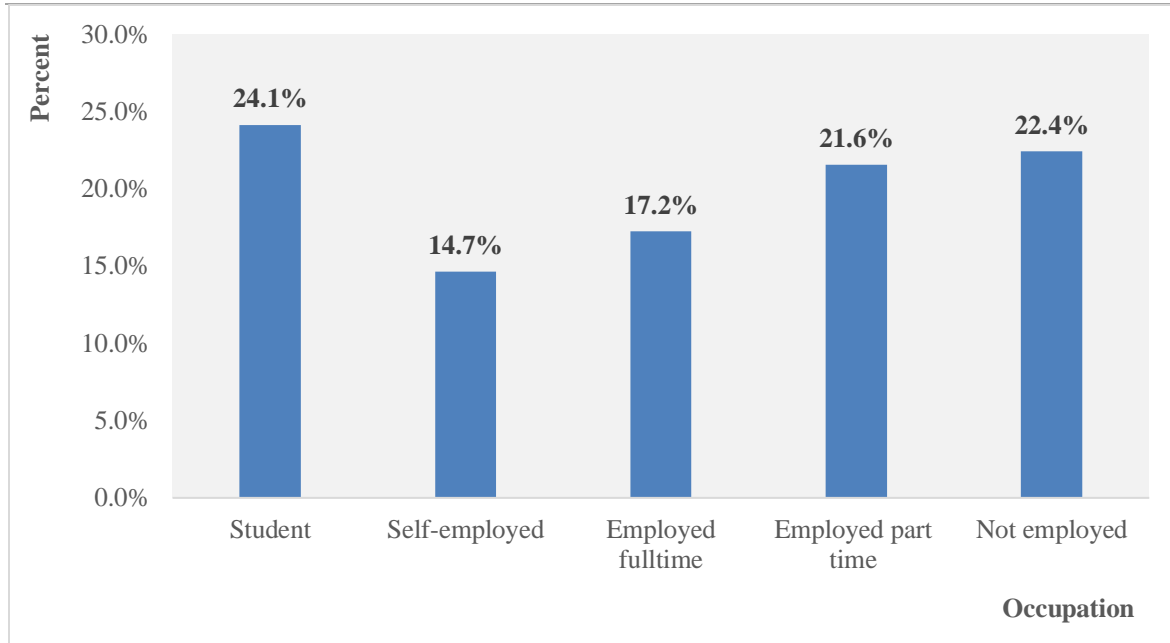


Figure 4: Occupation of Respondent

The results indicate a diverse range of occupations among participants, with students and those not employed being the most prevalent groups. This suggests that football betting participation in Nakuru County is not limited to a particular occupational group, and both students and individuals outside of the formal workforce engage in such activities. However, the presence of employed and self-employed individuals also highlights the widespread appeal of football betting across various occupational backgrounds.

Studies have reported a wide range of occupations among sports bettors, with no single profession dominating (e.g., Gainsbury et al., 2022; Newall et al., 2024). This suggests that sports betting is a cross-occupational phenomenon, attracting individuals from various sectors of the economy. However, some studies have noted higher rates of problem gambling among specific occupational groups, such as those working in the hospitality industry or those experiencing financial stress (e.g., Dowling et al., 2020).

Descriptive Findings

This section examines the respondents' perceptions of how football betting is framed in television advertisements. The section also presents descriptive information on football betting tendency among the youth.

Message Framing

Table 2 summarizes the extent to which participants agreed with various statements about the messages conveyed in these advertisements. The analysis explores whether TV advertisements portray football betting as a path to wealth, a social activity, and a source of heroic status, shedding light on the potential influence of these messages on betting behavior.

Table 1: Extent to Which Respondent Agrees with Statements on Message Framing

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	Std. Deviation
a) TV often projects football betting as a sure strategy of becoming rich	3.4	12.1	22.4	37.9	24.1	3.672	1.073
b) TV often paints football betting as a bonding game	0.0	9.5	19.8	29.3	41.4	4.026	0.995
c) TV mostly showcases people who have won a jackpot as heroes.	1.7	1.7	15.5	50.0	31.0	4.069	0.828
d) TV frequently exposes football betting as a socialization game	13.8	6.0	0.0	37.9	42.2	3.888	1.376
e) TV frequently showcases successful jackpot winners.	0.0	3.4	3.4	21.6	71.6	4.612	0.716
Average	3.8	6.6	12.2	35.3	42.1	4.053	0.998

The findings reveal a strong agreement with the statements "TV mostly showcases people who have won a jackpot as heroes" (Mean=4.069, SD=0.828) and "TV frequently showcases successful jackpot winners" (Mean=4.612, SD=0.716). Respondents also agreed to a considerable extent that "TV often paints football betting as a bonding game" (Mean=4.026, SD=0.995) and "TV frequently exposes football betting as a socialization game" (Mean=3.888, SD=1.376). The statement "TV often projects football betting as a sure strategy of becoming rich" received a slightly lower, yet still significant, level of agreement (Mean=3.672, SD=1.073).

