

KWAME NKRUMAH UNIVERSITY OF SCIENCE AND
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Examine Factors that affect Sports Gambling among the Youth: A Case Study of
Three Suburbs of the Kumasi Metropolitan Assembly of the Ashanti Region of
Ghana.

by

Janet Antwi Baffour (Bsc Sociology and Social Work)

A Thesis submitted to the Department of Sociology and Social Work,
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in partial fulfillment of the requirement for the degree of

MASTER OF ARTS (MA) SOCIOLOGY

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DECLARATION

I hereby declare that this submission is my own work towards the award of MPHIL SOCIOLOGY, and that, it contains no work previously published by another author or material accepted for the award of any degree of the University, except where the acknowledgement has been made in the text.

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JANET ANTWI BAFFOUR
STUDENT NO. : 20400756

.....
Signature

.....
Date

CERTIFIED BY

REV DR. WILLIAM OWUSU-BOATENG
(SUPERVISOR)

.....
Signature

.....
Date

DR PETER DWUMAH
(HEAD OF DEPARTMENT)

.....
SIGNATURE

.....
DATE

DEDICATION

I dedicate this work to my late brother Mr. Kojo Amponsah who has supported me financially to get to where I am today.

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I wish to render my sincere gratitude to God Almighty for giving me the needed spiritual guidance and protection during the course of the study.

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ABSTRACT

The main objective of the study is to determine the factors that influence behaviour of youth sports betting in Ghana. This research employed both the quantitative and qualitative method of study and employed cross-sectional design as the main framework for assembling, compilation and analysis of data. The target population of the study was the youth which included people within the Kumasi Metropolis specifically Asafo, Ash-Town and Bantama. Convenience and purposive sampling technique were used to select 296 youth for the study. Both primary and secondary source of data were used. Questionnaires and semi-structured interview guide were used to collect data. The study found out that most gamblers were from families in which either one of their siblings or parents was engaging in gambling. It further noted that social factors in the study area affect gamblers' attitude: these factors are; availability of gambling centers and other gamblers, interaction between youth and their peers, entertainment and recreation, socialization and the desire for competition ushered the youth in gambling in the study area. Based on the findings it was recommended that older family members who engage in gambling should change their attitude toward gambling. Again, it was recommended that community leaders should establish recreational centers to serve as alternative means of entertainment for the youth.

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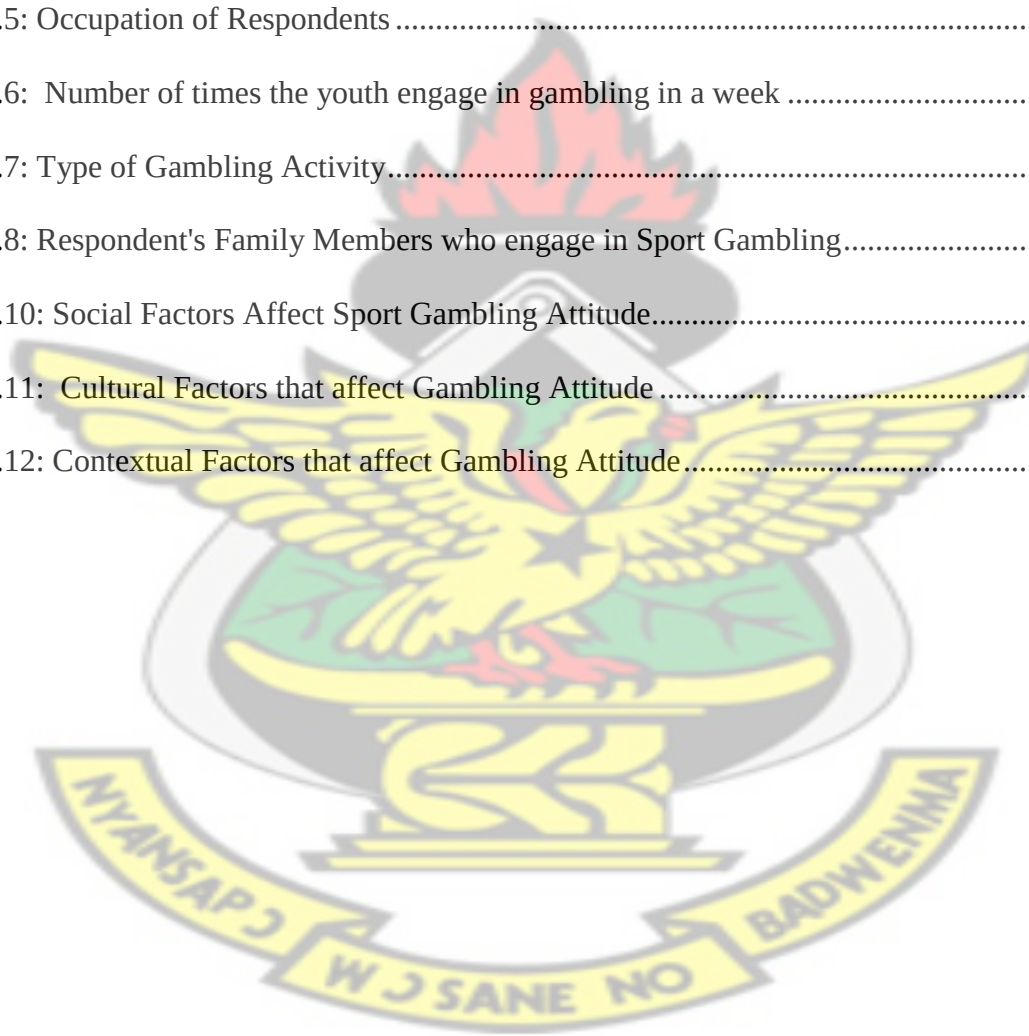
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CHAPTER ONE

INTRODUCTION

1.1 Background to the study

Gambling encompasses the process of committing one's valuable item which could be either money or any other valuables as a stake on an uncertain event with the intent of predicting the end result in order to have additional money or other valuables. Within the gambling arena, there are three basic requirements; considerations, chances and prizes. The results of these events may either be immediate or take an appreciable amount of time. For example, the results of a wager like the dice or the spin of a roulette wheel are always immediate but issues such as future sports events might take a longer time, periods and season for it to come through. Gambling is considered illegal unless it is being backed by law and in this case, gambling in the form of legal gaming is being considered. Gaming and gambling are not two mutually exclusive words and might be offered by a legitimate company for instance the Nevada Gaming Control Board (Hollywood, 2005; Kale, 2011).

At the international front, gambling attracts people from diverse backgrounds in the form of culture, age, religion, socio-economic background and among others where people use gambling as a recreational activity (McMillen, 1996a; Reith, 1999). The state at which gambling is wooing the youth around the world calls for critical attention from academia and other world stakeholders to join forces and operationalize the definition of gambling particularly "illegal gambling or problem gambling" (Messerlian & Derevensky, 2005; Griffiths, 1995).

"Gambling" from the literal perspective means to take a risk (Lea, Tarpy & Webly, 1987).

Gambling has been described as an undertaking which does not incorporate all risky activities or behaviours but incorporate a limited range of such risks (Ladouceur & Walker, 1998). The Psychological Departments Society in Australia described gambling as the act of staking money

on or any valuable item on the results of an uncertain event which is driven by chance (Australian Psychological Society, 1995-1997).

