

Beyond the Odds: The Celebrity Factor and Warning Messages in Gambling Advertisements

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Abstract:

This study aimed to examine the effect of a warning message and the presence and congruence of a celebrity in a gambling advertisement on consumers' brand attitude, purchase intention, and responsible gambling behaviour. Using a 3x2 experimental research design, the main research question addressed the extent to which the presence and congruence of celebrities in gambling advertisements, along with the addition of warning messages, affected these variables.

To be able to measure this, a questionnaire was created. In total, 192 individuals participated in the study. These participants were randomly assigned to one of the six different sports gambling advertisements and were asked to fill in questions after viewing it.

The results of the experiment revealed mainly insignificant effects. However, the study contributes to the existing research on the impact of celebrities and warning messages in gambling advertisements.

Although this research did not find direct effects, the marginal means suggest that further investigation may uncover an effect. Specifically, the results of the presence of a celebrity on the brand attitude presented a marginally significant effect, suggesting a possible effect.

Although this study presents that celebrities and warning messages do not have a direct impact on brand attitude, purchase intention, and responsible gambling, policymakers are advised to delve deeper into this topic to limit the effectiveness of gambling advertisements in persuading individuals to engage in these activities. Gambling poses a concealed danger in an appealing package, and additional research in this area can help develop effective strategies to address this issue.

Keywords: Celebrity, Endorsements, Advertising, Gambling, Warning Message, Responsible Gambling, Purchase Intention, Brand Attitude

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1. Introduction

Since the first of October 2021, advertisements of gambling companies have been legalized in the Netherlands (NOS, 2021). Because of this legalization, the gambling industry is targeting gamblers with an excess of advertisements. This large number of gambling advertisements resulted in much criticism. In November last year, barely a month after the introduction of the law, a motion was presented in the House of Representatives for a ban on untargeted gambling advertisements (NOS, 2021). A month later, the motion received support from a majority in the House of Representatives. To tackle this, it was decided to change the advertising code.

The advertising code in The Netherlands states that gambling companies apply a time slot for gambling advertisements and do not target vulnerable groups. According to the code, this includes minors, young adults, persons with mental disabilities, gambling addicts and persons displaying characteristics of risky gaming behaviour (Kansspelautoriteit, 2022).

Despite the tightened law, the advertising code and the time slot beyond which no gambling advertisements can be shown on radio and television, there are still many gambling advertisements which are still being targeted at vulnerable groups, according to experts (NOS, 2021). In addition, these advertisements made use of celebrities fitting the target group of the advertisement. For example, the advertisement of Toto, a betting company focused on football matches, has used famous football players such as Wesley Sneijder, Andy van der Meijde and Dick Advocaat to promote their services.

The study by Felsher et al. (2004) found that 39% of adolescent viewers of a lottery advertisement stated that seeing the advertisement increased their likelihood of purchasing a lottery ticket. Additionally, Lee et. Al (2007) discovered that individuals who were exposed frequently to poker advertisements had more positive views regarding gambling advertisements. These individuals also had higher intent to gamble in the future compared to those who had lower positive attitudes. Derevensky et al. (2010) worryingly presented that from a global sample group of 1200 individuals between 12 and 19, 96% indicated that they have seen gambling advertisements on television. Furthermore, 58% of Australian students reported seeing gambling advertising on their Facebook timeline, according to O'Loughlin and Blaszcynski (2018).

In the research of Clemens, Hanewinkel and Morgenstern (2017), it was presented that high gambling advertisement exposure was positively related to an increase in gambling behaviour among adolescents. This is supported by Parrado-Gonzalez (2019), who discovered that exposure to gambling advertising also had a direct effect on gambling frequency, which, moreover, mediated its impact on problem gambling.

The impact these gambling advertisements have on both societal and individual levels is colossal. As presented by Molde et al. (2019), problematic gamblers were more likely to be aware of gambling advertisements. Additionally, this would also lead to an increment in their involvement with gambling advertisements. More worryingly, Gainsbury et al. (2016) showed that problematic gamblers are targeted for these advertisements on social media more than non-problematic gamblers. In addition, two other strong predictors of the intention to gamble were the male gender and subjective norms. The results of the study of Clemens et al. (2016) presented similar outcomes, showing that gambling frequency is positively associated with advertising recall. However, more worryingly in this research is the sample group, which consisted of youngsters between 13 and 25 years old.

This susceptibility of younger people to gambling advertisements is also underlined by Abdi et al. (2013), who reported that the problem of gambling among teenagers is possibly influenced by gambling advertisements. The study also underlines that males are significantly more vulnerable to this persuasion in comparison to females. Especially in the case of sports betting, where the majority of the viewers are male (Statista, 2023), it is worrying that there is a growing trend of betting advertisements in this sector.

In the study of Muggleton et al. (2021), the relation between gambling and financial, social and health outcomes based on 6.5 million individuals is measured. The results presented that gambling was associated with a variety of negative effects, such as increased financial stress, worse general well-being, higher chances of future unemployment, and even higher levels of mortality. The availability of gambling on the internet makes it easier for gamblers to participate because of the digital modes of payment, constant accessibility, anonymity, convenience, and ease of play, as well as greater levels of immersive gameplay (McCornack & Griffiths, 2013).

Celebrity endorsement in advertising is not a recent phenomenon. As presented by Kaikati (1987), it is apparent that the endorsement of products by celebrities has been around since the late nineteenth century. One of the first documented examples is the presence of Queen Victoria endorsing Cadbury's Cocoa in 1890. Here, the former monarch is drawn in a train coupe, enjoying a cup of chocolate milk. With the current rapid evolution of technology, the possibilities to expose customers to advertisements have expanded widely.

Awasthi and Choraria (2015) reveal that a celebrity's trustworthiness and appeal positively influence the attitude of the consumer towards the product. This is supported by Negin et al. (2019), who discovered that celebrity endorsement has a significant impact on persuading online users' purchase intention. However, they indicated the importance of the alignment of the characteristics of the celebrity with the advertisement. This congruence is also supported by Um & Yang (2020), who suggested that consumers' attitudes regarding advertisements, brands, or purchase intentions are affected by congruence, identification, and consumers' attribution styles. However, current research on the effect of celebrity endorsement in gambling advertisements is minimal.

In other sectors where addiction is prevalent, warning messages are often presented, either on the product or before, during, or after the advertisement. In Europe, for instance, warnings are printed on the packaging of cigarettes. According to Hammond (2011), detailed warnings are effective in preventing young people from starting to smoke. These warnings, however, are currently minimally used in gambling advertisements. The present landscape of paid-for gambling advertising in the United Kingdom was examined by Critchlow et al. (2020). The study's findings showed that age restrictions nor warnings were apparent in at least one of ten gambling advertisements. Moreover, when this information was included, it was less visible than the promoted item and frequently displayed in small print or outside the main frame.

This research is specifically interesting for the fields of marketing and communication science, since it is of interest how the use of celebrities increases the communication of the product to the customers and to see if this use has the same effect as in general product endorsement of celebrities. In addition, the study can have practical implications for policymakers and regulators regarding the

regulation of celebrity endorsements in gambling advertising and the addition of warning messages. Besides, it may also assist in creating awareness among the vulnerable groups of our society.

Therefore, the main research question is:

“To what extent do the presence and congruence of celebrities in gambling advertisements and the addition of warning messages influence the brand attitude towards the brand, the purchase intention and responsible gambling?”

2. Theoretical framework

2.1 Gambling Advertising

Advertising, whether it be on an international, national, or local level, is important because it can reach audiences by educating, motivating, or reminding them of a brand's existence, or by persuading or assisting those to differentiate a product or organization from others in the market that they get motivated to purchase a product (Fill, 2002).

The presence of gambling advertisements seemingly made a surge in the last decade. As presented by Duncan (2018) 17% of the advertisements during the coverage of FIFA's 2018 World Cup were from gambling organizations, resulting in almost one and a half hours of total coverage during the tournament. In the English Premier League, the number of football teams wearing a gambling sponsor on their crest increased from just four in 2008 to ten teams, out of twenty, in 2017 (Lopez-Gonzalez & Griffiths, 2017).

Gambling companies also try to embed their marketing strategy into different forms of media. Hing et al. (2015) presented that during National Rugby League matches in Australia, betting-odds discussions were present during half-time shows, and even during the live commentary of matches the odds were mentioned.

Online gambling marketing is a trend that evolved in recent years. Here, it becomes apparent that social media is the core service of this promotion. O'Loughlin and Blaszczynski (2018) discovered that 58% of Australian students remembered seeing a gambling advertisement on their Facebook timeline. In addition, Nyemcsok et al. (2018) presented that 55% of 11- to 16-year-old basketball fans recalled seeing these advertisements show up on their timeline. As presented by Matz et al. (2017), these online advertisements tend to target consumers on an individual level. For example, one specific personal attribute, in this case being a sports enjoyer, might be utilized in the targeting of online gambling marketing.

Newall et al. (2019) suggest three different categories in which gambling marketing can be placed, namely brand awareness, financial incentives and odds advertising. An advertisement based on brand awareness is referred to as any marketing message that seeks to remind customers of the presence of a gambling brand but does not include any more substantial financial incentives, reference

betting odds, or highlight any product characteristics. According to Lindsay et al. (2013), advertising focused on brand awareness may result in a heavy concentration of betting logos during sports broadcast or their presence as boards on the sides of a football pitch.

Financial incentives appear in various matters. The study of Hing et al. (2016) found fifteen different types of incentives, like sign-up bonuses, referrals, and “risk-free” bettings, offering a refund when the bet turned out to be incorrect. These stimuli were filled with specific conditions and fine prints. These different conditions seem to be based on psychological concepts. Thaler and Johnson (1990) already presented the effects of prior outcomes on risky decisions. The consensus of this article is that earned money during these risky decisions is not perceived as “your” money, which results in less cautious behaviour. Reflecting this on the case of gambling, when consumers are using money that they believe they have gained through gambling rather than their own money, gamblers may be much more risk-averse, which is important to increased odds.

Thirdly, Newall et al. (2019) presented odds-advertising as a category of gambling marketing. This type of marketing focuses on the promotion of odds and mainly tries to convince the consumer by advertising absurd odds. Here, think of odds like “Team X to score first and player Y receives a yellow card”. Cortis (2015) presents that these types of odds are always to the advantage of the bookmakers since the quotation is rated so high that the profit margin is always resulting in a profit for the bookies.

As presented by Browne et al. (2019), the frequency, variety, and intensity of gambling advertising have all increased recently. Significant industry expenditure, particularly in nations that have already liberalized gambling like the United Kingdom, The Netherlands and Australia, has made this development possible.

A growing body of academic research supports the idea that gambling advertisements may contain information that is considered deceptive, make use of demographic targeting, and include embedded promotions.

2.2 Brand Attitude

According to Percy and Rossiter (1992), the connection between a potential customer's engagement in the buying decision and the underlying motive to purchase is considered as being reflected in the brand attitude strategy. Here, they presented a model, explaining the effects of low- and high involvement in a brand. The brand attitude of a gambling company is influenced by the overall perception and evaluation of the company by consumers and other stakeholders.

Aaker (1991) additionally presented the awareness pyramid, which categorized the four different classifications of brand awareness. Here, these categories are divided into “Unaware of the brand”, “Brand recognition”, “Brand recall” and “Top of mind”.

Burmann, Jost-Benz and Riley (2009) presented the brand equity model, which suggests that a company's brand equity, or the value and strength of its brand, is determined by a combination of its brand awareness, perceived quality, brand associations, and other factors. In the context of gambling companies, these factors could include the company's history, reputation, and track record, as well as its marketing and advertising efforts, customer service, and social responsibility initiatives.

The brand attitude is influenced by various factors. However, in most studies, the focus is laid on the advertising element. Gardner (2018) concluded that the attitude towards an advertisement strongly influences the attitude towards the brand. Rhee & Jung (2017) suggested that brand familiarity positively influences the appeal of the advertisement and, additionally, attitude towards the advertisement predicts the brand attitude. As mentioned priorly, studies from Albert et al. (2017), Pradhan & Duraipandian (2014) and Arora et al. (2021) on celebrity endorsements already presented that a congruence within advertisements would lead to a higher brand attitude by the consumer.