The results indicate that TV advertisements in Nakuru County predominantly portray football betting in a positive light, emphasizing its potential for social connection, wealth acquisition, and heroic status. This framing may contribute to normalizing and glamorizing betting behavior, potentially influencing viewers' perceptions and attitudes towards gambling. The strong agreement with statements highlighting the showcasing of successful jackpot winners suggests that these narratives may be particularly persuasive and appealing to viewers.

The findings align with recent studies examining the content and impact of gambling advertising in various contexts. Research has consistently shown that gambling advertisements often employ persuasive techniques, such as emphasizing positive outcomes, minimizing risks, and associating gambling with social and financial success (Binde, 2020; Lamont et al., 2021). The focus on jackpot winners and the portrayal of betting as a social activity are common strategies used to attract and retain customers.

However, the specific framing of football betting advertisements in Nakuru County may reflect local cultural values and aspirations. For instance, the emphasis on social bonding and heroism may resonate with the collectivist nature of Kenyan society and the widespread admiration for successful individuals. Furthermore, the portrayal of football betting as a path to wealth may appeal to a population facing economic challenges and seeking opportunities for upward mobility.

Youth Engagement in Football Betting

Figure 5 displays the frequency of respondents' engagement in football betting. A small percentage (5.2%) indicated they never bet on football, while a significant portion (39.7%) reported betting most frequently. The remaining respondents were distributed between occasional betting (19.0%) and frequent betting (36.2%).

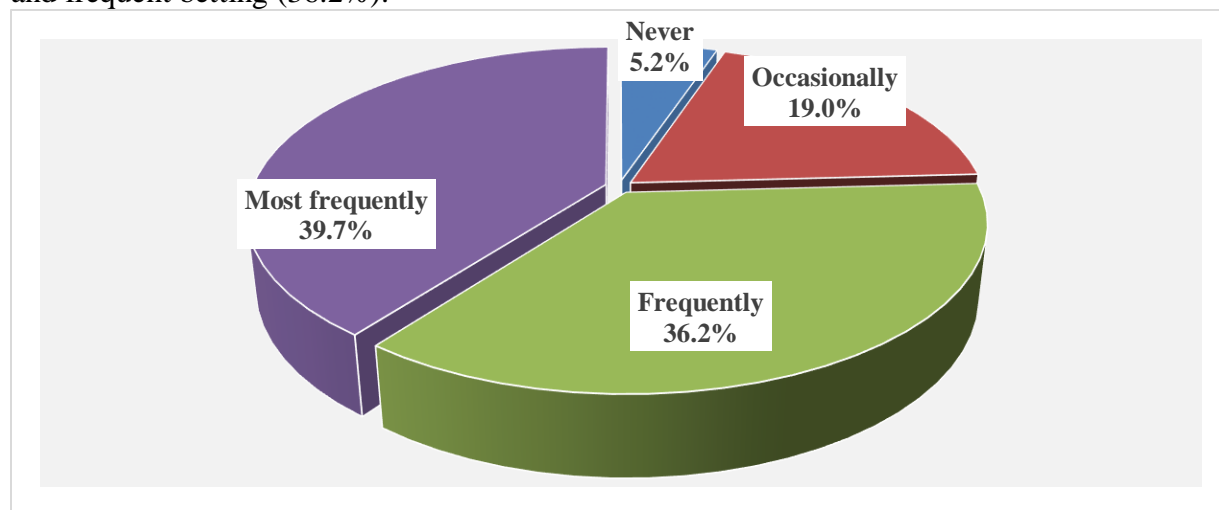


Figure 5: Extent to Which Respondent Indulge in Football Betting

The results indicate a notable prevalence of football betting among the respondents, with the majority engaging in frequent or most frequent betting activities. This suggests that football betting is a common practice in Nakuru County, particularly among the younger demographic targeted in the study. The high prevalence of football betting observed in this study is consistent with recent trends reported in Kenya and other African countries. Studies conducted in the region have highlighted the growing popularity of sports betting among young people (e.g., Onyango et al., 2021; PWC, 2023).

Figure 6 presents the responses regarding whether the level of income influences participation in gambling. A majority of respondents ($n=72$, 62.1%) indicated that their income level does influence their participation in gambling, while 37.9% ($n=44$) reported that it does not.