Gambling can be grouped into two categories; game of chance and game of skill. Researchers such as Reith (1999) believe that the psychic of those who engage in gambling varies from one another with those who engage in game of skill have their minds clustered with mastery and control over what they do examples are horse racing, poker and among others. Whereas that of games that solely depend on chances such as poker machines and lotto games are fully subjected to the blind laws of chances (Reith, 1999).

In order to have an in-depth look at the nature of gambling, it has been distinctively grouped into four categories; gaming that involves the exchange of money or valuables eg. Poker (machine type), wager of valuables on future event (horse race betting), lottery numbers that come at a random pick and involvement in stock market or insurance activities (Perkins, 1950; Australian Psychological Society 1995-1997). Formally, speculations were regarded as a valid platform for gambling but this has raised serious argument among researchers and pundits regarding the inclusion of this category (Griffiths, 1995). There are other groups of researchers who disagree to the inclusion of this form of gambling but to others, it has been considered a form of gambling.

The study intends to reflect the realities of societies other than shaping them. The context of this study has reviewed various definitions on the concept of “problem gambling” and the Psychological Departments Society in Australia describes problem gambling as the situation where ones gambling habit evolves or degenerates into creating problem or harm for the individual player and has an extended devastating effect on their families and societies or communities at large (Victorian Casino and Gaming Authority, 1997). In literature, individuals who are found with this habit are intensely emotionally attached to these gambling activities, however, they are badly hurt when they lose, this indices their psychic and the continual harboring of these emotional lapses

cause them to become bitter and thus translate into their actions by becoming violent, and from the literature, these group of people are described as having lost their “pathological gambling diagnostic skills” and this has negative effect on their mind set.

A person can gamble and the object of exchange would be a valuable item and not necessarily using money. For instance, individuals involved in wager marble and other games like Pogs and Magic. This game can be undertaken with a collectible game piece (small disc and trading cards) as stakes (Lesieur & Rosenthal, 1991).

Across the world and among jurisdictions, gambling is curbed or controlled through rigorous licensing procedures and this leads to a form of tourism which is known as gambling tourism. Gambling tourism is a combination of the travel and gaming industry, aiding players to visit other countries particularly to gamble. Most of the players engage in this because of other forms of entertainments attached to the location of gamble, vacation purposes and most especially due to their home nations restricting or banning them from gambling. Through the regulative role being played by government, it has developed great relationship between government and the gambling communities where government gets most of its revenue from are where they are legalized example Monaco and China (Ellenbogen, Derevensky and Gupta,. 2007)

Aside the government, gambling regulations in the gaming industry has been instituted. Such regulation also prevent owners and gamblers from fights which might arise from non – payment on the part of owners because the player has won more than expected. In jurisdictions where gambling is allowed, the age at which one is legally qualified to gamble varies but in each case most of them are 18 years and above. The age specification might also vary depending on the type of gambling being talked about, for instance in the United States of America, one is allowed to enter casino after they have attained 21 years but can be allowed to purchase lottery ticket when they are 18 years (Blaszczynski, McConaghy, & Frankova, 1990)

1.3 Problem Statement

Gambling is an aspect of the human behaviour that has been translated into a distinct, unique and regulated action called a game of chance. There is no age, cultural or ethnic limits to gambling. There is no set down skills to acquire to be able to gamble. The most active group in gambling is the youth.

Gambling in Ghana is on the acceleration due to the influx of the foreign betting companies. Ghana has over the years known and developed gambling in two (2) main categories: lottery as one branch and all other games of chance as another branch. Sports is a passion of the state and sports betting has made the industry grow tremendously. Most if not all of sporting activities are dominated by the youth. Some youth even use their school fees to bet and drop out of school (Ghana/todaygh.com).

Gambling has gained root and is spreading rapidly among the youth. There are over fifteen registered licensed betting firm in Ghana and several operating without license (info@gamingcommisiongh.com).

Many factors are associated with youth gambling. The most leading of them are unemployment, peer pressure, desire to live an extravagant life among others. Gambling among the youth has now become a fashion which lures most into it and by so doing, they might be recognised by their peers and the community. (Appiah, & Awuah. 2016)

Some negative risk factors are associated with youth gambling in Ghana. Most of the youth experience depression as they are always thinking about their stakes; if they will win or not, the type of bet they should invest, the amount, why they lose on certain bets etc. (Valentine et al 2008). Most students who indulge in gambling become so addicted that they spend most of the quality time they are supposed to spend in class at gaming centres and sites. One thing ushers to another and so gambling in most cases ushers the youth into drugs and further into robbery. They then start

to form gangs who later drop out of school to practice social vices (Derevensky et al 2003). In Kumasi Bantama, Asafo and Ash town have the great number of betting centres and this makes the youth in those areas engage in betting the most. Out of the records available of ten (10) registered in Kumasi these three (3) areas alone have seven (7) centres. It is upon this background that the study seeks to explore into the factors that influence the youth to engage in gambling and the effects associated with it.

1.4 General Objective

The general objective of the study is to determine factors that influence the behaviour of youth gambling in Ghana.

1.4.1 Specific Objectives

- 1) To examine the extent to which familial factors affect gambling attitudes of the youth of Kumasi.
- 2) To determine the extent to which social factors affect gambling attitudes of the youth of Kumasi.
- 3) To determine the cultural factors that affect gambling attitude of the youth of Kumasi.
- 4) To identify the contextual factors that affect gambling attitude of the youth of Kumasi.

1.5 Research Questions

- 1) What is the extent to which familial factors affect gambling attitude of the youth of Kumasi?
- 2) What is the extent to which social factors affect gambling attitude of the youth of Kumasi?
- 3) To what extent do cultural factors affect gambling attitude of the youth of Kumasi?
- 4) At what extent do contextual factors affect gambling attitude of the youth of Kumasi?

1.6 Justifications of the Study

This study pursues to substantiate key elements that are of higher concern, in the absence of this study, most of the relevant knowledge about the factors that influence sports gambling especially with the youth would be missing. International studies have steadily established that gambling is one of the life experiences in the youth's life, it is in order that such studies be carried out to enable us understand and know the sources of their interest. (Hayer and Griffiths 2014). In addition the youth of today have fully-fledged up in an epoch where gambling prospects are prevalent (Volberg et al. 2010; Gupta and Derevensky 2000). Moreover, not enough studies have been done on gambling among the Ghanaian youth notwithstanding the dynamics of gambling in the system.

In view of the above reasons, it is imperative for the youth to concede that betting is equivalent to gambling. What makes the youth engaged in it is the excitement and the euphoria they gain from gambling activities. The youth take gambling as a drive of mesmerizing their happiness, and thus making lives meaningful. Although the study do not seek to condemned gambling but rather make an efforts to identify the factors contributing to youth engagement in gambling. However, measures must be put in place to censor the youth who are into gambling to avoid problem gambling.