However, it seems that brand attitude is also influenced by intrinsic factors. For instance, the role of consumer characteristics and behaviours seems to influence the formation of brand attitudes (Brick & Fournier, 2017) towards gambling companies. For example, consumer attitudes towards gambling, as well as their personal experiences and interactions with gambling companies, can influence their overall brand attitudes. Additionally, the study by Ahn et al. (2019) presented that both extrinsic motivation and obsessive passion for a brand positively influenced brand attitude. These characteristics are often found in the gambling environment. Extrinsic motivations, such as “easy

earnings” are factors that could attract people that require this. Obsessive passion is also very much apparent in the gambling industry since most players are “long players” (Chang, 2004).

The study of Parke et al. (2015) presented that especially with the evolution of social media, new marketing strategies may create an emotional and favourable perception of gambling businesses and goods, thus increasing the brand attitude of the consumer. In their research, it is concluded that marketing and advertising in the gambling industry must help customers make better-informed decisions and that gambling has to be framed in a more balanced way to reduce the brand attitude.

2.3 Purchase intention

As presented by Spears and Singh (2004), purchase intention describes a person's conscious decision to purchase a product or service from a brand. The conclusion of the individual whether to buy or abstain from a product could be influenced by various factors. As presented by Brown, Pope and Voges (2003), product type, past purchases, and, to a lesser extent, gender, are variables more likely to affect purchase intention. Additionally, Kyto et al. (2019) explained that purchase intention is an important factor in predicting purchase behaviour, and therefore critical for a critical element in the process of selling a product or service.

The study of Jerome et al. (2010) focused on the effect of online advertising. In their research, they have presented that online advertising generates a positive influence on the purchase intention of the consumer. More interestingly, they revealed that the feature of a picture in the advertisements results in the highest possibility of purchase intention. A lesser, but still present, effect is also presented by cognitive and affective emotions from the consumers. In addition, they also presented that respondents with exposure to familiar elements in pictures have an increased possibility for a purchase intention. In the current research, this principle of familiarity is apparent on three different levels, namely brand familiarity (Das, 2015), product familiarity (Fan et al., 2015) and recognition of elements (Weismuller et al., 2020). In all of these three levels, familiarity presented a positive effect on the purchase intention of the consumer.

According to the findings of Tan et al. (2021), advertisements that are more convincing and informative present a positive effect on both brand awareness and the purchase intention of the consumer. This is supported by Akbari (2015), who discovered that the rational and emotional

advertising appeal in online advertising positively influences the purchase intention. However, this study also created a distinctive difference between the measured products, namely "low involvement products", which are explained as products that require a minimal level of engagement of the consumer, and "high involvement products", which are more expensive products that require more prior research before purchasing.

Interestingly, Akbari (2015) discovers that for high-involvement items, rational arguments are more persuasive, but emotional appeals, such as persuasive slogans or appealing pictures, have a greater impact on the purchase intention for low-involvement products. Since this study is focused on an arguably low-involvement product, in this case, a gambling service, it would mean that an emotional approach for an advertisement would be more successful for persuasion.

However, current research on the relationship between gambling advertisements and purchase intention is limited. Bougettaya et al. (2020) reviewed the relationship between gambling advertisements and the attitudes, behaviours and intentions of consumers. Here, they discovered that exposure to gambling advertising is positively associated with the purchase intention of the consumer.

2.4 Responsible gambling

The terminology for "Responsible Gambling" is derived from industry-based voluntary codes of behaviour that first appeared as a result of pressure from the state and the public (Blaszczynski, 2011). These early codes of conduct were created by the gambling industry to provide "Mission Statements," "Principles," and "Guidelines" that companies should adhere to to ensure a safe gambling product or environment. These codes were provided by government-imposed legislation or directives designed to promote consumer protection, harm reduction and harm minimization.

According to Blaszczynski (2011), These guidelines were reached by three different actions. Firstly, educating people about gambling's nature as a form of entertainment with accompanying risks such as the risk of becoming overly obsessed with it and developing an inability to stop or control it despite harming social, legal, occupational, and familial functioning. Secondly, encouraging individuals to place wagers within their financial capabilities and thirdly, providing enough information about a game so that participants can make educated choices about their participation in gambling activities.

Although Blaszczynski (2011) argues that these guidelines are the bare minimum to be able to successfully implement Responsible Gambling, Livingstone and Rintoul (2020) argue that although Responsible Gambling is the considered approach for minimizing gambling's negative effects, it is becoming gradually more obvious that it is not fitting the purpose. Here, it is argued that Responsible Gambling refers to a guideline that is in favour of the industry and transfers the blame for the harm of gambling to the users while disregarding the potential harm caused by gambling. Therefore, they believe that gambling products could also be modified to protect the customer.

Currently, although there is no official regulation to have it implemented, there are already various responsible gambling practices apparent, ranging from age limits, information about problem gambling, links to websites offering help with gambling addiction, self-exclusion programs and online counselling sessions (Wood & Williams, 2007). However, in practice, these measurements are often hidden. Only half of the thirty internet gambling websites investigated in the UK made considerable efforts to confirm users' ages, and only seven of them made specific mentions of problem gambling. Additionally, only 60% of the top 20 British-visited online gambling sites offered information about problem gambling and/or a link to a Gambler's Anonymous website (Jawad & Griffiths, 2008).

It is of essence to understand the causes of problem gambling behaviour to be able to develop harm-minimization measures that are efficient. The main characteristic of problem gambling behaviour, according to Monaghan (2008) is a lack of self-control that leads to excessive gaming time and money expenditures. This behaviour might be triggered by a loss of interest in play, gambling engrossment, or attentional focus. According to research, most gamblers suffer dissociation when playing, including losing track of time, feeling like a different person, and feeling "outside" of oneself. The degree of dissociation also rises with the severity of gambling illness (Monaghan, 2008). Therefore, it is important to understand and further research the effect of responsible gambling.

2.5 Use of celebrities in advertising

The use of celebrities in advertisements is not a recent development. As presented by Kaikati (1987), it is apparent that the endorsement of products by celebrities has been around since the late nineteenth century. One of the first documented examples is the presence of Queen Victoria endorsing Cadbury's Cocoa in 1890. Here, the former monarch is drawn in a train coupe, enjoying a cup of chocolate milk.

With the technology developing rapidly in the years after, the market for the use of celebrities in advertising also emerges. Specifically, the expansion from static images to videos and audio assisted in the growth of advertisements. However, Kaikati (1987) presented that the “supply of stars” during this time was limited, since the celebrities were hesitant in engaging in these advertisements. In the last decade, a quarter of television and print advertisements that were presented in the United States were featured by celebrities (Shimp, 2008).

The source credibility and source attractiveness models (Seiler & Kucza, 2017) are typically used to analyse the efficacy of celebrity endorsement. Several forms of testimonials, celebrity and expert, are examined with the use of this model. Here, the fit between the product and the testimonial with the customer's image is studied. Contrary to congruence, product fit positively affects how people feel about the advertisement, which in turn influences how they feel about the company and how likely they are to make a purchase. Its efficacy is significantly influenced by reliable testimonies, with reliability serving as the main motivator.

The adoption of celebrity endorsements in advertising carries both benefits and risks. As presented by Sherman (1997), who aimed to identify the effect of celebrity endorsement on the profitability of the company, the announcement of endorsement deals with celebrities resulted in a substantial percentage of favourable abnormal returns to the sponsoring firms, which saw their market value increase by 44%

Additionally, the use of celebrity endorsements positively influences maintaining the consumer's attention on the advertisement (Erdogan, 1999). This is supported by both Atkin and Block (1983) and Petty and Cacioppo (1983), who presented that the feature of a celebrity results in greater consumer attention.

Furthermore, according to Sherman (1985), celebrities can lead advertisements to stand out from the media clutter, which improves the communication of the advertisement since it removes the noise in the communication process, as presented in the communication model by Shannon (1948).

Moreover, celebrity endorsements improved brand recall and recognition (Friedman & Friedman, 1979), brand attitude (Pradhan et al., 2014) and purchase intention (La Ferle & Choi, 2005).

Interestingly, Ndlela and Chuchu (2016) discovered that participants between 18 and 20 years old were more likely than any other age group to purchase and pay extra for celebrity-endorsed products, hinting that younger age groups are more vulnerable to this persuasion.

Interestingly, celebrities can also be used the other way around to prevent gambling behaviour. According to Shead et al. (2010), It should boost issue-relevant processing among youngsters who are heavily involved in gambling and give the message more credibility by using a celebrity figure associated with gambling.

Biswas et al. (2014) measured the effects of both celebrity- and expert endorsements on consumer risk perceptions. Here, their study suggests that customer risk perceptions may be positively impacted by a perceived fit between the celebrity endorser and the product recommendation. In addition, they discovered that risk perception depends on the type of product that is endorsed. A person's endorsement of a high-tech product who is considered an expert in that field is more successful at lowering perceived risk than endorsements from celebrities or non-celebrity non-experts. However, for low technology-oriented products, these differential effects are nonexistent.

More interestingly, they found that for products and services that have an impact on the financials of the individual, such as betting, the celebrity that is congruent with the message positively influences the risk awareness of the consumer.

Three separate hypotheses have been developed based on this earlier research to investigate the impact of celebrity appearances in gambling advertisements.

H1: The addition of celebrity endorsement in a gambling advertisement results in a higher brand attitude.

H2: The addition of celebrity endorsement in a gambling advertisement results in a higher willingness to play.

H3: The addition of celebrity endorsement in a gambling advertisement results in less responsible gambling.

2.6 Congruence between celebrities and brand

The model of Gupta and Kishor (2017) narrows down the five dimensions that celebrity endorsement can be measured on, the PATER-model. This model suggests that marketers should focus on the popularity, attractiveness, trustworthiness, expertise and relevance of the celebrity. Specifically, the final part suggests that success would depend on the celebrity's relevance to the product category or brand being supported, his likeness to the product or brand, and if there is a substantive connection between the celebrity and the supported product or brand, therefore suggesting that an endorsement is more successful if the celebrity is relevant to the promoted product.

Albert et al. (2017) measured the congruencies between the celebrity, brand and consumer. In this study, it is presented that the effectiveness of an endorsement, brand attitude, and commitment are highly influenced by celebrity-brand congruence, suggesting that the personality of the celebrity should be aligned with the ideas of the brand.

The reason why it is important to have relevant celebrities is clear. Arora et al. (2021) explain that a celebrity's association with a brand gives it a human face and contributes to personifying its image. In their study, they discovered that brand image and brand distinctiveness are influenced by the brand-celebrity fit. Both the brand image and distinctiveness have a positive effect on consumers' purchase intentions. This is also visible in the research of Pradhan & Duraipandian (2014), who also claim that a brand-celebrity fit has a significant effect on brand attitude and purchase intention.

The effectiveness of this is presented in the study by Knoll & Mathhes (2016), who presented that male celebrities who fit well with an item had the highest favourable attitude effects. Interestingly, the most negative effect in this study was found when a female celebrity was aligned with a product that did not match her. Pradhan & Duraipandian (2014) additionally mention that the current brand attitude of the consumer is a mediator in the perception of the congruence between celebrities and brands, meaning that an already negative prior brand attitude could result in a negative effect.

The Source Credibility Theory, as explained by Asemah, et al.(2017) was hypothesized by Hovland, Janis & Kelley in 1951. According to the theory, a communicator's positive characteristics can influence to what extent a message is successfully received by a recipient. According to the

hypothesis, an endorser's expertise, reliability, and appearance are crucial to the message's impact. In other words, when the source presents itself as credible, individuals are more likely to be persuaded.

According to the Source Credibility Theory, two components establish the concept of source credibility, namely trustworthiness and expertise. While expertise is defined as the extent to which a communicator is perceived as a source of valid knowledge, trustworthiness is the degree of confidence in the communicator's intent to communicate the assertion he considers most valid and aligns with the needs of the context. A source or person who is not credible will not be believed by the audience (Asemah, 2011). Advertising communications often seek to persuade people to accept the promoted goods and services.

According to Hunter (2010), this source credibility argues to increase customer confidence, boost consumer response to the brand, and reduce unfavourable predisposition. Additionally, Anaeto, Onabajo, and Osifeso (2008) demonstrate that your audience is more likely to respond positively when you choose a reliable source to support your idea or product. Therefore, advertisers must use trustworthy celebrities; otherwise, their messages will backfire on consumers. This is so because one of the most important elements affecting a brand's image is source trustworthiness.

The study of Egharevba et al. (2019) demonstrated that celebrity endorsement is a major factor in influencing young people to gamble on sports. The majority of participants concurred that using celebrities is more successful and helps organizations to attract more clients. When betting companies utilize celebrities to advertise their services, the public assumes that since the celebrities would use the service themselves, it would be acceptable for them to do so likewise. As a result, the employment of celebrities encourages audience members to use the marketed service.