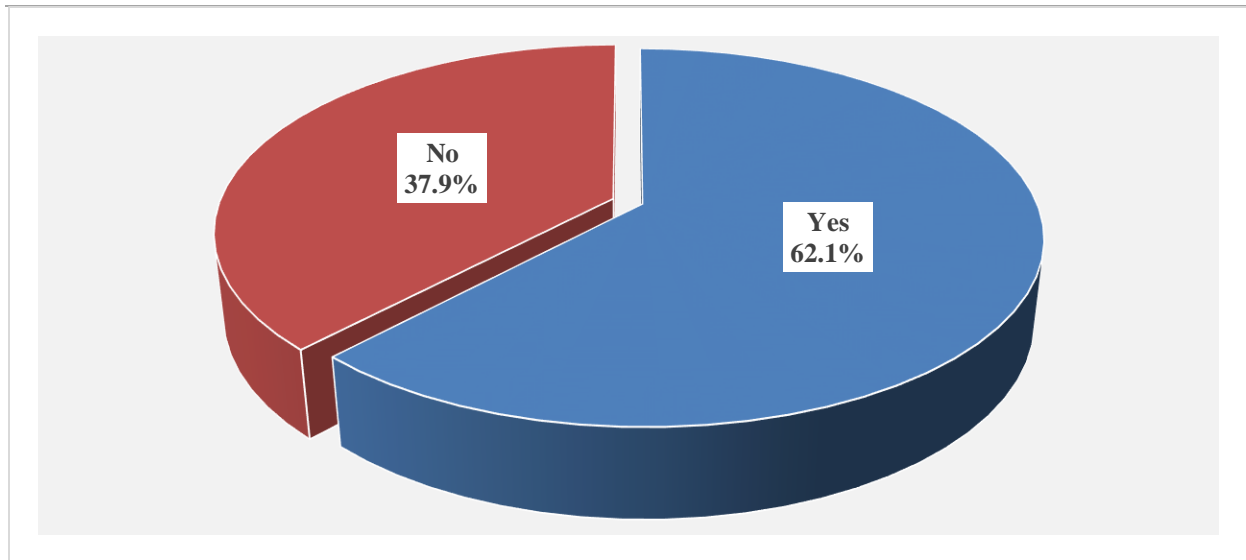


Figure 6: Whether the Level of Income Influence Participation in Gambling

The results suggest that income plays a significant role in determining gambling participation among the respondents in Nakuru County. The majority acknowledging the influence of income level implies that financial resources may act as a facilitating or limiting factor in accessing and engaging in gambling activities. This finding underscores the importance of considering socioeconomic factors when studying gambling behaviors.

The association between income and gambling participation observed in this study is consistent with findings from other research conducted in diverse settings. Studies have shown that individuals with higher incomes tend to gamble more frequently and with larger amounts of money (Gainsbury et al., 2022; Newall et al., 2024).

Figure 7 illustrates the distribution of respondents across different numbers of betting accounts. The majority of respondents reported having accounts with 3 (23.3%) or 2 (22.4%) betting operators. Notably, a considerable number of respondents had accounts with more than 4 operators (10.3%), while a smaller percentage had accounts with 1 (20.7%) or 4 (18.1%) operators. Only a small fraction reported having no betting accounts (5.2%).