The obstructive measures of pursuing youth betting should be a concern to both the youth and parent alike. This measure is not recommendable for parent to advice youth on the provision of overall information on betting and risk on gambling participation especially the ones associated with problem gambling but should also encourage parents to start this communication. This in turn needs to be underpinned by strategies to ensure that information is delivered successfully (Griffiths, M and Sutherland, J. 1998)

Intense education strategies should be launch for youth on gambling as well as showcasing the associate problems of gambling that is not limited to genetic or personality factors, education should provide information pertaining to the various ways in which an individual can develop excessive gambling behaviors. This should be readily available with the opinion that, gambling is not a problem limited to a small group of pre-disposed individuals, but in fact go beyond reaching problem that can potentially impact a reasonable number of people for diverse motives. (Meyer et al. 2009)

The study would employ policy and regulations that would appropriately address the issue of youth gambling in Ghana. This research will aid policy makers in the gambling industries to know the factors that pushes the youth into sports betting so as to formulate better and effective policies to control it. They will also get the idea of bringing out effective enforcement policies to streamline sports betting.

Moreover, the study will expand the concept and understanding on youth gambling in general and particular Ghana. However, the study would serve us a reference guide for future researchers work when given the option.

Not enough research has been has been done on the factors that contribute to sports betting. Most studies conducted on sports betting are on the economic benefits of gambling to either the individual or the country where the gambling is taking place. Other the pundits' research into the problems associated with gambling or sports betting on a society Griffiths, 1997). These two are mostly assume by most researchers as the pros and cons of gambling or sports betting. (Dickerson et al, 1996). Moreover, the research can inform and educate institutions and other related resource centres of sports betting on the youth and that further research can be conducted in this area.

1.7 Scope of the study

Contextually, the study determined factors that affect the behaviour of youth gambling in Ghana. These included; social factors, familial factors, environmental factors and cultural factors. Geographically, the study was limited to three suburbs of Kumasi metropolis of Ghana namely Asafo, Bantama and Ashtown. The study used cross sectional descriptive survey methodology. Theory wise the study employed three theories, namely; social conflict theory, Maslow needs hierarchy theory and equity theory and juxtapose other theories where necessary.

1.8 Organisation of the study

This study will be organized into five chapters. Chapter one will introduce the study by looking at the background, problem statement, research questions and objectives, scope of the study, significance of study and limitation of work. Chapter two will comprised of three sections; conceptualization, theorization and empirical review. Chapter three will deal with the methodology of the research under study. Chapter four will deal with the presentation of data, analyses and discussions of findings whilst chapter five will present the key findings, conclusions and policy recommendations.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter provides extensive theoretical and empirical basis for the study. These theories were considered from diverse perspectives and related to gambling. A brief review was provided on the overview of gambling, causes of gambling, effects of gambling, sport betting, history of sport Information was basically drawn from renowned journal sites and other related academic works.

2.2 Definitions of Key Variables

This sub-section defines key variables in relation to the study. In respect of this, Youth in relation to the study has been defined, Gambling has been explained, Sports Betting was duly presented and the History of Betting was considered since its inception.

2.2.1 Youth Defined

Age as a measure of human years aids in categorizing people and in relation to this study, youth is defined as individuals within the age group 16-35 years. These groups of people are further grouped into those in their late adolescents (16-17 years) and those emerging into their adulthood (18-35 years). It is believed that the period of adolescence is when a person is being initiated into growing autonomy and independence whereas adulthood is when a person develops his or her real identity, develops his or her cognitive instincts and prepare towards becoming an adult in society through education, work and financial obligations (Arnett, 2000). The study used both adolescent and emerging adults.

2.2.2 Gambling

Gambling is considered a form of recreation that has been part of the human history since time immemorial. The acceptance of gambling as a socially acceptable recreation, governments' quest to increase employment, promote tourism and enhance economic growth has promoted the legalization of gambling in many countries across the globe (National Gambling Impact Study Commission, 1999). For instance in North America, legalized gambling has been on the rise for the past three decades. Every state within the United States has some forms of legalized gambling with the exception of Utah and Hawaii. Also, the numbers of gambling centres across the globe have increased (National Opinion Research Centre 1999). Older people with age 65 and beyond are now engaging in gambling more than ever before (Chabra, 2009). Countries like USA, Canada, Australia and other developed countries responded by providing gambling hubs suitable to accommodate old people (McNeilly & Burke, 2002).

Throughout research, it has been found that older people engage in gambling due to retirement, death of spouses and friends, the effects of illnesses, and lack of opportunity to socialize among others compel them to shift their attention to gambling, drinking and other destructive behaviours. Older people are predicted to become easily addicted to gambling due to all the factors stated above (McNeilly & Burke, 2000; Dyall, Tse, & Kingi, 2009). Gambling is a continuous problem which may range from none to a great deal. Along this continuum, gamblers may fall into trouble but those who normally fall into trouble are chronic gamblers (that is, it ranges from mild, moderate to severe and addicted) (Korn & Shaffer, 1999, p. 308).

According to the American Psychiatric Association (2000), the Diagnostic and Statistical Manual of Mental Disorders stated that pathological gambling disorder is when a person exhibits five or more DSM-IV-TR diagnostic criteria in the form of persistence, recurring gambling behaviours which affects work, social and family relationship, studies and others (American

Psychiatric Association, 2000). Problem Gambling (PG) arises when a person finds it difficult to control the amount of money and time invested in gambling which affects the person's relationship with families and friends. Individuals suffering from PG with three to four PGD criteria may not meet PGD's threshold of their diagnoses (Volberg, Nysse-Carris and Gerstein, 2006). However, in most cases, gamblers may show one or two diagnostics but may be at risk (Volberg *et al.*, 2006). In effect, the general wider "disordered gambling" incorporate both PG and PGD. This leads to a psychological problem caused by excessive gambling.

2.2.3 Sport Betting

The industrial revolution exposed human race to much leisure time. Owing to the much free time experienced by men, it created the opportunity for them to occupy that free time. The gluttonic fascination of men towards betting since the ancient times becomes more visible as a means of entertainment and opportunity to make profit among investors. People are also fascinated with the idea of proving one's luck against an uncertain event. The emerging trends in betting now surround sports betting. Sports betting are simply comparing all alts of a team, a player or a sport man winning a game or losing or the game being par (Reith, G. 1999).

Gambling has several definitions among them are; gambling is the act of risking money to predict an event that is either wholly or partially based on chances and full of uncertainties (Walker, 1992). According to Devereux (1968), gambling is the act of wagering valuable items on events that have uncertain outcome. It can also be defined as staking money on events that are determined by chance (New Zealand Productivity Commission, 1998). The term gambling incorporates betting whereas betting is used to refer to gambling events that might necessarily not base on solely luck. For instance, staking money on sport games is known as betting while that of roulette machine is not. Gambling seems to find a generally agreed definitions but they are all

lacking in some aspect as they have included all ventures that involves uncertainty like investing in the stock market, business or any high risk human endeavour. Nonetheless, these activities are not considered as a form of gambling. Gambling is mostly related to entertainment.

Gambling embraces all gaming activities that people pay to partake in, which is mostly a game of chance and may yield returns. Bets on sports, lotteries and bingos are forms of gambling. In that regard, gambling is seen to cover betting but this study will particularly focus on sports betting. In order to avoid any ambiguities in this study, the term betting has been used to refer to sports betting. Gambling takes place in several places like hotels, casinos, retail outlets, using telephones, televisions, internets and race-tracks Walker (1992).