According to Thomas et al. (2015), humour, celebrity endorsements, memes, and animations were often present in gambling advertisements. Of the 100 advertisements that were part of the research, 31 had a celebrity appearance. Pitt et al. (2018) claim that the appearance of celebrities in gambling advertisements is specifically dangerous for children. Famous personalities would influence kids to perceive an advertisement as significant, enjoyable, and impactful. Kids tend to associate the positive emotions linked with the celebrity with the product being advertised. Since Pitt et al. (2016)

discovered that children who are exposed to these types of promotions could influence the children's intentions to gamble as adults, they claim it is important to protect children from these advertisements.

As indicated by Rutter and Petty (2006), the presence of celebrities in advertisements that warn of risk could go in two directions. According to them, when individuals encounter an advertisement featuring their favourite celebrity cautioning against risky behaviour, they may worry about potential bias and consciously evaluate the message more sceptically and therefore adjust their overall evaluation to a more negative perspective. Consequently, even if the celebrity presents compelling arguments about the dangers of smoking, individuals might resist attitude change due to their efforts to counteract perceived bias. However, in the peripheral route of the ELM, it is also possible that the celebrity positively influences the perception of the warning. This effect, nevertheless, is most likely short-term, since this is one of the characteristics of the peripheral route. In addition, they indicate that the celebrity should be perceived as a single cue of the advertisement, and a warning message is necessary to reach the desired effect.

Therefore, these three hypotheses have been created:

H4: The addition of celebrity endorsement in a gambling advertisement congruent with the brand results in a higher brand attitude than an incongruent endorsement.

H5: The addition of celebrity endorsement in a gambling advertisement congruent with the brand results in a higher willingness to play than an incongruent endorsement.

H6: The addition of celebrity endorsement in a gambling advertisement congruent with the brand results in less responsible gambling than an incongruent endorsement.

2.7 Warning messages in gambling

Gambling advertisements as a whole could be ambiguous for problem gamblers since they are more vulnerable to persuasion (Hanns et al., 2015). In other sectors where addiction is an element of the product or service, warning messages are often presented, either on the product or before/after the advertisement. For example, warning messages are presented on the packages of cigarettes in The Netherlands. Hammond (2021) suggests that thorough warnings are successful in preventing youth from starting to smoke. In addition, health warnings with strong emotional cues in the form of pictures work even better.

Critchlow et al. (2020) studied the current field of paid-for-gambling advertising in the United Kingdom. The results of this study presented that at least one in ten advertisements lacked harm reduction statements or age restriction warnings in their advertisements. In addition, when this content was present, these messages had limited visibility in comparison with the advertised content, often appearing in a small font or outside of the frame containing the main advertisement.

Currently, the availability of research on the effect of warning messages in gambling advertisements is limited. However, some studies have been conducted on the implementation of online gambling environments. The study of Monaghan (2009) on a theoretical base to encourage self-awareness of the user suggests using pop-up messaging to promote self-awareness to encourage responsible gambling and decrease the prevalence of problem gambling. Additionally, Gainsbury et al. (2015) presented that the participants remembered messages that prompted self-evaluation. Here, the most effective messages are those that specifically address money spent.

The study of Jardin & Wulfert (2009) examined the use of messaging on college students in a gambling setting. Here, it appears that educational messages regarding the dangers of gambling and cognitive distortions related to it, such as, "Only spend what you can afford to lose", boost gamblers' capacity to stop gambling. These informative messages have also been mentioned by Ginley et al. (2016), who mention that these informative warning messages should be brief and easy to read.

In the study of Harris et al. (2016), the effects of self-appraising messages, and communication focused on the practice of evaluating one's traits, accomplishments, or needs, on electronic gambling behaviour is measured. The study presented showed that self-appraising messages significantly reduced the betting speed in the setting where the gambler is already losing money, suggesting that this makes the participant think of their actions. These types of messages have also been mentioned in the study of Gainsbury et al. (2015). Specifically, the messages containing references to the player's life, problems and needs had a significant effect on the gambling behaviour.

Additionally, Monaghan and Blaszczynski (2009) indicate that these self-appraisal messages are the most recalled by gamblers. The study of Armstrong et al. (2018) supports this hypothesis,

claiming that messages need to be customized in line with the characteristics of the customers to be effective.

The study of Caillon et al. (2021) researched both informative and self-appraising messages. The study presented a significant effect of self-appraisal messages on gambling, with a greater effect on sports- and horse betting. This resulted in a decrease in the time that is spent gambling compared to exposure to informative or blank messaging. The outcomes are similar to John et al. (2017), who presented that messages on the reduction of harm can encourage subtle adjustments in gambling behaviour.

As mentioned priorly, the research of Critchlow et al. (2020) focused on the current appearances of harm reduction messages. At this time, these messages did not discuss the possible negative consequences of gambling. The majority of the time, self-regulatory advice such as "When the fun ends, stop," "Enjoy gaming responsibly," and "Play it carefully" are utilized. These positive words in the sentences present a contrary effect, acting as a promotional function rather than a warning. More specifically, Newall et al. (2019) discovered that the sentence "When the fun ends, stop" possibly increased gambling behaviour.

Lole et al. (2019) examined the effectiveness of these gambling messages in advertisements. Interestingly, compared to other gambling information, responsible gambling messages received far fewer fixations on or near them, which indicates that they are unlikely to be useful in preventing gambling damage in their current form. Here, it is also suggested that a high contrast/block colour background improves the frequency of fixations on messages.

De Pelsmacker et al. (2010) found that warning messages were more effective when they were presented by a credible source and when they contained specific information about the risks associated with the advertised product. In contrast, warning messages that were vague or presented in a non-threatening tone were less effective.

Another study by Chang et al. (2012) found that warning messages were more effective when they were presented in a visually salient manner, such as in a bold font or with a contrasting background colour. However, the authors noted that the effectiveness of warning messages varied depending on the product being advertised and the audience being targeted.

Currently, various research has been conducted to discover if digital addiction, in general, could be tackled. According to McAlaney (2019), digital addiction is the outcome of excessive use of the internet, digital devices and services. Digital addiction is becoming a severe problem that has several negative effects (Ali et al., 2015), including procrastination, distraction, and poor time management. These effects include diminished interaction with their real-world communities and worse grades on exams. In addition, exposure to online content lowers their general self-esteem and confidence. However, contrary to offline addictive sectors, such as smoking and drinking, there appears to be little self-reflection of the organizations to position themselves as the primary actor in the emerging field of digital addiction. This is rather unconventional since these software providers have the unique ability to engage with users in real-time and in a personalized way through both interactive prevention and intervention messages.

The study by McGivern et al. (2019) measured the effect of a pop-up warning message about losses in online roulette games. Here, it is presented that warning messages that are unique to expenditures can reduce potentially risky gambling behaviour. In addition, it is presented that these 'Pop-up' warning messages on the screen of the user have the potential to be a responsible gambling tool.

Blaszczynski et al. (2011) attempted to create principles and requirements for a responsible gaming program. Here, one of the sections of requirements is informing players. In this section, it is explained that players should be informed about the risks of excessive gambling and how to avoid them, as well as about services for seeking assistance, the actual mechanics of the games, and frequent misunderstandings that promote incorrect ideas about the likelihood of winning. These tools for responsible gambling can keep casual gamblers from developing gambling problems. As a result, establishing systems that are protective of the bulk of the gaming population is now a top goal for digital gambling providers. However, the efforts to alarm the possible users of the side effects in the advertisements of gambling websites have been extremely minimal.

As presented by Gainsbury et al. (2018), language, intonation and message content are crucial components of consumer communication. The simplicity, degree of directness, and intelligibility of the words used to convey the proper amount of risk, repercussions and measures to prevent harm are

referred to as the message's content. Depending on a person's culture, emotional state, the severity of gambling issues, and feeling of self-worth, the language used in warning messages may have different effects on them.

Responsible gambling messages frequently provide information on the chance of winning and the decision-making process in gambling. These warnings remind consumers of the risks associated with excessive or incorrect use as already presented in warning messages on alcohol and tobacco products. The foundation for the use of instructive or instructional messaging in the context of gambling is the assumption that irrational thoughts and beliefs are the cause of problem gambling (Monaghan & Blaszczynski, 2010). In their research, it is presented that if gamblers were informed about the games and their odds of winning, they possibly make more thought-out decisions.

Gamblers may be aware of their little chances of success due to cognitive biases, yet they may still believe they have a chance to win (Williams & Connolly, 2006). Here, they presented that gamblers continue to believe that their chances of winning outweigh the reality of the situation, even when informational messages such as warnings are presented and remembered by the participant. Although these incorrect beliefs can be corrected by educational communications, it is unknown if such messages have any impact on gambling behaviour.

Gainsbury et al. (2008) measured the effectiveness of various types of warning messages. Here, it is apparent that guidance on how to gamble "more responsibly," which could be used to give tips on how to lose less money, was appealing to young adults. On the other hand, older participants preferred softer messages that emphasized the enjoyable aspect of gaming. More interestingly, older individuals found limit-setting components appealing, wherein the other groups did not.

In addition, Gainsbury et al. (2008) also discovered that messages that encourage favourable attitudes toward the targeted conduct are more likely to be persuasive. Increased motivation could be achieved by lowering the cost of compliance, improving perceived competence, using positive language in messages, and appealing to a person's sense of worth.

Based on these prior studies, three different hypotheses have been created to examine the effect of the addition of a warning message in a gambling advertisement.

H7: The addition of a warning message in a gambling advertisement results in a higher brand attitude compared to the absence of a warning message.

H8: The addition of a warning message in a gambling advertisement results in a lower willingness to play compared to the absence of a warning message.

H9: The addition of a warning message in a gambling advertisement results in more responsible gambling compared to the absence of a warning message.

2.8 Interaction effect between celebrities and warning messages

The interaction between messaging and celebrity endorsement on responsible behaviour is a field that has not much research yet. In the article of Phua et al. (2018), it is discovered that consumer interaction with celebrity-endorsed advertising on Instagram was influenced by risk-oriented image congruence between a celebrity endorser and the risk messaging that was displayed in the advertisement. The study of Russel et al. (2016) discovered that positive facial expressions in advertisements reduce the objective comprehension of the warning. In addition, they discovered that the textual warning statements were more recalled by the participants when a positive face is presented in comparison to vocal- or video messages.

Also, as mentioned previously, the study of De Pelsmacker et al. (2010) discovered that warning messages positively influenced gambling awareness and responsibility when it was presented by a credible source. Interestingly, this could mean that a celebrity could also strengthen the effect of the warning message on the responsible gambling awareness of the consumer. This is also apparent in the research of Shead et al. (2011), who stated that using a famous figure linked with gambling, should boost issue-relevant processing among youngsters who are heavily involved in gambling and additionally give the message more credibility.

Based on this, these three hypotheses have been constructed:

H10: The addition of celebrity endorsement in a gambling advertisement in combination with a warning message results in a lower brand attitude.

H11: The addition of celebrity endorsement in a gambling advertisement in combination with a warning message results in a lower willingness to play.

H12: The addition of celebrity endorsement in a gambling advertisement in combination with a warning message results in higher responsible gambling.