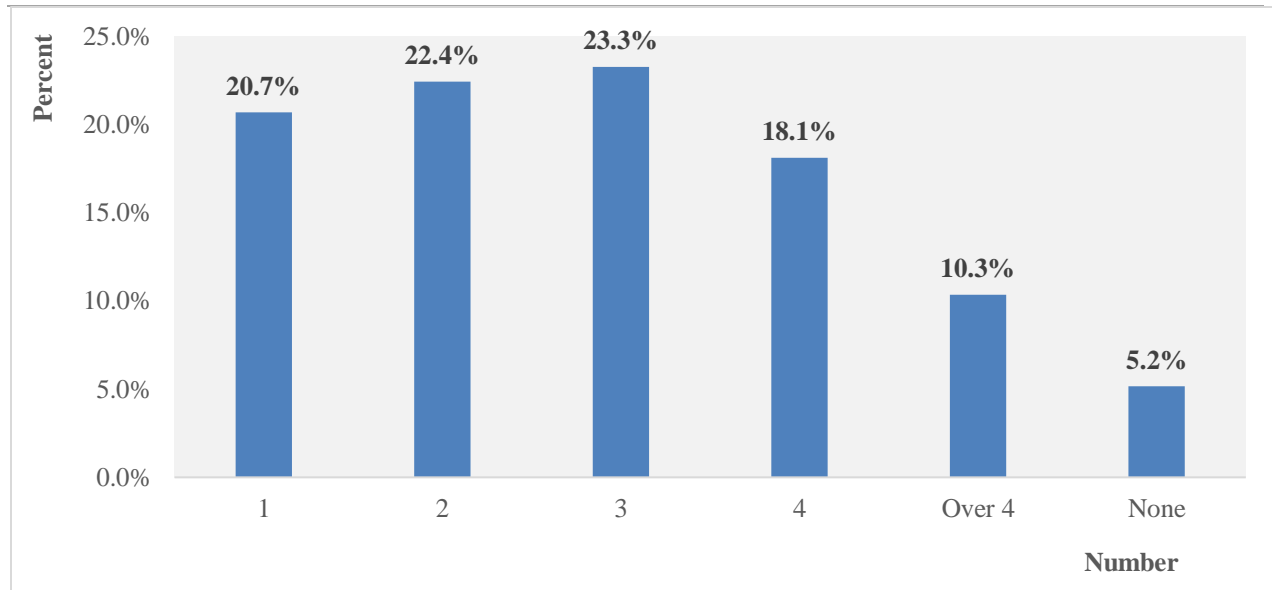


Figure 7: Number of Betting Operators Do You Currently Have an Account With

The results indicate a tendency for respondents to diversify their betting activities by holding accounts with multiple operators. This could be attributed to various factors, such as seeking better odds, accessing different markets, or taking advantage of promotional offers. The presence of individuals with numerous accounts suggests a segment of highly engaged bettors in Nakuru County.

Figure 8 illustrates the respondents' preferences for live betting versus pre-match betting. The majority (n=70, 60.3%) preferred pre-match betting, while 39.7% (n=46) preferred live betting.

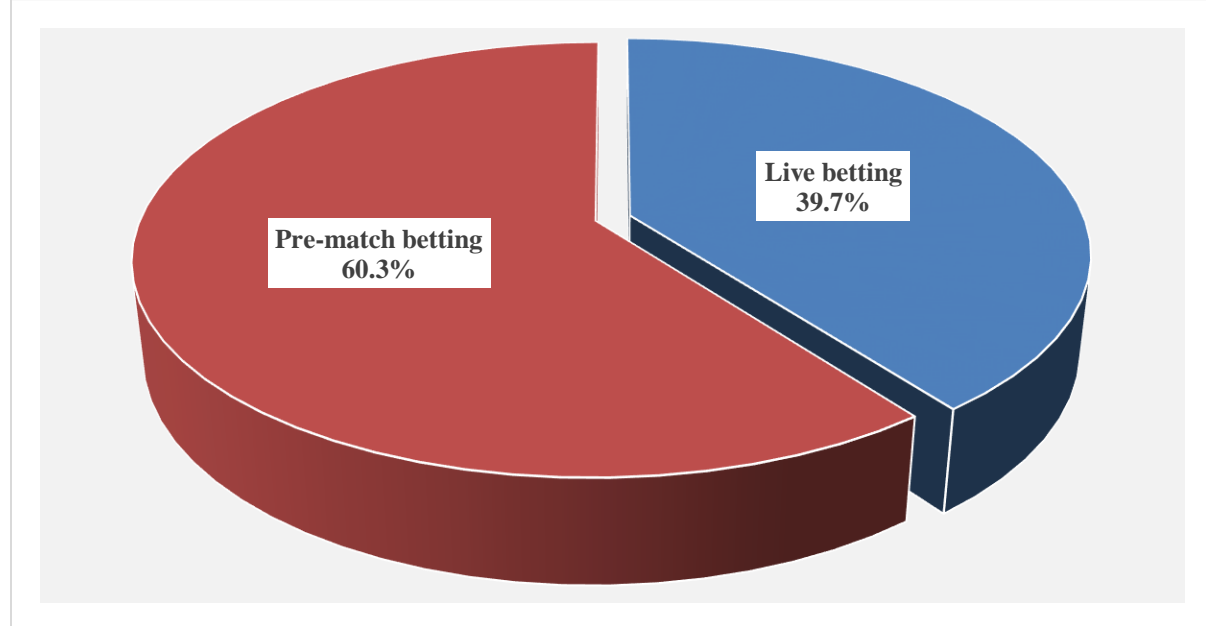


Figure 8: What the Respondent Prefers Betting On

The findings suggest that while both live and pre-match betting are prevalent in Nakuru County, pre-match betting is slightly more popular among the respondents. This preference for pre-match betting could be attributed to various factors, such as the perceived ability to make more informed decisions based on pre-game analysis, a desire to avoid impulsive decisions during live matches, or the wider range of markets available for pre-match bets.