2.2.4 History of Betting

The history of sports betting dates back to the very earlier times of human existence where men were made to wrestle for chiefs and other dignitaries to gamble using valuables. This explains why gambling is regarded as ancient recreational activities and has been confirmed through archaeological and historical discoveries in Egypt, China, Japan, India, Persia, and Hebrew and among the Huns. The trace and history of gambling has been found among the people of the nomadic era, prehistoric cultures and among indigenous old tribes (Gabriel, 1996). Historians' belief that gambling emerged separately in different cultures and societies. As a result, gambling innovations has been greatly transported across both cultural and geographic boundaries. Gambling is widespread across Europe, Asia, England and others in the middle ages and became publicly widespread in the sixteenth century. During these eras, it was mainly the aristocrats and people who belonged to the upper class were involved in gambling.

Gambling was made illegal for commoners. George II was the first person to establish national lottery with betting houses and clubs becoming popular particularly in horse race and sport events (Volberg, 1999). The rise of the Protestants in the nineteenth century further proliferated betting in Europe. In the 1826, Britain laws caused gambling houses to shutdown including lottery and during those times betting on rat, dog, cock-fighting and bear-baiting became popular. This new law favoured the rich and the upper class people. Evidence showed that, the first lottery took place in Italy during the middle age and spread to France and England in the mid-1500s (Grant, 1994; Clotfelter & Cook, 1989). During the French revolution, tourists moved from places to gamble at café shops using dice and card games.

The Napoleon era in 1806 saw the registration of only five clubs but due to the anti-gambling laws, gambling clubs were closed in 1837. However, casinos were reopened in France after the Napoleon era in 1806. Although betting came in varying forms, horse racing is the oldest of all betting and gambling. Sports betting started during the twentieth century and the main continents that hosted much of the sport betting were the United States and Europe. Initially, casinos were places where people betted on sports but television broadcast made betting popular and spread faster (Barnhart, 1992).

2.3 Theories on Gambling

This section of the study ventures into the theoretical theories and philosophies deployed to achieve the objectives of the study. Although theories on motivation and behavioural abound this study actually considered those that relate to sociology, psychology and economics. The study deployed over six socio-psycho economics theories to address the needs of the study. These are: Social Learning Theory, Social-Conflict Theory, Social Exchange Theory, Symbolic Interactionism, Theory of Planned Behaviour (TPB) and Maslow's Need Hierarchy Theory. These

theories help to explain and understand the benefits and costs of youth gambling development, the power struggle for equity, effect that gambling has on the youth, families and the society at large.

This notwithstanding, the Expectancy theory and Maslow's Need Hierarchy Theory considered, motivation associated with gambling stating their consideration from the benefits gamblers enjoy, the complications they had to deal with after losing and the opportunities that become available after winning. In all, these theories provide a 360 cognitive analysis of gambling, its benefits and challenges.

2.3.1 Social Learning Theory

As indicated by Appiah (2016) the social learning theory was pioneered by Albert Bandura. The theory describes a cognitive process of learning which do occur under social context and can occur through observation or punishment (re-enforcement). This situation is called the vicarious cycle (Batane, 2010). This theory relates to the present study. As it explains why the youth gets attracted to gamble despite all efforts to discourage them. This is because there is reward for such behaviour which includes but not limited to recognition, approval, and acceptance and ultimately respect from peers (Allen et al., 2008).

Hardoon & Derevensky, (2001) cited in Appiah (2016) also argue that mostly adolescents perceived gambling as an activity which usher them into adulthood similar to the way and manner in which smoking and alcohol intake are perceived by the youth. Moreover, Delfabbro & Thrupp (2003) cited in Allen et al. (2008) which is adopted from Appiah (2016) have claimed that:

“In male social groups in particular, gambling is likely to be viewed as a display of courage, or a willingness to take risks and those who gamble are admired by their peers because they have successfully forayed into activities that adult society has deemed inappropriate for adolescents” (p. 326).

The theory of social learning had been well explained and linked to the present study to better understand the factors that influence youth into problem gambling

2.3.2 Social Conflict Theory

The author behind the social conflict theory is Karl Max. Accordingly to Max society is in perpetual competition due to the limited resources. Each and every individual is struggling to possess much of these resources. Because of such behaviour social order cannot be maintained by consensus and conformity except by power and dominance. A surreptitious glance at our society today revealed such happening. Max maintained that such behaviours (capitalism) do not promote social cooperation and integration. As a result the strong rich take advantage over the weak poor to exploit them. Relating this theory to the present, it can be said that most of these gambling companies are owned by the rich mostly from the occident. Agencies and network branches are operated in the developing countries such as Ghana, Nigeria and Uganda. Medium such as social media and mass communication are also employed by these companies to attract mostly the unemployed youth, they end up exploiting the very penny in the pocket of these unemployed youth who are so desperate to better off their life. From the above, it has been elucidated on how the social conflict theory is applicable in this study (Homans, George 1961).

2.3.3 Cognitive Theory

The cognitive theory of gambling differs from other theories by assuming that the hope of winning money is central to persistence at gambling. Although it is a known fact that gamblers have the opportunity to know their losses, they still perceive their gains will be huge than their losses. This gives them the assurance that they can recoup their losses. (Walker, 1992; Ladouceur & Walker, 1996). Cognitive theory differs from other theories by placing a huge positive mentality

of the gamblers on his gains making them pay less attention on the excessive loss of ones assets as the main problems associated with gambling.

The main alternatives to cognitive theory are behaviour theory, the addiction model, and the escape motive. According to behaviour theory, gambling is acquired through processes of reinforcement. It is quite simply to acquire the act of gambling, a full explanation must include why most individuals do gamble, many gamble frequently, but only a few (Productivity Commission, 1999) gamble excessively. Self-control is the core attribute that makes those who gamble regularly do not gamble excessively (a learned ability to defer short term gains for a long term goals and gains – Strayhorn, 2002).

2.3.4 Theory of Planned Behaviour (TPB)

The Theory of Planned Behavior (TPB) was proposed by Ajzen (1985) and later Ajzen and Maddern (1986) to more accurately predict consumer behaviour. Conceptually TPB is really TRA with the addition of a construct called Perceived Behavioral Control (PBC). The addition of PBC is supposed to be relevant to teens and product adoption as the level of volitional control is unknown for many adolescent consumption decisions due to a number of factors that may intervene between intent and performance (Bagozzi and Warshaw, 1990). Empirical support for TPB and the construct PBC can be found in studies that address adolescent intentions and their behaviors (Sideridis, Kaissidis and Padeliadu, 1998).

There is, however, some theoretical contention whether PBC is a necessary addition to TRA for repeat or mature consumers (Lafin et al., 1994). The central factor in the TPB is the individual's intention to perform a given behaviour, which indicates how hard people are willing to try and how much effort they will exert to perform a behaviour that is under their volitional control, (Ajzen, 1991). The theory postulates three independent determinants of intention: attitude

toward the behaviour, subjective norm, and perceived behavioural control. According to the theory, as the attitude, subjective norm, and perceived behavioural control regarding a behaviour become more favourable, so does the individual's intention to perform that behaviour. Further, according to the TPB, behavioural intentions positively correlate with participation in the behaviour of interest (Ajzen, 1991). From the tenets of this theory it can be deduced that youth gambling behaviour is to a greater extent a pre-meditated behaviour. Hence this theory is imperative in the ongoing studies.