2.9 Conceptual model

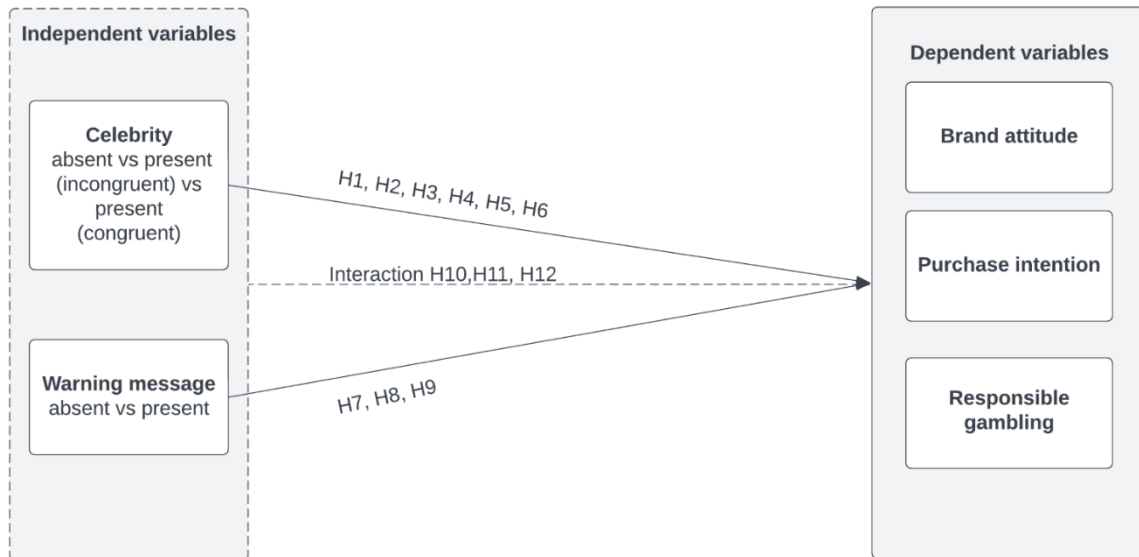


Figure 1: Conceptual model of the research

3 Preliminary Experiment

To be able to answer the research question and provide answers to the hypotheses, the effect of the presence and congruence of the celebrity, and the addition of a warning message will be investigated with a questionnaire. This quantitative method has been chosen because of multiple reasons. These surveys offer a practical way to reach an extensive sample (Stockemer, 2019), which helps to gather information. Additionally, they provide the freedom to include a variety of questions, like open-ended questions to gather qualitative insights, closed-ended questions and Likert scale questions to measure opinions (Bougie & Sekaran, 2020). Finally, these surveys decrease the amount of time needed for data gathering with human administration and data entering. Additionally, automated data processing is made possible by survey software, fastening the study process. To investigate the influence of the presence and relevance of celebrities and the addition of a warning message on the brand attitude and willingness to play, stimulus materials, in this case, the created advertisements, the warning messages and the celebrities need to be designed. To discover the participants' general preferences for the advertisements that were shown and to get input on the initial design, small-scale preliminary research was carried out. The visual cues used in the larger research were created with the use of the findings.

3.1 Participants

Participants were chosen for this preliminary research based on their contacts. The questionnaire was filled out by a total of 18 participants, of which 9 were male, 8 were female and 1 identified as a third gender. Additionally, 15 of the participants were Dutch. The other 3 participants shared a different nationality. Additionally, they ranged in age from 18 to 26 years old. Each participant received assurances regarding the safety and confidentiality of their information, as well as the fact that filling out the questionnaire was optional, and they could leave the research at any moment.

3.2 Procedure

This questionnaire has been created with the online tool “Qualtrics”. Firstly, the purpose of the research as well as the manipulations that would be tested in the questionnaire were clarified to the participants. Furthermore, participants were informed that a visual prompt will be created based on their preferences. Additionally, a warning was presented to the participants that the content of the preliminary test included content that could be perceived as harmful for individuals vulnerable to addictive advertisements. After their given consent, participants were presented with three variations

of the sports betting advertisements. The first design consisted of a gambling advertisement without a celebrity, the second design with a general celebrity, George Clooney, and the third design with a well-known football player, Virgil van Dijk. The participants were asked to fill in their preferences based on realism, fluency, personal preference and celebrity realism. These questions are measured on a Likert scale of 5, ranging from “Strongly disagree” to “Strongly agree”. In addition, three different variations of warning messages, namely “Caution: Bettings comes with risks”, “Caution: Betting money costs money” and “Bet with caution, protect your wallet” were presented, which the participants had to rank on realism, personal preference and effectiveness.

3.3 Results

The responses of the participants were exported and analysed using descriptive statistics with the use of the data-analysis tool SPSS. In Table 1, an overview of the results can be found. The full overview of the results is presented in Appendix A.

Construct	Design 1	Design 2	Design 3
<i>Brand believability</i>	M = 4.09, SD = .77	M = 3.85, SD = .97	M = 4.42, SD = .68
<i>Advertisement fluency</i>	M = 4.32, SD = .94	M = 4.00, SD = .96	M = 4.53, SD = .64
<i>Advertisement realism</i>	M = 4.47, SD = .63	M = 4.11, SD = .95	M = 4.48, SD = .74
<i>Celebrity realism</i>		M = 4.00, SD = 1.02	M = 4.57, SD = .56

Table 1: Results of the preliminary experiment.

Participants indicated that the first design, the advertisement without the celebrity, was perceived as believable ($M = 4.09$, $SD = 0.77$) and overall liked the advertisement ($M = 4.33$, $SD = 0.75$). Additionally, the advertisement is perceived as fluent ($M = 4.32$, $SD = 0.94$) and realistic ($M = 4.47$, $SD = 0.65$).

Participants indicated that the second design, the advertisement with the general celebrity, was perceived as marginally believable ($M = 3.85$, $SD = 0.97$) and overall liked the advertisement ($M = 3.78$, $SD = 0.92$). Additionally, the advertisement is also perceived as fluent ($M = 4.00$, $SD = 0.96$) and realistic ($M = 4.11$, $SD = 0.99$). The celebrity is perceived as fitting for the advertisement ($M = 3.72$, $SD = 1.01$). Additionally, the participants believed that the celebrity would participate in this advertisement ($M = 3.56$, $SD = 1.04$). Finally, the participants indicated that they recognized the celebrity ($M = 4.61$, $SD = 0.59$).

Participants indicated that the second design, the advertisement with the celebrity related to the advertisement, was perceived as believable ($M = 4.42$, $SD = 0.68$) and overall liked the advertisement ($M = 4.61$, $SD = 0.59$). Additionally, the advertisement is also perceived as fluent ($M = 4.53$, $SD = 0.64$) and realistic ($M = 4.48$, $SD = 0.74$). The celebrity is perceived as majorly fitting for the advertisement ($M = 4.94$, $SD = 0.23$). Additionally, the participants believed that the celebrity would participate in this advertisement ($M = 4.39$, $SD = 0.59$). Finally, the participants indicated that they recognized the celebrity ($M = 4.61$, $SD = 0.76$).

For the warning messages, participants indicated that design 1 ($M = 1.72$, $SD = 0.80$) was perceived as the most realistic, followed by design 3 ($M = 2.06$, $SD = 0.70$) and design 2 ($M = 2.22$, $SD = 0.85$). The first design ($M = 1.83$, $SD = 0.76$) is also indicated as the preferred version by the participants, whereas the second ($M = 2.06$, $SD = 0.85$) and third design ($M = 2.11$, $SD = 0.81$) were less preferred. Interestingly, design 2 was marginally chosen as most effective by the participants ($M = 1.83$, $SD = 0.83$), closely followed by design 1 ($M = 1.94$, $SD = 0.85$) and design 3 ($M = 2.22$, $SD = 0.71$).

Based on the results of the preliminary experiment, the designs created for this test have been accepted as the designs for the main experiment. Since all three designs have been perceived as realistic, believable and congruent, these drafts would fit the main research. In addition, the chosen celebrities, George Clooney and Virgil van Dijk, are also proven to be realistic and believable for the advertisements. Therefore, these celebrities will be a successful fit for the main experiment. The designs can be found in Appendix A.

Additionally, it is decided that the first design of the warning message, with the text “Caution: Betting comes with risks”, will be present under three of the conditions, since this design scored the highest on two of the three constructs. In addition, in the construct in which it scored second, the margin between the design considered most effective is marginal, with just a difference of 0.11.

4 Main experiment

In Table 2, the operationalisation table of constructs is presented. This table provides a concise overview of how abstract concepts or constructs are translated into observable and measurable variables, facilitating clarity and consistency in data collection and analysis. For this research, three different dependent variables, namely “Brand Attitude”, “Purchase Intention” and “Responsible Gambling” have been created. To be able to measure these constructs, various questions have been created based on prior research. These constructs and questions, alongside the reliability measured with the use of Cronbach’s Alfa, are presented in Table 2.

Construct	Operationalization	Source	Questions
Brand Attitude (<i>a</i> = .92)	The overall attitude towards the gambling brand being advertised	Spears and Singh (2004) and Chang (2017)	I think this brand is appealing I think this brand is good I think this brand is pleasant I would favor this brand over other's I think this brand is likeable I feel positive towards this brand
Purchase Intention (<i>a</i> = .86)	The likelihood of engaging in gambling activities promoted by the advertisement	Spears and Singh (2004) and Gao et al. (2018)	I have a high purchase intent for this service. I would probably use this service if I was in need. My purchases with this brand would make me content. If I were going to buy from this brand, the probability of buying this service is high. The likelihood that I would purchase from this brand is low Based on the advertisement, I would consider buying from GoalGoal.
Responsible gambling (<i>a</i> = .85)	The awareness of responsible gambling the participant has.	Wood et al. (2017)	I should be aware of how much money I spend when I gamble. I should be able to walk away from gambling at any time. I should only gamble when I have enough money to cover all my bills first. It's my responsibility to spend only money that I can afford to lose. Gambling is not a good way to make money. My chances of winning get better after I have lost. If I gamble more often, it will help me to win more than I lose. I am aware of the risks of gambling. I feel in control of my gambling behavior. I would be honest with my family and/or friends about the amount of money I spent gambling. I would be honest with my family and/or friends about the amount of time I spent gambling. I would only gamble with money that I could afford to lose. I would only spend time gambling that I could afford to lose. I would consider the amount of money I was willing to lose before I gambled. I would consider the amount of time I was willing to spend before I gambled.

Table 2: Operationalization of constructs

To be able to answer the research question and provide answers to the hypotheses, the effect of the presence and congruence of the celebrity, and the addition of a warning message will be investigated with a 3x2 between-subjects experimental design, where an absent vs an incongruent vs a congruent celebrity and a presence vs an absence of a warning will be measured. In Table 3, the different designs are presented.

<i>Variant</i>	<i>Celebrity</i>	<i>Warning Message</i>
Design 1	Absent	Absent
Design 2	Present (Incongruent)	Absent
Design 3	Present (Congruent)	Absent
Design 4	Absent	Present
Design 5	Present (Incongruent)	Present
Design 6	Present (Congruent)	Present

Table 3: Representations of the experimental conditions

4.2 Participants

Participants were approached for this questionnaire by a personal approach, snowball sampling and convenience sampling. The questionnaire was filled out by a total of 205 participants. Of all these participants, 13 did not finish the questionnaire. Out of the total 192 participants, 97 were male, 92 were female and 3 identified as a third gender. Additionally, 141 of the participants were Dutch. The other 51 participants shared a different nationality. Additionally, they ranged in age from 18 to 73 years old with an average age of 28. In total, 101 participants indicated that they finished their education at a university level, whereas 58 participants indicated they finished their education at an MBO/HBO level. The distribution of the six different designs showed a Chi-Square value of 2.19. Each participant received assurances regarding the safety and confidentiality of their information, as well as the fact that filling out the questionnaire was optional, and they could leave the research at any moment. The complete overview of demographics is presented in Table 4.

Participants	Age			Gender			Highest finished level of education					Nationality			
	<i>N</i>	<i>M</i>	<i>SD</i>	Male <i>N</i>	Female <i>N</i>	Third <i>N</i>	Primary <i>N</i>	Highschool <i>N</i>	MBO/HBO <i>N</i>	Bachelor <i>N</i>	Master <i>N</i>	A <i>N</i>	B <i>N</i>	C <i>N</i>	D <i>N</i>
Condition	192														
Celebrity	192														
Absent	64	27	8	36	27	1	0	9	18	16	21	46	11	4	3
Incongruent	63	30	11	26	35	2	1	8	16	25	13	44	7	3	9
Congruent	65	29	11	35	30	0	0	15	24	16	10	51	7	2	5
Warning Message	192														
Absent	86	28	10	43	42	1	1	18	25	27	15	63	10	5	8
Present	106	29	10	54	50	2	0	14	33	29	30	78	15	4	9
Total	192			97	192	3	1	32	58	56	45	141	25	9	17

Table 4: Representation of the demographics of the participants. Third = A third gender or non-binary, MBO = secondary vocational education, HBO = higher professional education, A = Dutch, B = German, C = Other countries within the EU, D = Other countries outside of the EU.

4.3 Procedure

An online survey was conducted to measure the impact of different experimental conditions on participants, who were randomly assigned to one of the conditions. The survey was created using the online tool “Qualtrics”. Data were collected between June 2 and June 10, and the survey was distributed using an anonymous link provided by Qualtrics. As gambling websites are intended for adults only, the survey was made available to individuals above the age of 18. This was done by asking the participants to fill in if they were above the age of 18.