Figure 9 presents the types of promotions that respondents find most appealing. The most favored promotion was "Free bet offers," with 50 respondents (43.1%) indicating it as their preference. This was followed by "Accumulator" (32 respondents, 27.6%), "Loyalty bonuses" (20 respondents, 17.2%), and "None" (14 respondents, 12.1%).



Figure 9: Type of Promotion Mostly Appealing to the Respondent

The preference for free bets and accumulator bonuses aligns with global trends in sports betting promotions. Research conducted in various markets has highlighted the effectiveness of these incentives in attracting and retaining customers (Nelson et al., 2018; Parke et al., 2016). Free bets are particularly popular among novice bettors, as they provide a risk-free opportunity to experience the thrill of betting. Accumulator bonuses appeal to more experienced bettors who seek higher potential returns.

Figure 10 presents the main reasons for visiting punters' pages and other similar pages, as reported by 102 respondents. The most common reason cited was "Free betting and offers" (40.2%), followed by "Best betting tips" (31.4%), and "General and beginners guide" (28.4%).

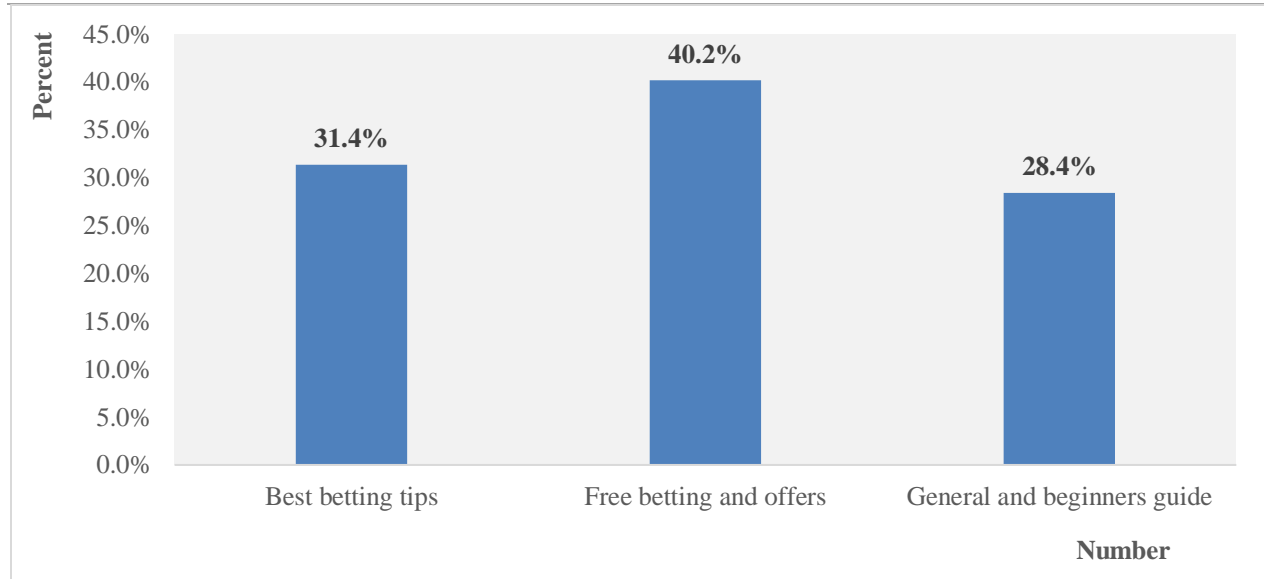


Figure 10: Main Reason for Visiting the Punters Page and Other Similar Pages

The prominence of free bets and offers as a motivating factor aligns with recent studies on online sports betting behavior. Research has consistently shown that promotions and bonuses are a key driver of customer acquisition and retention in the online gambling industry (Hing et al., 2020; Lamont et al., 2018). The interest in betting tips and guides also reflects the growing demand for information and resources to enhance betting knowledge and skills.

Table 11 shows the responses to the question of whether respondents have recently seen or heard advertisements encouraging them to engage in football betting activities. The majority of respondents (n=98, 84.5%) answered "Yes," while 11 (9.5%) responded "No" and 7 (6.0%) were unsure.