2.3.5 Social Exchange Theory

Social exchange theory is a viable theoretical framework to examine relational processes between youth and the gambling service providers'. This theory of social exchange theory draws from several areas in academia including psychology, sociology, classical economics and among others to explain the development, maintenance (e.g., solidarity, power), and decay of exchange relationships in terms of the balance between the rewards that gamblers obtain and the costs that they incur by placing a wage on an outcome of events Jones, J. K. (1976). Costs are the things that affect gamblers within. These include; depressions, poverty, dissatisfaction and have great impact on their socio-economic life negatively.

The theory of social exchange postulates that motivations in gambling are very much enhanced through the expectation of benefits as they perform good deeds. The youth yield goodness of outcomes based on rewards and costs, but each partner must value the mutual activity above a comparison level in order for relational solidarity to be sustained. The underpinnings of social exchange theory does not on its own incorporate emotions into the factors that were cognitively analyzed and processed and through that decision concerning the pattern and nature of exchange with others being made (Jones, J. K. (1976).

Affect theory complements social exchange theory by incorporating emotion as part of the exchange process. The affect theory examines the structural conditions of exchange that produce emotions and feelings and then identifies how individuals attribute these emotions to different social units (exchange partners, groups, or networks). These attributions of emotion, in turn, dictate how strongly individuals feel attached to gambling or groups, which drives collectively oriented behaviour and commitment to the behaviour. The costs and benefits are very important in gambling decisions hence the social exchange theory makes it very clear and laudable to comprehend why such behaviour exist or may continue to exist (Wu, S. & Chen, Y. 2015).

2.3.7 Maslow's Need Hierarchy Theory

It is assumed that motivation begins by meeting the individual needs in this modern-days era. Needs can be defined as, deficiencies that energize or trigger behaviors to satisfy those needs. Maslow cited in Mcshane and Glinow (2000) identifies five basic categories of human needs and placed them in a hierarchy. At the bottom of this hierarchy is a physiological need, which includes the need to satisfy biological requirements for food, air and shelter. Safety needs is next, the absence of pain, threat, or illness and the need for a secure and stable environment. Belongingness which includes the need for love, affection and interaction with other people follow. The fourth category is the need for esteem which includes self-esteem, through ones achievement as well as social esteem through recognition and respect from others.

At the apex of the hierarchy is self-actualization. This type of need stand for self-fulfillment or a sense that the person's potentials has been realized. Gambler behaviour according to this theory is motivated simultaneously by several need levels but Maslow agrees that behavior is primarily motivated by the lowest unsatisfied need at a time. When an individual attains his basic need, there is an intrinsic motivation to satisfy the next need on the hierarchy. This is called the

satisfaction-progression process. A case when an individual fails to satisfy a higher need, there will still be a motivation of keeping on till the next need is satisfied. This theory generally throw a lot of light on to youth gambling. This is because the desire to acquire needs is a major driving factor towards youth gambling. However, individual youth may have different needs as indicated by Maslow. Whiles majority could be influenced by physiological need others may do this for self-esteem or self-actualization.

2.4 Causes of Gambling

Gambling has evolved to become socially accepted way of engaging in games of chances. Its legalities and norms of operations have been far advanced in most developed nations with age specifications. However, same cannot be said about that of developing countries especially in the Africa sub-region of which Ghana is inclusive. The cause of people particularly, the youth and children engagement with gambling stems from both intrinsic and extrinsic factors including; Accessibility and Availability, The dream of hitting the jackpot, Social rewards, Intellectual challenge and Mood change. The above causes have been carefully explained below.

2.4.1 Accessibility and Availability

The rate at which gaming machines has become rampant and ubiquitous within communities and societies have exposed children to the act of gambling. This gaming equipment have been classified as amusement equipment with diverse names like fruit machines, video games, slots, poker machines and among others which are accepted within the international context (Fisher, 1993 & 1999; Griffiths, 1997; Dickerson et al., 1996). These gaming machines are found in leisure and entertainment sites such as amusement cascades, cafes, public houses and fast food outlets where individuals, groups and families visit to entertain themselves (Fisher, 1995). In

places like Las Vegas, Casino Hotels provides entertainment for individual of all ages ranging from arcade games which allows children to partake in game of chance to win toys as a prize. Through this acts, children's minds are in tuned to accept the fact that gambling is acceptable within the society in which they live.

In UK, game sites with arcades host young people, families and other groups. Studies have not yet confirmed whether young men are attracted to gambling by themselves or gambling sites provide an attractive environment due to the euphoria that they present and the opportunity for young people to gamble and how convenient and congenial the setting of gambling is without any strict supervision. Autonomy is a social concept and experience that has eluded children and have been discovered through series of studies on the social patterns of children. This occurs in the two social places that children spend most of their time which is the house and schools. The acts of restriction on children compel them to be psychologically yearning for freedom and spaces where they will experience less supervision (Qvortrup, 1994).

Relatedly, young people prefer to engage in activities that are adult-like other than involving themselves with children in their entertainment grounds. In order to avoid the supervision of adults, young people prefer to shy away from open public places (Valentine, 2004). The current development in the young generation, gentrification and redevelopment in urban centres has led to negative reactions and these are either promoted or checked through settings which serve as a hub for commercial, retail and leisure activities which are mostly monitored by private securities, television surveillance and among others. In view of this arcades serves as an important place (warm, dry, lively décor and music) and this serves as a venue for young people to have fun without being monitored.

2.4.2 The Dream of Hitting the Jackpot

Human beings by nature have the desire to be rich and independent. The thought of becoming rich inspire young people to explore avenues where they can spend less money to get more and this cause them to gamble. The more the fantasy of becoming rich, the more young people become involved with lottery and betting activities. Sweden as a country have a game of chance where individuals can buy instance lottery tickets, reserve them without scratching them and while they wait, the thought of wining big monies and the fact that it can change their lives stimulate them to keep involving in lottery (Delfabbro, and Thrupp, 2003)

These imaginary ways of perceiving win encourage young people to dream more and stick more lotteries. Psychologically, young people begin to think of having economic independence, increase the quality of their lives and most importantly realize ones' actual self. It is perceived that they will derive self-fulfilment, personal development, living a generous and ostentatious lifestyle and also enjoy wider sociability within the society they live in. hitting the jackpot may mean different things in different countries and how it may transform their lives (M. & Sylvain, C.1994).

2.4.3 Social Rewards

Gambling is perceived as a solitary activity but it's repercussion on society and benefit to people have become very much important and encourages more people to gamble other than an individual gambling. Numerous writers have discussed the social rewards that individuals receive from gambling.

Many of these works could be characterized as symbolic interactionism, which is a major vein of microsociology that stems from the thoughts of the American philosopher George Herbert Mead, on the social origin of mind and self, as interpreted by the sociologist Herbert Blumer. Being a reaction against behaviourism, symbolic interactionism stresses that human actions are based on

the interpretation of events, not simply responses to stimuli. Interpretation give meaning to events and the meanings are constantly modified in social interaction.

Symbolic interactionism is thus a study of culture and social meaning at the micro level. As such, it blends into studies of cultural meanings and patterns at larger scales, i.e. ethnology, anthropology, and cultural studies.

Social rewards are a prominent motive for participating in gambling. Some people would not be involved in gambling were it not for the social rewards and the resulting reinforcement of gambling behaviour. Factors pertaining to the social dimension to some extent explain varying levels of gambling involvement, both between sociocultural groups and between individuals. The gambling environment offers an attractive environment where different kinds of social reactions are formed including communion, competition and ostentation.