Participants were recruited for the survey using social media platforms such as Facebook, LinkedIn, Instagram, Whatsapp and Discord. A public post was created on the timelines of these platforms, asking followers to fill out the questionnaire. In addition, participants were approached individually via Whatsapp and were requested to fill out the survey. To create a snowball sample, all participants were encouraged to share the survey with family and friends.

The survey started with an introduction to the experiment and an explanation of the data storage and handling procedures. Participants were informed that participation was voluntary and that they could quit the study at any time. A warning message was also displayed, informing respondents that the content may trigger individuals who are vulnerable to addictive behaviours. Participants were given the option to consent or refuse to participate. After consenting, participants were randomly assigned one of the six experimental conditions, and a brief textual introduction to the company "GoalGoal" was provided. Participants were then presented with several statements related to “Brand Attitude,” “Purchase Intention”, and “Responsible Gambling”. Based on the design that is presented to the participant, additional constructs “Celebrity Endorsement” and “Warning Message” are also presented. Additionally, as a control question, participants who were assigned to a design with a warning message are asked to choose the warning message that is shown. All statements that are part of the constructs have been based on prior research on these topics. The participants were asked to rate their level of agreement on a 5-step Likert scale, ranging from "Strongly disagree" to "Strongly agree". Finally, the participants were asked to fill in their demographics and their relationship with gambling.

4.4 Stimuli material

This study tests the effect of the influence of the presence and relevance of celebrities and the addition of a warning message in a gambling advertisement on brand attitude and purchase intention. To be able to measure this, six different gambling advertisements were created based on the results of the preliminary experiment. The chosen product of analysis in the following experiment is a sports gambling advertisement. The main argument for this decision is that sports gambling advertisements are easily recognizable due to their frequent appearance. In addition, these sports-betting advertisements are often paired with recognizable corporate identities. These companies, such as Toto, Bet365 and UniBet primarily use green, yellow and white in their advertisements. Additionally, a distinctive white font is often apparent in these advertisements. Therefore, these characteristics are also present in the advertisements.

The mockups for these advertisements have first been created with Canva. Afterwards, the advertisements were designed with the use of Figma and Photoshop. The outcome of the six different designs created with the feedback given in the preliminary experiment is presented in Figure 2.

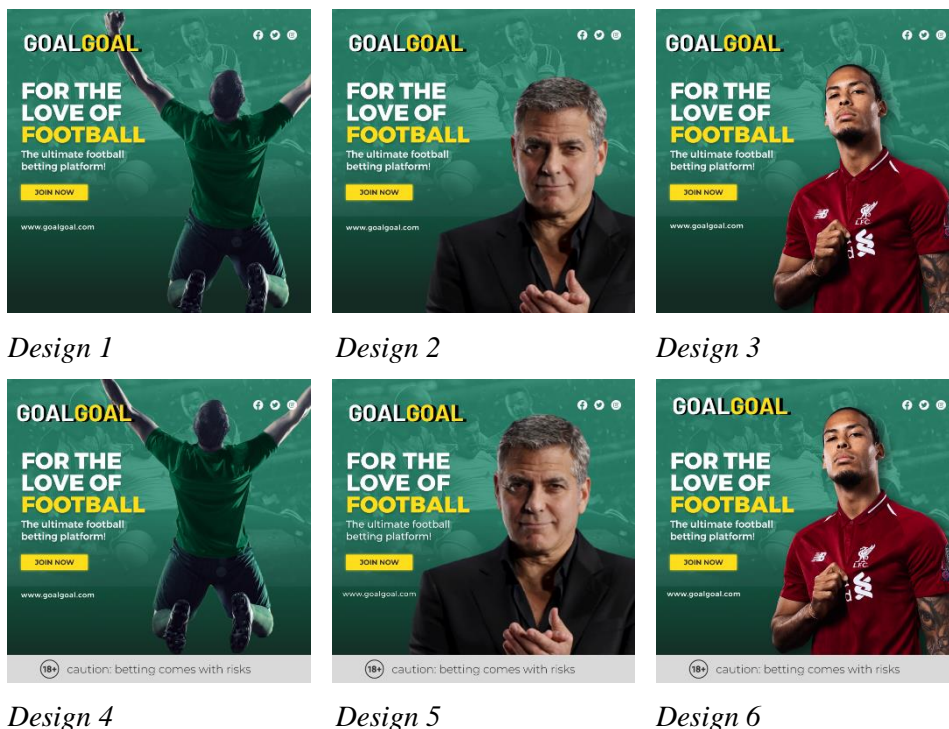


Figure 2: Visual representations of the designs.

5 Results

To be able to discover the effect of the independent variables ‘Celebrity’ and ‘Warning Message’ on the dependent variables ‘Brand Attitude’, ‘Purchase Intention’ and ‘Responsible Gambling’, a multivariate analysis of variance (MANOVA) was conducted with the use of statistical program SPSS. In this analysis, the celebrity presence presented an insignificant effect ($F(3,185) = .00$, $P = 1.00$, Wilks $\Lambda = 1.00$, Partial $\eta^2 = .00$). The congruence of these celebrities presented an insignificant effect ($F(3,185) = .00$, $P = 1.00$, Wilks $\Lambda = 1.00$, Partial $\eta^2 = .00$). Additionally, the warning message also presented an insignificant effect ($F(3,185) = .00$, $P = 1.00$, Wilks $\Lambda = 1.00$, Partial $\eta^2 = .00$.) and the interaction effect between the variables ($F(3,185) = .00$, $P = 1.00$, Wilks $\Lambda = 1.00$, Partial $\eta^2 = .00$) presented an insignificant effect.

5.1 Impact of celebrities on Brand Attitude, Purchase Intention and Responsible Gambling

The addition of a celebrity and the congruence with the advertisement showed an insignificant effect on the brand attitude ($F(1,178) = 2.45$, $p = .088$), this value is however close to a significant value. Interestingly, specifically, the difference between no celebrity and a congruent celebrity seems to be marginally significant ($p = .08$). Here, the average mean difference between both variables is 0.35. Similarly, including a celebrity in the advertisement and ensuring congruence also does not have a significant impact on people's intention to purchase ($F(1,178) = .76$, $p = .47$). In addition, the addition of a celebrity and the congruence with the advertisement also showed an insignificant effect on responsible gambling ($F(1,178) = .45$, $p = .64$). In Appendix D, an overview of all results of celebrity congruence can be found. It can be concluded that hypothesis 4 is marginally supported, whereas hypotheses 1,2,3,5 and 6 are not supported.

5.2 Impact of warning messages on Brand Attitude, Purchase Intention and Responsible Gambling

Results showed that the addition of a warning message in a gambling advertisement has an insignificant effect on the brand attitude ($F(3,185) = 1.66$, $p = .15$). Additionally, the results revealed that adding a warning message to a gambling advertisement does not have a noticeable effect on people's willingness to buy ($F(3,185) = .60$, $p = .44$). Finally, results showed that the addition of a

warning message in a gambling advertisement has an insignificant effect on responsible gambling ($F(3,185) = 2.19, p = .14$). Finally, it is also measured if the participants were able to remember the warning message. In total, 86.5% of all participants were able to recall the warning message successfully. The design without the celebrity, design 4, scored lower than the other designs, whereas only 75% of the participants were able to remember the correct warning message. The complete results can be found in Appendix B. Based on these results, hypotheses 7, 8 and 9 are not supported.

5.3 Impact of the interaction between celebrities and warning message on Brand Attitude, Purchase Intention and Responsible Gambling

The interaction between the absence versus presence of a celebrity and the absence versus presence of a warning message showed an insignificant effect on the brand attitude of the consumer ($F(3,185) = 1.66, p = .15$). In addition, this combination also presented an insignificant effect on the purchase intention ($F(3,185) = .90, p = .48$). Finally, the combination of celebrities and warning messages also presented an insignificant effect on responsible gambling ($F(3,185) = .86, p = .51$). In Table 5, the descriptive statistics of the various interactions have been presented. Additionally, the full results of the effect of congruence are presented in Appendix F. These results show that hypotheses 10,11 and 12 are not supported.

Variable	Design					
	Celeb = 0, WM = 0	Celeb = 1, WM = 0	Celeb = 2, WM = 0	Celeb = 0, WM = 1	Celeb = 1, WM = 1	Celeb = 2, WM = 1
Brand Attitude	$M = 2.89$ $SD = .78$	$M = 3.00$ $SD = .96$	$M = 3.40$ $SD = .78$	$M = 2.78$ $SD = 1.03$	$M = 3.10$ $SD = .98$	$M = 3.00$ $SD = .99$
Purchase Intention	$M = 2.51$ $SD = .75$	$M = 2.73$ $SD = .91$	$M = 2.95$ $SD = 1.00$	$M = 2.59$ $SD = .79$	$M = 2.79$ $SD = .77$	$M = 2.64$ $SD = .85$
Responsible Gambling	$M = 4.14$ $SD = .68$	$M = 4.18$ $SD = .57$	$M = 4.33$ $SD = .57$	$M = 4.33$ $SD = .51$	$M = 4.35$ $SD = .43$	$M = 4.28$ $SD = .54$

Table 5: Descriptive statistics of the interactions, whereas 'Celeb' = Celebrity, 0 = Celebrity Absent, 1 = Celebrity Present (Incongruent) and 2 = Celebrity Present (Congruent). 'WM' = Warning Message, 0 = Warning Message Absent and 1 = Warning Message Present.

5.4 Additional Analyses

Since the majority of the results of the experiment were proven to have no significant effect, additional analyses have been processed. Firstly, it became apparent that the difference in gambling activities frequency by the participants did not significantly impact brand attitude ($F(3,185) = .40, p = .96$).

Additionally, it also did not present an effect on purchase intention ($F(3,185) = .34, p = .95$) nor the awareness of responsible gambling ($F(3,185) = .53, p = .89$).

Since previous literature also presented that education might be a factor for the vulnerability of being convinced by gambling advertisements, it is also decided to analyze this. Brand attitude was not significantly impacted by this ($F(3,185) = .86, p = .64$). In addition, neither purchase intention ($F(3,185) = .94, p = .56$) and responsible gambling ($F(3,185) = .88, p = .63$) presented a significant effect.

Although the data present that the results of an interaction effect are insignificant, it is still visible that there are some differences between the combinations of variables. In Figure 3, the interaction effect of the different composition of variables on the presented. Here, interestingly, the marginal mean of the presence of a celebrity is higher than an absent celebrity. Additionally, the congruent celebrity, especially in a situation without a warning message, seems to score rather high, which would align with the marginally significant effect of celebrities presented earlier. However, it should still be noted that none of these values are significant.

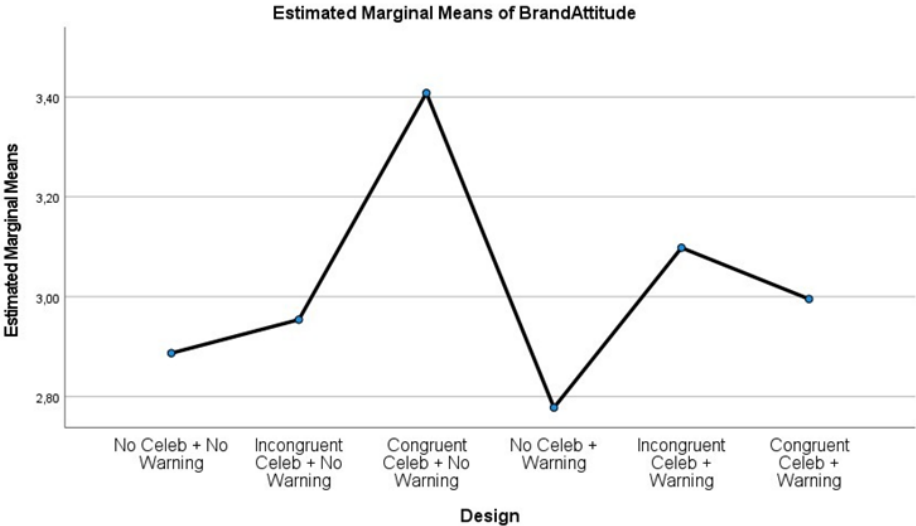


Figure 3: Presentation of the marginal means per design on brand attitude

The survey also included several general questions to discover if the participant is involved in gambling activities. On the question if the participant ever has been in a situation with the urge to gamble, 124 participants (64.58%) indicated they have never been in this situation, whereas 65 participants (33.85%) recognized the situation.

Of the 192 participants, 123 (64.06%) indicated that they gamble less than once a year. From this sample group, only 13 participants (6.77%) gambled once a week or more frequently than that. Here, 21 participants (10.93%) gambled once a month, and 31 participants (16.15%) gambled once a year.