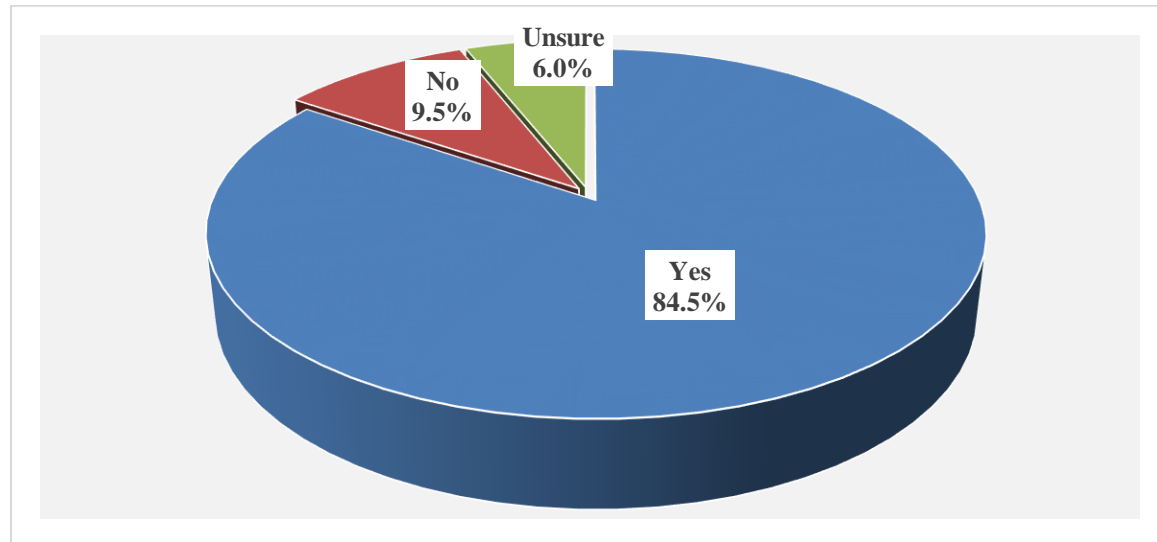


Figure 11: Whether Respondent Has Recently Seen or Heard Advertisements Encouraging Them to Engage in Football Betting Activities at Casino, Sportsbook, Mobile App, Mainstream Media or TV

The high exposure rate to gambling advertisements observed in this study is consistent with recent trends in Kenya and other regions with growing gambling markets. Studies have highlighted the increasing prevalence of gambling advertising across various media platforms, including television, radio, online platforms, and social media (Derevensky et al., 2020; Lamont et al., 2021). This exposure is particularly concerning among younger populations, who may be more susceptible to the persuasive messages of these advertisements.

Figure 12 presents the respondents' perceptions of whether exposure to betting advertisements influenced their likelihood to engage in sports betting. The majority of respondents (38.8%) reported feeling "much more likely," while 31.6% felt "somewhat more likely" to engage in sports betting due to advertisements. A smaller proportion felt "somewhat less likely" (16.3%) or "much less likely" (10.2%), and a few reported "no effect" (3.1%).

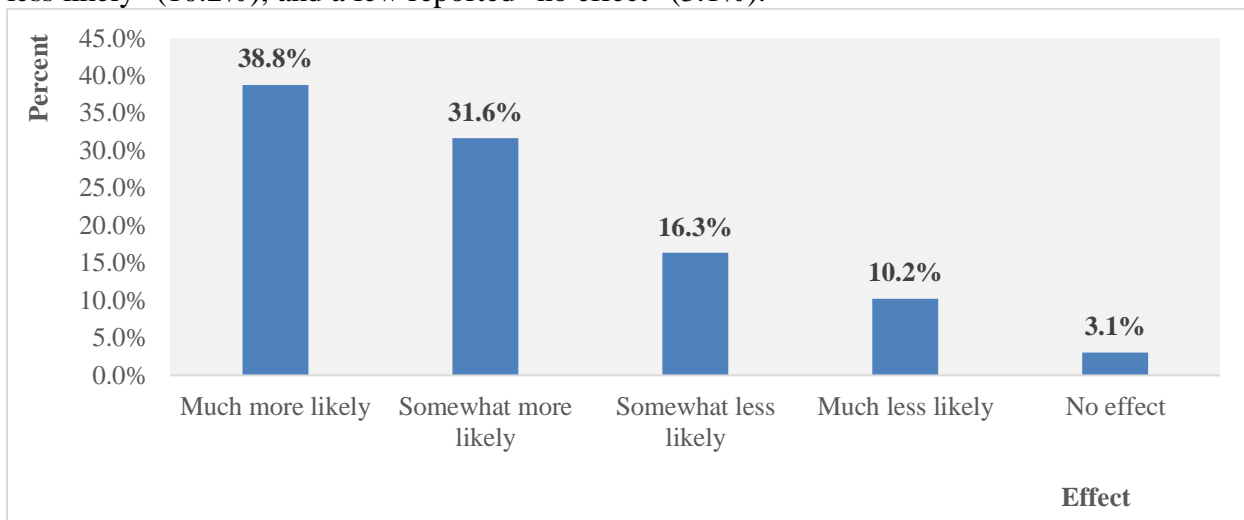


Figure 12: Whether the Advertisements Respondent has seen or Heard Made Them More Or Less Likely to Engage in Sports Betting Activities

The positive impact of betting advertisements on betting intentions aligns with existing research in the field. Studies have consistently shown that exposure to gambling advertising increases the likelihood of gambling participation, especially among young people and vulnerable populations (Binde, 2020). The persuasive techniques employed in advertisements, such as celebrity endorsements, exciting visuals, and promises of easy wins, can create a sense of urgency and excitement, leading to impulsive betting behaviors.