2.4.3.1 Communion

Gambling offer grounds where individuals come together to socialize and have a meaningful interaction. For instance, an adult who engages in bingo playing develops unique friendship with those they play with even outside the environment where they play. It may bring people together when enjoying track race or people meeting at a betting shop (Svendsen, R. 1998). The social connection that is developed among participants and neighbours ranges from high to low intense banding.

Many studies of gambling, however, emphasize the social rewards of gambling that have to do with togetherness and conviviality. Thus, people gamble in part because it is a way to get together with others. Through the social interaction that takes place during gambling, common values are created and reaffirmed; gambling is given meanings that allow it to function as a social and group-building activity

2.4.3.2 Competition

Gambling offers an established and readily available arena for competing with others, which makes gambling especially attractive to people of a competitive nature. Naturally, some people are competitive in nature and gambling provides such environment to compete with others. Gambling is motivated by the desire of individuals to make a favourable impression on others by showing skill in playing as well as composure when winning and losing and thereby enhance personal prestige. This view is present in numerous other sociological and cultural analyses of gambling. According to this view, people ought to be less motivated to gamble if they have to do it alone; they prefer to have spectators, co-players and/or opponents.. Poker, for example, can be played as any other sport, with championship tournaments at the local, regional, national and international levels. Casino players may feel that they are competing with the Black Jack dealer (Ocean, 1996) and sports bettors against the bookmaker, seeing it as a challenge to 'beat the system' (Neal, 2005). Winning enhances the self-esteem of competitive players, and a desire for this may be a cause of their competitiveness.

2.4.3.3 Ostentation

One perceives a transformed life through gambling through skilfulness, conspicuous consumption, boldness and exposes a person to the ways through which people do things. These forms of ostentation give the players popularity and a social recognition as well as status (Back, 2006). Such ostentation – for example, at the gaming tables of a casino – gives the gambler an opportunity to gain social recognition and status.

2.4.4 Intellectual Challenge

Knowledge and skills are developed through certain games. The intellectual abilities that are developed by these gamblers make the games less of a game of chance than a skill driven game and this stimulates the interest of those who play it. Some gamblers have pride themselves to playing only games that involves skills other than game of chance and see those who engages in lottery as less and bound to lose. Poker as a game offers intellectual challenges and requires skills and the more one plays it the more they develop such skill (Productivity Commission, (1999).

Currently, poker games have become available in magazines, internets and internet chats and forums that are organized purposely for playing poker. In some countries such as Australia, the game of poker is organized as a tournament and it is broadcasted on television with pundits discussing the strategies deployed by players and their performances are analysed by panels. Games such as poker and Texas Hold'em are easy to learn and due to their nature, those involved always have something new to learn. (Productivity Commission, 1999).

Horse racing is another form of intellectual betting. The art of gathering enough information to determine probabilities and the odds allow the minds of those involved to go on expedition doing complex calculations, estimations and the amount to put on each odd to fetch them much returns. Information like horses' past performance is critically analysed and relating it with the current conditions offers a picture as to what exactly to do. Sweden hosts trotting tracks and people become equipped with racing forms, binoculars and stop watches to determine the times the horses will compete the race in order to bet on the one of their choice (McMillen, 1996).

2.4 Excitement

Gambling through images has the capacity to change the mood of people. For instance, players become excited when they win a bingo. Moreover, different emotions are exhibited when the game is going on from start to finish which places people who are emotionally attached on edge till the game is done. Gambling can also serve as a recipe for relaxing as other leisure and recreational activities.

According to Gupta and Derevensky (1997b), it was found that the youth do gamble in order to dissociate and escape from daily stress of work. Participating youth reported that when they gamble, they enter a different world without problems or stress. The action helps them to feel great, be admired, and gain respect, among their peers and in their community and pass time quickly.

2.5 Socio-Economic Factors

Gambling can also be influenced by diverse factors such as socio-economic factors of gambling, Cultural and demographic factors and Environmental Factors. These have duly been explained in the paragraphs below;

2.5.1 Familiar and Social Factors of Gambling

Youth attitude towards gambling is being influenced by familiar factors and these factors have enhanced effect on their behaviour. This indicates that people's first point of socialization such as the family (mother, father, and siblings), school (teachers and peers), community and others have either positive or negative effect on individuals gambling behaviour. Shaping of children's behaviour occurs through the discussions that take place in the house, school and among peers and also, the philosophy of the family determines the kind of behaviour that will be put up by

individuals. Indeed familiarities have immense influence on the gambling behaviour of people (Allen et al., 2008).

This was confirmed by numerous researchers (Jacobs, 2000; Wood & Griffiths, 1998; Govini, Rupcich, Frisch, 1996). They further elaborated that because parents lack the education about the negative effects of gambling on the behaviour of their wards, they fail to protect them from such influences. The theories of observation and social learning theory clearly states how parents influence the behaviour of their children. Peers and young people of the same age group through the interaction influences of each other (Dowling, Clarke, Memery & Corney, 2005; Griffiths, 1990; Hira & Monson, 2000; Derevensky & Gupta, 2001).

2.5.2 Cultural and Demographic Factors

Culture is the pattern of life in a particular community and in communities where gambling is rampant, it affects the people negatively (Jacobs, 2000); Moreover, males by nature are adventurous and would like to experience or do things that are daring hence males involve in gambling more than females (Derevensky & Gupta, 2000a, 2000b) . Other socio-demographic characteristics such as age, parity, education, rules and regulations, marital status and religion also influence the attitude of gambling (Delfabbro et al., 2005; Moore & Ohtsuka, 1997).