Here, similar results were presented on the question of how often the participant visited gambling websites. 15 participants (28.8%) indicated they visited gambling websites at least once a week, whereas 19 participants (36.48%) indicated they visit it once a month and 19 other participants (36.48%) only visit a gambling site once a year. The largest group with 136 participants (70.83%) indicated they visit these websites less than once a year.

Finally, the participants were asked to indicate how often they thought of gambling in the past week. Here, 156 participants (81.25%) indicated they never thought of gambling this week. Only 25 participants (13.02%) thought of gambling once, whereas 9 participants (4.69%) indicated that they thought of it two or three times. Only 2 participants (0.10%) indicated they thought of gambling most of the time.

6 Discussion

This study aimed to investigate the effects of a celebrity, their absence versus an incongruent celebrity versus a congruent celebrity, and a warning message, the absence of a warning message versus the presence of a warning message, in an advertisement of a gambling organisation on the brand attitude, the purchase intention and responsible gambling of the consumer. It was expected that the appearance of a celebrity would have a higher brand attitude, purchase intention and responsible gambling in comparison with the absence. In addition, it was expected that a congruent celebrity would have a more positive effect on these three variables than an incongruent celebrity. In line, it was also expected that the addition of a warning message would positively influence brand attitude, purchase intention and responsible gambling. Finally, it was expected that an interaction between a celebrity and a warning message would also result in a higher brand attitude, purchase intention and responsible gambling in comparison to the single variables.

6.1 Discussion of the results

Firstly, the results of the experiment showed that the congruence of a celebrity in a gambling advertisement presented an insignificant effect on the brand attitude. However, the difference between the absence of a celebrity and the presence of a congruent celebrity presented a marginally significant value on brand attitude. However, the effect of the presence and congruence of celebrities are not apparent in the purchase intention and responsible gambling. The results of the experiment showed that the addition of a warning message does not affect the brand attitude. Additionally, no effect of the warning message was apparent on the purchase intention of customers. Finally, the responsible gambling of the participant is also not significantly influenced by the addition of a warning message.

Finally, there seems to be no effect of an interaction between a warning message and the presence of a celebrity. However, as presented in the figure in Figure 2 and Appendix G, results show that more research could result in significant results.

Although a majority of these results do not show the expected effect as presented in previous literature, some conclusions on the relationship can still be drawn. The marginal effect of the congruence of a celebrity is in line with the source credibility theory (Asemah, et al., 2017), which explained that the effectiveness of a message is influenced by how credible its source is perceived. For

this study, it would mean that the presence of a celebrity in line with the advertisement, in this case, a well-known football player, would result in a higher brand attitude. Choosing a football player that fits the criteria of the PATER model of Gutpka and Kishor (2017), by being popular, attractive, trustworthy, an expert and relevant to the sector, in addition to the theory of Albert et al. (2017) that celebrity-brand congruence should be apparent, it would mean that the football gambling advertisement would be more successful than the absence of a celebrity. Therefore, it seems that the Dutch government has made the right decision to ban the appearance of celebrities in these types of advertisements.

Finally, it is presented that the warning messages included in the gambling advertisements did not influence the responsible gambling awareness of the participant. In the extensive research of Gainsbury et al. (2018) on the effect of warning messages, it is apparent that the language, intonation and content of the message are crucial for successful communication. In this case, it is possible that the informative approach of the messages included in this research is not as effective as a more emotional approach. For instance, in an environment that is also focused on preventing addictive behaviour, smoking, it is decided to focus on the emotions of the consumer by showing pictures of the side effects it causes. Additionally, the message might also not be as visible as preferred. Therefore, it might be of consideration to implement a pop-up warning message as proposed by McGivern et al. (2019), requiring an active manoeuvre from the consumer.

6.2 Theoretical and practical implications

This research contributes to the existing knowledge by exploring the effects of the presence and congruence of celebrities in gambling advertisements and the addition of warning messages. It provides new insights into the mechanisms underlying brand attitude, willingness to play, and responsible gambling, furthering the understanding of the persuasive power of advertising in the context of gambling. The findings of this research, although not significant, can inform and enrich conceptual frameworks related to advertising, celebrity endorsements, and responsible gambling. Specifically, the differences in the marginal means of brand attitude may inspire further research on this topic.

The findings can assist with the development and revision of advertising guidelines and regulations in the gambling industry. The study's insights into the impact of celebrity endorsements and warning messages could guide policymakers and regulatory bodies in designing more effective and responsible advertising standards that protect vulnerable individuals and promote responsible gambling practices.

The research underscores the importance of responsible gambling initiatives. Therefore, the findings can inform the design and implementation of responsible gambling programs, motivating organizations to develop more targeted interventions and messages that promote responsible gambling practices and minimize the potential harms associated with excessive gambling.

Finally, this study highlights the need for consumer education on the persuasive tactics employed in gambling advertisements. The findings can be used to develop educational campaigns aimed at increasing individuals' awareness of the influence of celebrities, the potential risks associated with gambling, and the importance of responsible gambling behaviours. Such initiatives could empower individuals to make informed decisions and develop healthier attitudes towards gambling.

6.3 Limitations

Firstly, the study relied on a relatively small sample size of 192 participants, which may limit the generalizability of the findings to a larger population. The sample may not be representative of the broader demographic characteristics of gamblers, thus potentially affecting the external validity of the research. Additionally, the study consisted of a significant amount of highly educated participants. According to the study of Moreira et al. (2023), individuals who have only finished lower levels of education are significantly more vulnerable to gambling participation and addiction. Since this current group is on average highly educated, it may be the case that they already have an aversion to gambling as a whole, which could influence the outcomes.

Secondly, the study did not account for potential confounding variables that may influence participants' brand attitude, purchase intention, and responsible gambling. Variables such as age, gender, socioeconomic status, and problem gambling tendencies were not controlled for, which may limit the ability to isolate the specific effects of the independent variables. Additionally, other relevant

variables such as type of gambling activity, frequency of exposure and vulnerability to addiction were not considered.

Thirdly, the two chosen celebrities in this research, Virgil van Dijk and George Clooney, might not be representative of these types of advertisements. Although both celebrities passed the preliminary experiment, a previous bias on both celebrities might have influenced the perception of the participant. For instance, George Clooney is already associated with Nespresso, a coffee brand, and Virgil van Dijk is present in advertisements from Liga, a biscuits company. As presented by Prasad (2013), multiple endorsements by the same celebrity tend to confuse consumers, which consequently negatively influences the advertisement- and brand perception. Since both brands advertise heavily on national television, this reference to consumer could have impacted the data. Therefore, it is advised to carefully choose the endorsers for future research.

Finally, the study focused primarily on participants' attitudes and intentions rather than their actual gambling behaviour. While attitudes and intentions are important predictors, they may not fully reflect individuals' real-life actions, and the study could benefit from exploring the actual gambling behaviours resulting from the experimental conditions (Ajzen, 1991).

6.4 Future research

Although the results of this study did not present a significant effect, the data still presented interesting results that might be of value for future research. Specifically, the influence of celebrities on brand attitude is an interesting field to explore further. Therefore, it is advised to investigate the effects of different types of celebrities in gambling advertisements, such as athletes, actors, musicians, and social media influencers. Additionally, these types of celebrities should also be measured on different variants of gambling websites, such as online casinos or slot machines.

Secondly, only an online questionnaire is not sufficient to be able to measure an effect. Due to the seriousness of the problem and the risks gambling brings, it is advised to combine online surveys with other data collection methods, such as qualitative interviews or behavioural observations, to triangulate the findings and gain a more comprehensive understanding of participants' experiences, attitudes, and behaviours related to gambling advertisements. This would enrich the depth of the research and provide a more holistic view of the topic.

Thirdly, it is advised to explore potential mediating and moderating variables that may explain or influence the relationship between the independent and dependent variables. For example, investigate the role of gambling involvement, self-regulation, celebrity attractiveness, or vulnerability to addictive content as mediators or moderators in the observed effects.

Finally, gambling addiction is not a sudden phenomenon but builds up gradually over time. Therefore, it is advised to conduct follow-up studies to examine the long-term effects of exposure to gambling advertisements. These longitudinal designs would enable the assessment of how these variables may impact individuals' attitudes and behaviours over an extended period, providing insights into the sustainability of the observed effects.

7 Conclusion

This study aimed to investigate the effects of a warning message and the presence and congruence of a celebrity on the brand attitude, purchase intention and responsible gambling of consumers. With the use of a 3x2 experimental research design, this study was conducted to answer the main research question: *“To what extent do the presence and congruence of celebrities in gambling advertisements and the addition of warning messages influence the brand attitude, the purchase intention and responsible gambling?”*.

Although the results of this experiment presented insignificant effects, the study still contributes to the current field of research on the influence of celebrities and warning messages in gambling advertisements. The marginal means presented in this study show that with further research, an effect could be presented. However, since this is not the case in this research, the answer to the research question is that for now, celebrities and warning messages do not have a direct impact on brand attitude, purchase intention and responsible gambling.

Nevertheless, to be able to limit the effectiveness of gambling advertisements on the persuasion to participate in these activities, it is advised to policymakers to further dive into this topic, since gambling is a danger concealed in an attractive package.

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Appendices

Appendix A: Results of the preliminary experiment

Design 1:

Brand Believability

Statement	Minimum	Maximum	Mean	Std Deviation	Variance
<i>I find this advertisement appealing</i>	4.00	5.00	4.17	0.37	0.14
<i>I find this advertisement believable</i>	2.00	5.00	4.39	0.95	0.90
<i>I find this advertisement impressive</i>	2.00	5.00	4.00	0.75	0.56
<i>I find this advertisement attractive</i>	3.00	5.00	4.22	0.71	0.51
<i>I find this advertisement informative</i>	1.00	5.00	3.33	1.11	1.22
<i>I find this advertisement clear</i>	2.00	5.00	4.00	0.94	0.89
<i>I find this advertisement eye-catching</i>	1.00	5.00	4.28	0.93	0.87
<i>I find this advertisement convincing</i>	3.00	5.00	4.06	0.70	0.50
<i>I overall like the appearance of the advertisement</i>	4.00	5.00	4.33	0.47	0.22

Fluency

Statement	Minimum	Maximum	Mean	Std Deviation	Variance
<i>This advertisement</i>	3.00	5.00	4.39	0.68	0.46

<i>is very easy to understand Information contained in this advertisement is congruent and coherent</i>	3.00	5.00	4.39	0.68	0.46
<i>This advertisement is very organized</i>	3.00	5.00	4.33	0.82	0.67
<i>Information contained in this advertisement is believable</i>	2.00	5.00	4.17	0.76	0.58

Realism:

Field	Minimum	Maximum	Mean	Std Deviation	Variance
<i>I find the advertisement for this brand to be realistic</i>	3.00	5.00	4.28	0.65	0.42
<i>I could imagine an actual advertisement as presented here.</i>	3.00	5.00	4.50	0.69	0.47
<i>I believe this advertisement could appear in real life.</i>	4.00	5.00	4.61	0.49	0.24
<i>I could imagine an actual company doing the things described in the advertisement.</i>	3.00	5.00	4.50	0.69	0.47

Design 2:

Brand Believability

Statement	Minimum	Maximum	Mean	Std Deviation	Variance
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<i>I find this advertisement appealing</i>	2.00	5.00	3.67	0.94	0.89
<i>I find this advertisement believable</i>	1.00	5.00	3.78	1.03	1.06
<i>I find this advertisement impressive</i>	2.00	5.00	3.78	0.85	0.73
<i>I find this advertisement attractive</i>	1.00	5.00	3.94	1.08	1.16
<i>I find this advertisement informative</i>	2.00	5.00	3.83	0.90	0.81
<i>I find this advertisement clear</i>	1.00	5.00	3.83	1.07	1.14
<i>I find this advertisement eye-catching</i>	3.00	5.00	4.11	0.74	0.54
<i>I find this advertisement convincing</i>	1.00	5.00	3.94	1.18	1.39
<i>I overall like the appearance of the advertisement</i>	1.00	5.00	3.78	0.92	0.84

Fluency

Statement	Minimum	Maximum	Mean	Std Deviation	Variance
<i>This advertisement is very easy to understand</i>	2.00	5.00	3.94	0.91	0.82
<i>Information contained in this advertisement is congruent and coherent</i>	1.00	5.00	3.89	1.05	1.10
<i>This advertisement is very organized</i>	2.00	5.00	4.28	0.87	0.76
<i>Information contained in this advertisement is believable</i>	1.00	5.00	3.83	1.01	1.03