Figure 13 presents the respondents' level of agreement with the statement, "If I were to frequently engage in football betting activities, I could consistently make a lot of money." The majority of respondents either strongly agreed (37.1%) or somewhat agreed (28.4%), while a smaller proportion were unsure (15.5%), neither agreed nor disagreed (12.9%), or strongly disagreed (6.0%).

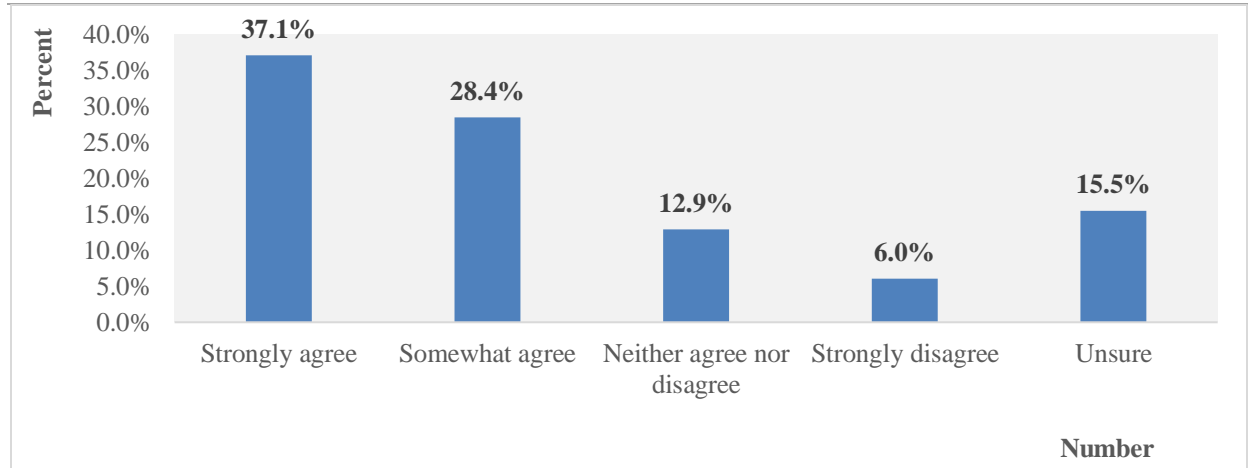


Figure 13: If the Respondent Were to Frequently Engage in Football Betting Activities, They Could Consistently Make a Lot of Money

This optimistic outlook on the financial prospects of football betting aligns with findings from recent studies on gambling cognitions and motivations. Research has shown that gamblers often exhibit an illusion of control and overestimate their ability to predict outcomes (e.g., Goodie & Fortune, 2019; Thomas & Lewis, 2016). This cognitive bias can lead to riskier betting behaviors and a higher likelihood of financial losses.

Inferential Findings

This section examines deeper into the relationship between message framing in TV advertisements and youth engagement in football betting. It employs inferential statistics to assess the predictive power of message framing on betting tendencies. The analysis aims to determine whether the way football betting is portrayed in message framing has a significant impact on young people's propensity to engage in such activities.

Table 3: Model Summary for Message Framing and the Youth Engagement in Football Betting

R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
.685 ^a	0.470	0.465	0.175	2.466

a. Predictors: (Constant), Message Framing

Table 5 presents the model summary for the regression analysis examining the relationship between message framing and youth engagement in football betting. The R-squared value of 0.470 indicates that message framing explains 47% of the variance in football betting tendencies. The Durbin-Watson statistic of 2.466 suggests no significant autocorrelation in the residuals.

Table 4: ANOVA for Message Framing and the Football Betting Tendencies

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	3.077	1	3.077	100.938	.000 ^b
Residual	3.476	114	0.030		
Total	6.553	115			

a. Dependent Variable: Football Betting Tendencies

b. Predictors: (Constant), Message Framing

Table 6 shows the ANOVA results, revealing a significant effect of message framing on football betting tendencies ($F(1, 114) = 100.938, p < .001$). This indicates that the variation in message framing significantly predicts the variation in football betting tendencies.