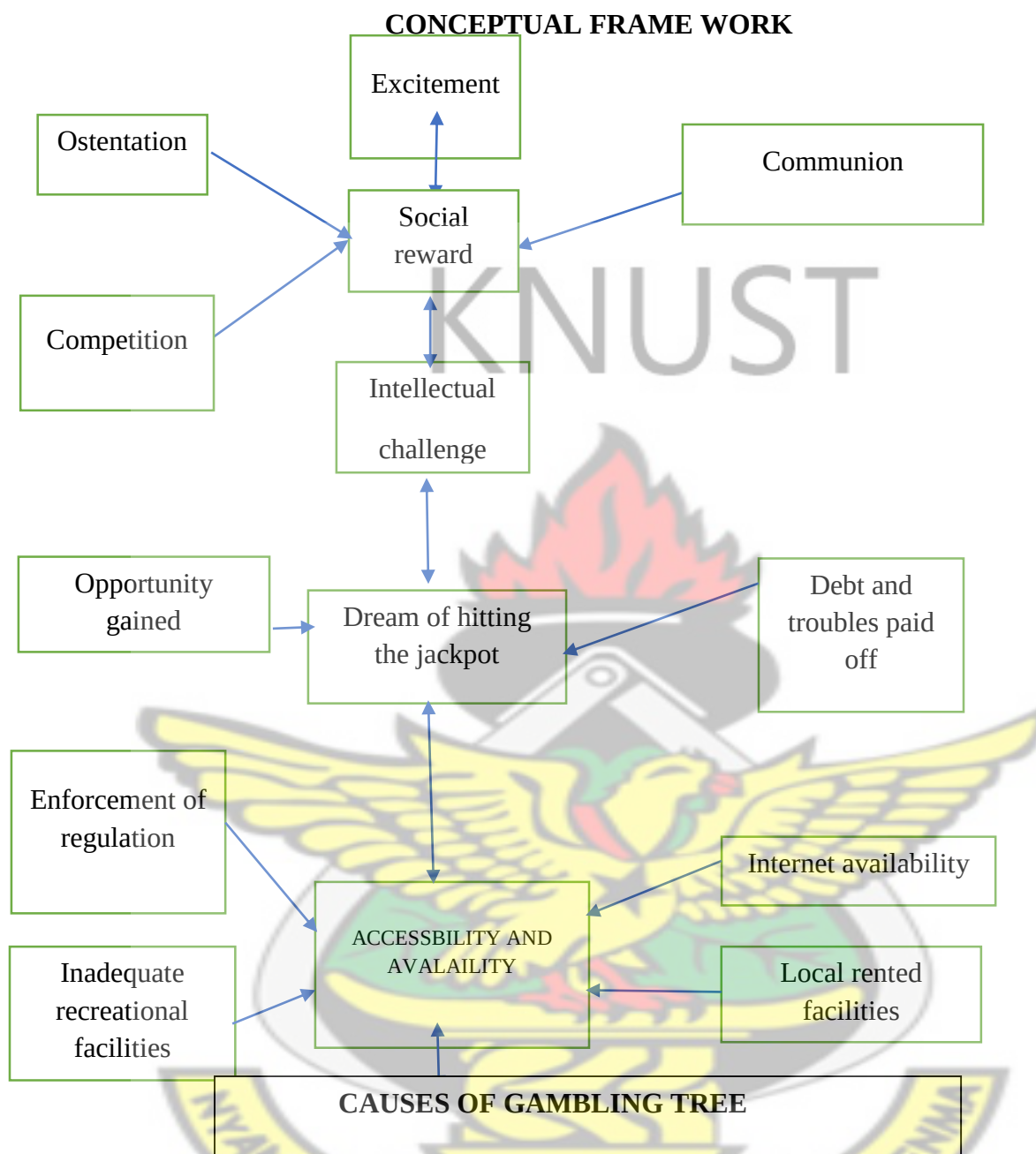
2.5.3 Contextual Factor

The immediate environment where the youth are located, influence their desire to gamble. The environment project gambling by way of allowing more gambling centres. Most of the youth in these selected communities practice gambling due to its proximity of centres and also members of such environment have accepted that gambling is socially permitted.(Secomb, 2004)

The environment in which people find themselves have a significant effect on their attitudes. Environment that promote gambling see most of their young generation engaging in gambling because they have grown to accept the fact that it is socially accepted (Allen et al., 2008). A study revealed that a change in environmental factors increases participation in gambling by 2% (Derevensky & Gupta, 2001 ;).

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Source 2.1: Conceptual Framework Conceptualizing Youth Gambling Behaviour

Figure: Author's own construct, 2017

From Figure 2.1, the researcher is conceptualizing that gambling behaviours and tendencies are influenced by macro factors such as social, familial, environmental, cultural and economic. However, at the micro level, youth gambling can be attributed to so many specific causes including

accessibility and availability, the dream of hitting the jackpot, Social rewards, Intellectual challenge and excitement

2.6 Gaps in literature

Most studies conducted on sport gambling places much emphasis on the issue of accessibility and availability as cause of sport gambling. For instance in the developed nations such as UK and USA studies conducted by Fisher (1993,1999); Griffiths (1997) and Dickerson et al., (1996) indicated that people engage in gambling because of the availability of gambling centres in these areas.

A critical review of literature showed that there is less information on how cultural and social factors in respect to Ghana and Africa and how that influence youth sport gambling. Most previous studies on gambling are general and do not focus more on sport gambling. The present study filled the literature gap on factors such social, cultural and environment factors that account for sport gambling. Within the broader literature, there has been no substantial information on social, cultural and environment factors that account for youth sport gambling in Ghana specifically the research area. Most previous studies on gambling failed to consider Africa and Ghanaian culture, social relations and family perception as well as environmental factors that may account for that. This present study filled the literature gap and provide more information on the perception that most youth in the study area and Ghana family have regard for sports betting. The study made strong contribution to knowledge as it focused on providing information from family perspective regarding sports gambling.

Various studies that looked at gambling in general failed to examine family variables from the African and Ghanaian perspective. This study looked at the influence of family dynamics on sports gambling. This made the study unique of its kind and had contributed in filling the literature

gap in this field of knowledge. Few studies such as Sideridis, Kaissidis and Padeliadu (1998) Laflin et al., (1994) and Valentine, (2004) have looked at family and gambling but failed to show how family members attitude toward sports gambling specifically could draw youth into sports gambling. This study was very distinctive and provided more information on the effects of family members' attitude toward sports gambling from the Ghanaian perspective. The study showed that youth attitude towards gambling can be influenced by family factors and these factors have effect on their betting behaviour.

After thorough review of existing literature on gambling, it was realized that there is lack of information on social factors that influence youth sport gambling in Ghana. Most of the studies conducted on gambling were done outside Ghana and the social settings of those studies are quite different from the Ghana setting. Most of the studies failed to emphasize on the difference in social setting and how social and environmental factors account for youth sports gambling. In this present study, more emphasis was placed on how social factors such as the availability of gambling centres in the Ghanaian society with low employment opportunities for the youth have on sports gambling. The study filled the literature gap by adding more data regarding sports gambling from the social setting such as Ghana to complement the existing literature from developed nations regarding gambling. The study provided information on social factors such as interaction between the youth and their peer, social reward of riches and wealth, the need for entertainment and recreation, the need for socialization and the desire for competition lead most youth in Ghana into sports betting.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This section of the study focuses on the techniques that are employed by the researcher in the collection and analysis of data. It looks at the population of study, sampling technique that was used in the selection of respondents for the study, sample size to use, source of data for the study, the method for the data collection, method of analysis and profile of the study area.

3.2 Type of Study and Research Design

For every research, to avoid or minimise unnecessary wastage in time and valuable resources, careful planning at each and every stage need to be paid particular attention to. This particular study ensured a cross-sectional design as the main framework for the assembling, compilation and analysis of the data. In the social sciences surveys, the paramount design one can employ is the cross-sectional design because of the advantages it offers (Bryman, 2001).

This design was used because it enabled the researcher to pull in measurable data on more than one case at a time. The type of research design was applied in this study because the cross sectional/social survey design employed a joint approach demonstrating both qualitative and quantitative, through structured questionnaires and interviews from the target groups (Yin, 2009). The Quantitative research deals with the measurable data that can be used to make inferential and generalization (Yin, 2009). Numbers and specifics are the general intent of the survey rather than words. A quantitative research was adopted because it gives solutions to social phenomenon by analysing the social settings and individuals (Yin, 2009). Qualitative approach is also employed and it tends to be concerned with words rather than numbers. That is, it usually emphasizes words rather than quantification in the collection and analysis of data (Bryman, 2001). This method was

used to get the number of people who have great interest in the various betting games and the demography. It also helped in knowing the various age group and their interest in all the various types of bet (user preferences). Qualitative research thus refers to the meanings, concepts, definitions, characteristics, metaphors, symbols, and description of things (Berg, 2007). Qualitative field research is employed because it enables researchers to observe social life in its natural setting or habitat: to go where the action is watched (Bryman, 2001). Qualitative method was employed in this research to get more information about the behaviours, emotions and personality characteristics of gambler.