Realism

Field	Minimum	Maximum	Mean	Std Deviation	Variance
<i>I find the advertisement for this brand to be realistic</i>	1.00	5.00	4.11	0.99	0.99
<i>I could imagine an actual advertisement as presented here.</i>	1.00	5.00	4.39	1.01	1.02
<i>I believe this advertisement could appear in real life.</i>	1.00	5.00	3.83	1.07	1.14
<i>I could imagine an actual company doing the things described in the advertisement.</i>	3.00	5.00	4.11	0.74	0.54

Celebrity realism

Statement	Minimum	Maximum	Mean	Std Deviation	Variance
<i>I believe this celebrity would be in these advertisements in real life.</i>	1.00	5.00	3.56	1.04	1.69
<i>This celebrity is fitting for the advertisement.</i>	1.00	5.00	3.72	1.33	1.76
<i>The celebrity present in the advertisement would participate in these advertisements.</i>	2.00	5.00	3.50	1.12	1.25
<i>I recognize this celebrity.</i>	3.00	5.00	4.61	0.59	0.35

Design 3:*Believability*

Statement	Minimum	Maximum	Mean	Std Deviation	Variance
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<i>find this advertisement appealing</i>	3.00	5.00	4.50	0.60	0.36
<i>I find this advertisement believable</i>	2.00	5.00	4.56	0.76	0.58
<i>find this advertisement impressive</i>	4.00	5.00	4.39	0.49	0.24
<i>I find this advertisement attractive</i>	3.00	5.00	4.56	0.68	0.47
<i>I find this advertisement informative</i>	2.00	5.00	4.11	0.81	0.65
<i>I find this advertisement clear</i>	2.00	5.00	4.39	0.76	0.57
<i>I find this advertisement eye-catching</i>	3.00	5.00	4.39	0.59	0.35
<i>I find this advertisement convincing</i>	2.00	5.00	4.3	0.82	0.67
<i>I overall like the appearance of the advertisement</i>	3.00	5.00	4.61	0.59	0.35

Fluency

Statement	Minimum	Maximum	Mean	Std Deviation	Variance
<i>This advertisement is very easy to understand</i>	4.00	5.00	4.67	0.47	0.22
<i>Information contained in this advertisement is congruent and coherent</i>	3.00	5.00	4.39	0.68	0.46
<i>This advertisement is very organized</i>	4.00	5.00	4.61	0.49	0.24
<i>Information contained in this advertisement is believable</i>	2.00	5.00	4.44	0.90	0.80

Realism

Statement	Minimum	Maximum	Mean	Std Deviation	Variance
<i>I find the advertisement for this brand to be realistic</i>	2.00	5.00	4.44	0.76	0.58
<i>I could imagine an actual advertisement as presented here.</i>	2.00	5.00	4.56	0.76	0.58
<i>I believe this advertisement could appear in real life.</i>	2.00	5.00	4.39	0.95	0.90
<i>I could imagine an actual company doing the things described in the advertisement.</i>	4.00	5.00	4.50	0.50	0.25

Celebrity realism

Statement	Minimum	Maximum	Mean	Std Deviation	Variance
<i>I believe this celebrity would be in these advertisements in real life.</i>	3.00	5.00	4.39	0.59	0.35
<i>This celebrity is fitting for the advertisement.</i>	4.00	5.00	4.94	0.23	0.05
<i>The celebrity present in the advertisement would participate in these advertisements.</i>	3.00	5.00	4.33	0.67	0.44
<i>I recognize this celebrity.</i>	2.00	5.00	4.61	0.76	0.57

Designs warning message:*Most realistic:*

Design	Minimum	Maximum	Mean	Std Deviation	Variance
<i>Design 1</i>	1.00	3.00	1.72	0.80	0.65
<i>Design 2</i>	1.00	3.00	2.22	0.85	0.73
<i>Design 3</i>	1.00	3.00	2.06	0.70	0.50

Personal preference:

Design	Minimum	Maximum	Mean	Std Deviation	Variance
<i>Design 1</i>	1.00	3.00	1.83	0.76	0.58
<i>Design 2</i>	1.00	3.00	2.06	0.85	0.72
<i>Design 3</i>	1.00	3.00	2.11	0.81	0.65

Most effective

Design	Minimum	Maximum	Mean	Std Deviation	Variance
<i>Design 1</i>	1.00	3.00	1.94	0.85	0.72
<i>Design 2</i>	1.00	3.00	1.83	0.83	0.69
<i>Design 3</i>	1.00	3.00	2.22	0.71	0.51

Appendix B: Effect of Warning message on BA,PI and RG

	<i>Warning message</i>		
	Included: Design 4-6	Not included: Design 1-3	Sig.
Brand Attitude: Average Mean	M = 2.95, SD = 1.11	M = 3.09, SD = 1.05	
<i>I think this brand is appealing</i>	M = 3.1, SD = 1.15	M = 3.26, SD = 1.08	.351
<i>I think this brand is good</i>	M = 2.89, SD = 1.16	M = 2.98, SD = 1.06	.579
<i>I think this brand is pleasant</i>	M = 2.93, SD = .93	M = 3.12, SD = 1.03	.260
<i>I would favor this brand over other's</i>	M = 2.81 SD = .95	M = 2.92, SD = .94	.436
<i>I think this brand is likeable</i>	M = 3.08, SD = 1.20	M = 3.30, SD = 1.09	.195
<i>I feel positive towards this brand</i>	M = 2.91, SD = 1.24	M = 2.94, SD = 1.08	.832
Purchase Intention: Average Mean	M = 2.48, SD = 1.18	M = 2.58, SD = 1.28	

<i>I have a high purchase intent for this service.</i>	M = 2.14, SD = 1.06	M = 2.09, SD = 1.23	.770
<i>I would probably use this service if I was in need.</i>	M = 2.40, SD = 1.24	M = 2.61, SD = 1.42	.254
<i>My purchases with this brand would make me content.</i>	M = 2.49, SD = 1.14	M = 2.51, SD = 1.16	.900
<i>If I were going to buy from this brand, the probability of buying this service is high.</i>	M = 2.72, SD = 1.19	M = 2.98, SD = 1.22	.140
<i>The likelihood that I would purchase from this brand is high</i>	M = 2.41, SD = 1.27	M = 2.53, SD = 1.27	.484
<i>Based on the advertisement, I would consider buying from GoalGoal.</i>	M = 2.70, SD = 1.19	M = 2.77, SD = 1.35	.707
Responsible Gambling: Average Mean	M = X, SD = X	M = X, SD = X	
<i>I should be aware of how much money I spend when I gamble.</i>	M = 4.57, SD = .72	M = 4.52, SD = .86	.708
<i>I should be able to walk away from gambling at any time.</i>	M = 4.68, SD = .68379	M = 4.55, SD = .82	.223
<i>I should only gamble when I have enough money to cover all my bills first.</i>	M = 4.56, SD = .74	M = 4.55, SD = .86	.931
<i>It's my responsibility to spend only money that I can afford to lose.</i>	M = 4.44, SD = .73	M = 4.43, SD = .89	.910
<i>Gambling is not a good way to make money.</i>	M = 4.30, SD = .97	M = 4.19, SD = 1.03	.425
<i>My chances of winning gets worse after I have lost.</i>	M = 4.28, SD = 1.08	M = 4.30, SD = .98	.898
<i>If I gamble more often, it will not help me to win more than I lose.</i>	M = 4.30, SD = 1.11	M = 4.43, SD = .91	.391
<i>I am aware of the risks of gambling.</i>	M = 4.58, SD = .64	M = 4.50, SD = .82	.424
<i>I feel in control of my gambling behavior.</i>	M = 4.50, SD = .72	M = 4.27, SD = .94	.054
<i>I would be honest with my family and/or friends about the amount of money I spent gambling.</i>	M = 3.92, SD = 1.15	M = 3.48, SD = 1.17	.008

<i>I would be honest with my family and/or friends about the amount of time I spent gambling</i>	M = 3.92, SD = 1.11	M = 3.52, SD = 1.17	.018
<i>I would only gamble with money that I could afford to lose.</i>	M = 4.44, SD = .78	M = 4.40, SD = .94	.699
<i>I would only spend time gambling that I could afford to lose.</i>	M = 4.12, SD = .99	M = 4.03, SD = 1.10	.562
<i>I would consider the amount of money I was willing to lose before I gambled.</i>	M = 4.37, SD = .87	M = 4.17, SD = 1.07	.166
<i>I would consider the amount of time I was willing to spend before I gambled.</i>	M = 4.00, SD = 1.02	M = 3.94, SD = 1.18	.715

Appendix C: Effect of celebrity presence on BA, PI & RG

	Celebrity		Sig.
	Present: Design 2,3,5,6	Absent: Design 1,4	
Brand Attitude: Average Mean	M = X, SD = X	M = X, SD = X	
<i>I think this brand is appealing</i>	M = 3.29, SD = 1.12	M = 2.94, SD = 1.10	.040
<i>I think this brand is good</i>	M = 3.05, SD = 1.09	M = 2.69, SD = 1.13	.035
<i>I think this brand is pleasant</i>	M = 3.09, SD = 1.09	M = 2.86, SD = 1.15	.170
<i>I would favor this brand over other's</i>	M = 2.94, SD = .97	M = 2.70, SD = .89	.106
<i>I think this brand is likeable</i>	M = 3.28, SD = 1.14	M = 2.98, SD = 1.18	.093
<i>I feel positive towards this brand</i>	M = 2.99, SD = 1.19	M = 2.78, SD = 1.13	.240
Purchase Intention: Average Mean	M = X, SD = X	M = X, SD = X	
<i>I have a high purchase intent for this service.</i>	M = 2.18, SD = 1.21	M = 2.00, SD = .98	.304
<i>I would probably use this service if I was in need.</i>	M = 2.55, SD = 1.35	M = 2.38, SD = 1.28	.378

<i>My purchases with this brand would make me content.</i>	M = 2.58, SD = 1.14	M = 2.34, SD = 1.16	.183
<i>If I were going to buy from this brand, the probability of buying this service is high.</i>	M = 2.87, SD = 1,20	M = 2.77, SD = 1.24	.586
<i>The likelihood that I would purchase from this brand is high</i>	M = 2.37, SD = 1,23	M = 2.66, SD = 1.34	.137
<i>Based on the advertisement, I would consider buying from GoalGoal.</i>	M = 2.82, SD = 1.28	M = 2.53, SD = 1.22	.126

Responsible Gambling: Average Mean	M = X, SD = X	M = X, SD = X	
<i>I should be aware of how much money I spend when I gamble.</i>	M = 4.50, SD = 0.85	M = 4.64, SD = .63	.243
<i>I should be able to walk away from gambling at any time.</i>	M = 4.62, SD = .70	M = 4.63, SD = .85	.946
<i>I should only gamble when I have enough money to cover all my bills first.</i>	M = 4.59, SD = .74	M = 4.48, SD = .91	.407
<i>It's my responsibility to spend only money that I can afford to lose.</i>	M = 4.44, SD = .81	M = 4.44, SD = .79	1.000
<i>Gambling is not a good way to make money.</i>	M = 4.22, SD = 1.05	M = 4.31, SD = .89	.541
<i>My chances of winning gets worse after I have lost.</i>	M = 4.36, SD = .94	M = 4.16, SD = 1.21	.202
<i>If I gamble more often, it will not help me to win more than I lose.</i>	M = 4.34, SD = 1.03	M = 4.41, SD = 1.03	.657
<i>I am aware of the risks of gambling.</i>	M = 4.56, SD = .66	M = 4.52, SD = .85	.676
<i>I feel in control of my gambling behavior.</i>	M = 4.41, SD = .84	M = 4.38, SD = .83	.807
<i>I would be honest with my family and/or friends about the amount of money I spent gambling.</i>	M = 3.83, SD = 1.09	M = 3.52, SD = 1.32	.083
<i>I would be honest with my family and/or friends about the amount of time I spent gambling</i>	M = 3.84, SD = 1.12	M = 3.55, SD = 1.18	.100
<i>I would only gamble with money that I could afford to lose.</i>	M = 4.43, SD = .80	M = 4,41, SD = .95	.858
<i>I would only spend time gambling that I could afford to lose.</i>	M = 4.13, SD = .97	M = 3.98 SD = 1.18	.353