Table 5: Model Summary for Message Framing and the Football Betting Tendencies

	Unstandardized Coefficients	Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	2.337	0.202		11.557	0.000
Message Framing	0.469	0.047	0.685	10.047	0.000

a. Dependent Variable: Football Betting Tendencies

Table 7 displays the regression coefficients for the model. The unstandardized coefficient ($B = 0.469$) suggests that for every one-unit increase in the message framing scale, there is a 0.469 increase in football betting tendencies. The standardized coefficient ($Beta = 0.685$) indicates a large effect size, emphasizing the substantial impact of message framing on betting tendencies.

The results demonstrate a strong positive relationship between message framing in TV advertisements and youth engagement in football betting. This implies that the way football betting is portrayed in advertisements significantly influences young people's propensity to engage in such activities. Specifically, the more positive and alluring the portrayal of football betting in advertisements, the more likely young people are to participate.

The findings align with recent studies examining the impact of gambling advertising on youth. Research has consistently shown that exposure to gambling advertisements, particularly those employing persuasive framing techniques, is associated with increased gambling intentions and behaviors among young people (Binde, 2020; Lamont et al., 2021). The current study reinforces these findings, highlighting the need for stricter regulations on gambling advertising to protect vulnerable populations. The results emphasize the importance of considering local cultural factors and tailoring prevention strategies accordingly. For instance, the strong emphasis on social bonding and heroism in local advertisements may necessitate interventions that promote alternative forms of social interaction and challenge the glamorization of gambling.

Qualitative Findings

Opinions on publicly airing jackpot winners were divided. Some respondents supported the practice, believing it inspires others and showcases the potential rewards of betting. However, others raised concerns about privacy, security risks, and the potential for promoting unrealistic expectations. This division aligns with research findings highlighting the complex ethical implications of publicizing gambling wins (Lopez-Gonzalez et al., 2020). Respondents identified various ways gambling sites influence non-participants. They mentioned enticing advertisements, promotional offers, and the social proof of seeing others participate. This aligns with studies showing that exposure to gambling marketing can normalize gambling behavior and trigger participation (Gainsbury et al., 2016).

Respondents overwhelmingly agreed that internet access facilitates gambling. They cited the convenience, anonymity, and wider range of options offered by online platforms. This is consistent

with research demonstrating the role of internet access in increasing gambling accessibility and participation rates (Wardle et al., 2019). Opinions on the influence of education were diverse. Some believed that higher education levels might lead to more strategic and analytical gambling choices, while others suggested that lower education levels might increase susceptibility to impulsive betting. This reflects the complex relationship between education and gambling behavior, with no clear consensus in the literature (Newall et al., 2024).

Respondents expressed mixed views on the social benefits of gambling. Some highlighted potential economic benefits, such as job creation and tax revenue. However, others raised concerns about the negative consequences, such as addiction, financial hardship, and social problems. This reflects the ongoing debate on the overall impact of gambling on society, with both positive and negative aspects to consider (Griffiths, 2019).

The qualitative findings enrich the quantitative data by providing nuanced insights into respondents' attitudes, beliefs, and experiences regarding message framing in TV advertisements and football betting tendencies. They emphasize the complex interplay of individual, social, and environmental factors influencing gambling behavior, and underscore the need for multifaceted interventions that address both the appeal and the potential risks of gambling.

7. CONCLUSION AND RECOMMENDATION

Conclusion

This study investigated the influence of message framing in television advertisements on youth engagement in football betting. The findings suggest a strong correlation between positive portrayals of football betting in advertisements and a higher likelihood of young people engaging in such activities. Descriptive statistics revealed a concerning prevalence of football betting among the youth population in the study area. Inferential statistics confirmed that message framing significantly predicts football betting tendencies. Qualitative data provided rich insights into participants' perceptions of advertising practices, factors influencing non-participation, and the perceived social benefits and risks of gambling.

Recommendations

The study's findings highlight the need for stricter regulations on gambling advertising, particularly those targeting young and vulnerable populations. These regulations should focus on limiting the use of persuasive framing techniques, such as portraying gambling as a path to wealth, social connection, or heroic status. Additionally, promoting responsible gambling practices and showcasing the potential risks associated with gambling could help to mitigate the influence of advertisements.

Furthermore, considering the significant influence of online platforms, stricter regulations and responsible marketing practices are crucial in the online gambling space. Public awareness campaigns aimed at educating young people about the potential dangers of gambling and promoting alternative leisure activities could also be implemented.

The complex relationship between education and gambling behavior warrants further investigation. Studies exploring the specific mechanisms through which education levels may influence gambling decisions are recommended.

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