<i>I would consider the amount of money I was willing to lose before I gambled.</i>	M = 4.26, SD = .95	M = 4.33, SD = .99	.634
<i>I would consider the amount of time I was willing to spend before I gambled.</i>	M = 3.99, SD = 1.03	M = 3.94, SD = 1.22	.745

Appendix D: Effect of celebrity congruence on BA, PI & RG

	Celebrity		
	Present: Design 2,3,5,6	Absent: Design 1,4	Sig.
Brand Attitude: Average Mean	M = X, SD = X	M = X, SD = X	
<i>I think this brand is appealing</i>	M = 3.40, SD = 1.13	M = 3.17, SD = 1.10	.063
<i>I think this brand is good</i>	M = 3.08, SD = 1.05	M = 3.02, SD = 1.14	.103
<i>I think this brand is pleasant</i>	M = 3.15, SD = 1.08	M = 3.03, SD = 1.11	.322
<i>I would favor this brand over other's</i>	M = 3.00, SD = .94	M = 2.87, SD = 1.01	.204
<i>I think this brand is likeable</i>	M = 3.39, SD = 1.15	M = 3.22, SD = 1.13	.208
<i>I feel positive towards this brand</i>	M = 3.11, SD = 1.16	M = 2.87, SD = 1.12	.264
Purchase Intention: Average Mean	M = X, SD = X	M = X, SD = X	
<i>I have a high purchase intent for this service.</i>	M = 2.20, SD = 1.21	M = 2.16, SD = 1.22	.579
<i>I would probably use this service if I was in need.</i>	M = 2.54, SD = 1.40	M = 2.57, SD = 1.30	.672
<i>My purchases with this brand would make me content.</i>	M = 2.55, SD = 1.21	M = 2.60, SD = 1.07	.402
<i>If I were going to buy from this brand, the probability of buying this service is high.</i>	M = 2.96, SD = 1.31	M = 2.76, SD = 1.07	.542
<i>The likelihood that I would purchase from this brand is high</i>	M = 2.51, SD = 1.32	M = 2.22, SD = 1.11	.147

Based on the advertisement, I would consider buying from GoalGoal. M = 2.94, SD = 1.34 M = 2.71, SD = 1.21 .188

Responsible Gambling: Average Mean	M = X, SD = X	M = X, SD = X	
<i>I should be aware of how much money I spend when I gamble.</i>	M = 4.57, SD = .77	M = 4.43, SD = .93	.303
<i>I should be able to walk away from gambling at any time.</i>	M = 4.58, SD = .73	M = 4.65, SD = .68	.882
<i>I should only gamble when I have enough money to cover all my bills first.</i>	M = 4.63, SD = .67	M = 4.54, SD = .80	.577
<i>It's my responsibility to spend only money that I can afford to lose.</i>	M = 4.51, SD = .79	M = 4.37, SD = .83	.606
<i>Gambling is not a good way to make money.</i>	M = 4.20, SD = 1.05	M = 4.24, SD = 1.06	.811
<i>My chances of winning gets worse after I have lost.</i>	M = 4.37, SD = .95	M = 4.35, SD = .94	.441
<i>If I gamble more often, it will not help me to win more than I lose.</i>	M = 4.34, SD = 1.02	M = 4.33, SD = 1.05	.906
<i>I am aware of the risks of gambling.</i>	M = 4.55, SD = .69	M = 4.57, SD = .64	.908
<i>I feel in control of my gambling behavior.</i>	M = 4.37, SD = .80	M = 4.44, SD = .88	.852
<i>I would be honest with my family and/or friends about the amount of money I spent gambling.</i>	M = 3.86, SD = 1.12	M = 3.79, SD = 1.06	.211
<i>I would be honest with my family and/or friends about the amount of time I spent gambling</i>	M = 3.88, SD = 1.14	M = 3.79, SD = 1.11	.238
<i>I would only gamble with money that I could afford to lose.</i>	M = 4.46, SD = .66	M = 4.40, SD = .93	.898
<i>I would only spend time gambling that I could afford to lose.</i>	M = 4.25, SD = .79	M = 4.02, SD = 1.11	.297
<i>I would consider the amount of money I was willing to lose before I gambled.</i>	M = 4.22, SD = .96	M = 4.33, SD = .99	.787
<i>I would consider the amount of time I was willing to spend before I gambled.</i>	M = 4.05, SD = .99	M = 3.94, SD = 1.08	.809

Appendix E: Interaction effect of Warning Messages & Celebrities

	Warning * Celebrity					
	Warning: 0 Celeb: 0	Warning: 0 Celeb: 1	Warning: 0 Celeb: 2	Warning: 1 Celeb: 0	Warning: 1 Celeb: 1	Warning: 1 Celeb: 2
Brand Attitude: Average Mean	M = , SD =	M = X, SD = X	M = X, SD = X	M = X, SD = X	M = X, SD = X	M = X, SD = X
<i>I think this brand is appealing</i>	M = 2,93, SD = ,94	M = 3,03, SD = 1,12	M = 3,79, SD = ,98	M = 2,94, SD = 1,22	M = 3,29, SD = 1,09	M = 3,08, SD = 1,16
<i>I think this brand is good</i>	M = 2,82, SD = ,88	M = 2,93, SD = 1,17	M = 3,17, SD = 1,00	M = 2,58, SD = 1,20	M = 3,09, SD = 1,14	M = 3,00, SD = 1,10
<i>I think this brand is pleasant</i>	M = 2,96 SD = ,99	M = 3,00, SD = 1,04	M = 3,38, SD = 1,05	M = 2,78, SD = 1,27	M = 3,06, SD = 1,18	M = 2,97, SD = 1,08
<i>I would favor this brand over other's</i>	M = 2,57, SD = ,88	M = 2,93, SD = 1,03	M = 3,24, SD = ,79	M = 2,81, SD = ,89	M = 2,82, SD = ,99	M = 2,81, SD = 1,01
<i>I think this brand is likeable</i>	M = 3,18, SD = 1,06	M = 3,10 SD = 1,14	M = 3,62, SD = 1,01	M = 2,83, SD = 1,25	M = 3,32, SD = 1,12	M = 3,11, SD = 1,21
<i>I feel positive towards this brand</i>	M = 2,86, SD = ,93	M = 2,72, SD = 1,19	M = 3,24, SD = 1,06	M = 2,72, SD = 1,28	M = 3,00, SD = 1,23	M = 3,00, SD = 1,24
Purchase Intention: Average Mean	M = X, SD = X	M = X, SD = X	M = X, SD = X	M = X, SD = X	M = X, SD = X	M = X, SD = X
<i>I have a high purchase intent for this service.</i>	M = 1,93, SD = ,98	M = 2,03, SD = 1,38	M = 2,31, SD = 1,31	M = 2,06, SD = ,98	M = 2,26, SD = 1,08	M = 2,11, SD = 1,14
<i>I would probably use this service if I was in need.</i>	M = 2,36, SD = 1,22	M = 2,59, SD = 1,45	M = 2,90, SD = 1,57	M = 2,39, SD = 1,34	M = 2,56, SD = 1,19	M = 2,25, SD = 1,20
<i>My purchases with this brand would make me content.</i>	M = 2,21, SD = 1,03	M = 2,59, SD = 1,09	M = 2,72, SD = 1,33	M = 2,44, SD = 1,25	M = 2,62, SD = 1,07	M = 2,42, SD = 1,11
<i>If I were going to buy from this brand, the probability of buying this service is high.</i>	M = 2,79 SD = 1,29	M = 2,79, SD = 1,08	M = 3,34, SD = 1,26	M = 2,75, SD = 1,22	M = 2,74, SD = 1,08	M = 2,67, SD = 1,29
<i>The likelihood that I would purchase from this brand is high</i>	M = 2,61, SD = 1,31	M = 2,31, SD = 1,17	M = 2,69, SD = 1,34	M = 2,69, SD = 1,36	M = 2,15, SD = 1,08	M = 2,36, SD = 1,31

Based on the advertisement, I would consider buying from GoalGoal.

M = 2,43, SD = 1,23	M = 2,72, SD = 1,28	M = 3,14, SD = 1,48	M = 2,61, SD = 1,23	M = 2,71, SD = 1,17	M = 2,78, SD = 1,22
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Responsible Gambling: Average Mean	M = X, SD = X	M = X, SD = X	M = X, SD = X	M = X, SD = X	M = X, SD = X	M = X, SD = X
<i>I should be aware of how much money I spend when I gamble.</i>	M = 4,64, SD = ,73	M = 4,31, SD = 1,11	M = 4,62, SD = ,68	M = 4,64, SD = ,54	M = 4,53, SD = ,75	M = 4,53, SD = ,84
<i>I should be able to walk away from gambling at any time.</i>	M = 4,50, SD = 1,04	M = 4,59, SD = ,63	M = 4,55, SD = ,78	M = 4,72, SD = ,66	M = 4,71, SD = ,72	M = 4,61, SD = ,69
<i>I should only gamble when I have enough money to cover all my bills first.</i>	M = 4,39, SD = 1,07	M = 4,55, SD = ,83	M = 4,69, SD = ,66	M = 4,56, SD = ,77	M = 4,53, SD = ,79	M = 4,58, SD = ,69
<i>It's my responsibility to spend only money that I can afford to lose.</i>	M = 4,46, SD = ,88	M = 4,21, SD = ,98	M = 4,62, SD = ,78	M = 4,41, SD = ,73	M = 4,50, SD = ,66	M = 4,42, SD = ,81
<i>Gambling is not a good way to make money.</i>	M = 4,18, SD = ,94	M = 4,21, SD = 1,05	M = 4,17, SD = 1,14	M = 4,42, SD = ,84	M = 4,26, SD = 1,08	M = 4,22, SD = ,99
<i>My chances of winning gets worse after I have lost.</i>	M = 4,07, SD = 1,21	M = 4,34, SD = ,90	M = 4,48, SD = ,78	M = 4,22, SD = 1,22	M = 4,35, SD = ,98	M = 4,28, SD = 1,06
<i>If I gamble more often, it will not help me to win more than I lose.</i>	M = 4,43, SD = ,96	M = 4,41, SD = ,95	M = 4,45, SD = ,87	M = 4,39, SD = 1,10	M = 4,26, SD = 1,14	M = 4,25, SD = 1,13
<i>I am aware of the risks of gambling.</i>	M = 4,32, SD = 1,09	M = 4,62, SD = ,62	M = 4,55, SD = ,69	M = 4,67, SD = ,59	M = 4,53, SD = ,66	M = 4,56, SD = ,69
<i>I feel in control of my gambling behavior.</i>	M = 4,21, SD = ,92	M = 4,17, SD = 1,07	M = 4,41, SD = ,82	M = 4,50, SD = ,74	M = 4,68, SD = ,59	M = 4,33, SD = ,79
<i>I would be honest with my family and/or friends about the amount of money I spent gambling.</i>	M = 3,11, SD = 1,20	M = 3,62, SD = 1,01	M = 3,69, SD = 1,23	M = 3,83, SD = 1,34	M = 3,94, SD = 1,10	M = 4,00, SD = 1,01

<i>I would be honest with my family and/or friends about the amount of time I spent gambling</i>	M = 3,25, SD = 1,14	M = 3,66, SD = 1,08	M = 3,66, SD = 1,26	M = 3,78, SD = 1,17	M = 3,91, SD = 1,14	M = 4,06, SD = 1,01
<i>I would only gamble with money that I could afford to lose.</i>	M = 4,39, SD = 1,03	M = 4,31, SD = 1,07	M = 4,48, SD = ,69	M = 4,42, SD = ,91	M = 4,47, SD = ,79	M = 4,44, SD = ,65
<i>I would only spend time gambling that I could afford to lose.</i>	M = 3,96, SD = 1,20	M = 3,83, SD = 1,26	M = 4,31, SD = ,76	M = 4,00, SD = 1,17	M = 4,18, SD = ,97	M = 4,19, SD = ,82
<i>I would consider the amount of money I was willing to lose before I gambled.</i>	M = 4,21, SD = 1,10	M = 4,14, SD = ,99	M = 4,17, SD = 1,14	M = 4,42, SD = ,91	M = 4,44, SD = ,89	M = 4,25, SD = ,81
<i>I would consider the amount of time I was willing to spend before I gambled.</i>	M = 3,93, SD = 1,30	M = 3,79, SD = 1,15	M = 4,10, SD = 1,11	M = 3,94, SD = 1,17	M = 4,06, SD = 1,01	M = 4,00, SD = ,89

Appendix F: Models of outcomes of interaction effect on Purchase Intention and Responsible Gambling