3.3 Population

The target population of the study was the youth, which included people within the age category of 16 to 35 years within the Kumasi Metropolis; specifically Asafo, Ash-Town and Bantama. The selection of these communities was due to the fact that sport gambling was pervasive in the areas. The actual number of youth in gambling within the Kumasi Metropolis is unknown. For this reason, the researcher used probable numbers from the Ghana Statistical Service, (2009) which states that about 26% of the youth are involved in sport gambling. Only youth who are involved in sport gambling formed the population of the study. This group of people were contacted for the study because; they were in a position to provide the researcher with responses that can help the researcher achieve the study objectives.

3.4 Sampling Technique

Sampling design is a concerned strategy for obtaining a sample from a given population. It refers to the techniques or the procedures the researcher adopted in choosing items for the sample (Ranjit, 2005). For the purpose of the study, the sampling design was the non-probability sampling technique.

The non- probability sampling techniques that were employed included; convenience and purposive sampling. The selection of the respondents was based on these techniques because of the nature of the study. The purposive sampling was used to select some of the youth who really enjoy sports gambling. The purposive sampling technique, also called judgment sampling, is the deliberate choice of a participant due to the qualities the participant possesses. It is a non-random technique that does not need underlying theories or a set number of participants. Simply put, the researcher decides what needs to be known and sets out to find people who can and are willing to provide the information by virtue of knowledge or experience (Bernard, 2002). It is typically used in qualitative research to identify and select the information-rich cases for the most proper utilization of available resources Patton, (2002). This involves identification and selection of individuals or groups of individuals that are proficient and well-informed with a phenomenon of interest (Cresswell & Plano Clark, 2011). In addition to knowledge and experience, Bernard, (2002) and Tailor (2005) note the importance of availability and willingness to participate, and the ability to communicate experiences and opinions in an articulate, expressive, and reflective manner. The researcher ensured that before selecting there was interaction with the youth who are in sport gambling before selecting some respondents for the study based on the interaction process. Convenience sampling (also known as Haphazard Sampling or Accidental Sampling) is a type of non-probability or non-random sampling where members of the target population that meet certain practical criteria, such as easy accessibility, geographical proximity, availability at a given time,

or the willingness to participate are included for the purpose of the study (Dörnyei, Z. 2007). It is also referred to as the researching subjects of the population that are easily accessible to the researcher (S. K., & Given Lisa M. 2008). Convenience samples are sometimes regarded as ‘accidental samples’ because elements may be selected in the sample simply as they just happen to be situated, spatially or administratively, near to where the researcher is conducting the data collection. The convenience sampling was used to select respondents according to the subjects who were available at areas within the Kumasi Metropolis where sport gambling activities are carried out. Convenience sampling method helps study participants to be chosen based on availability and readiness. Despite the bias associated with convenience sampling, the researcher can reduce it by selecting a large sample of respondents (Gravetter and Forzano 2015), which can inform generalization.

3.5 Sample Size

The researcher selected a sample size of two hundred and ninety-six (296) respondents (youth). Among these respondents two hundred and seventy-one (271) were given questionnaire and twenty-five (25) were interviewed. With this projected share of youth in gambling, the researcher embraced the formula below to attain the sample size.

$$n = \frac{z^2 p(1-p)}{d^2} \quad (\text{Babbie, 2004})$$

Where:

- n = Sample Size
- z = is standardized normal distribution curve value for the 95% confidence interval (1.96)
- p = estimated proportion of youth who engage in gambling (0.26)
- d = margin of error at 0.05%

- $$n = \frac{1.96^2 * 0.26(1-0.26)}{0.05^2} = \frac{0.7391}{0.0025} = 295.64$$

n= 296 youth

3.6 Sources of Data

The study used both primary and secondary data. The primary data was collected directly from the respondents, while the secondary data was resourced from previous works done by other researchers on the area of study that is sport gambling and its effects in society.

The primary data was collected directly from the respondents in the field. This data formed the main findings for the study. The primary data helped the researcher to know effects of gambling and the youth attitude toward sport gambling as the data was collected through direct contact with the respondents. The primary data threw more light to the problem of study as it came directly from the respondents who are the target group for the study.

3.7 Data Collection Instrument

The main instrument for the data collection was questionnaire. This technique was employed because it helped the researcher to collect the data easily and quickly. It is also less expensive to use when collecting data.

The data that was collected through the use of the interview was used to confirm and validate the data that was collected mainly with the use of questionnaire.

3.8 Data Collection Methods

Gambling centres that was selected for this research that is, Asafo, Bantama and Ashtown, were visited personally by the researcher to obtain information from the gamblers. A simple questionnaire was used for data collection. The questions were designed in such a way that the respondents could take the questionnaire and answer on their own. However, respondents who could not read and write were assisted by the researcher in answering the questions.

The researcher also used semi-structured interview guide. Interview was conducted with the use of interview guide in a face to face interaction with a section of the youth who are engaged in sports gambling.

3.9 Validity and reliability of data collection instrument

Validity and reliability of a study is necessary for every research. It determines the applicability of the study. The reliability of the questionnaire was tested using Cronbach's Alpha. It measured the internal consistency, which is how closely related a set of items are as a group. This was tested using the Statistical Package for Social Sciences (SPSS 16). Data gathered from pretesting was used to test for the reliability and internal consistency of the Likert scale questionnaire. The results from the reliability for the four objectives are presented in Table 1.

Table 3.1: Reliability of Data Collection Instrument

Source: Author's Construct (2017)

STATEMENT	CRONBACH'S ALPHA
To examine the extent to which familial factors affects gambling attitude	0.75
To examine the extent to which social affects gambling attitude	0.68
To examine the extent to which cultural factors affects gambling attitude	0.71
To examine the extent to which contextual factors affects gambling attitude	0.78
TOTAL	0.73

3.10 Data Analysis

The most important stages in every research work is the processing of the data. Once data is collected from the field, the researcher has to put the data into shape for analysis. In data processing four main areas were looked at. These included data editing, coding, entry and data cleaning.

The first stage in the data process was data editing. To ensure the detection and elimination of all errors in completing the questionnaire by the respondents, was to ensure precision and regularity throughout the interpretation of data. In the course of the editing stage, errors which occurred during answering of questionnaire were returned to the respondents for immediate rectification and completion. Uncompleted questionnaires were also attended to and immediately completed to uniformity of data.

The second stage was coding of the data that was collected from the field. This helped in the classifying of the responses into meaningful categories. Close ended-questionnaire responses

were pre-coded. The open-ended questionnaire responses were put into related and meaningful categories in order to streamline the information into more limited traits for accurate analysis. Each one of the category was given numeric code to be reassigned into the Statistical Package for Social Science (SPSS) version 20.

After coding, the data was entered into computer software called Statistical Package for Social Sciences (SPSS). At this stage, the codes were transferred from the questionnaires into the computer using the SPSS data matrix. Each variable category was given code. Depending on the number of categories, the codes started from 1, 2, 3, 4, 5, etc. Each numeric code stood for a possible response or category. The variables were entered into the SPSS with their code for the categories as well. Then, the respondents' responses were entered.

The last stage in the data processing was the data cleaning. This was the final stage of data processing; its main purpose was to eliminate errors which occurred due to incorrect coding and entry of data into the SPSS version 20. The researcher checked to ensure that the actual variables and their categories' code were entered into SPSS. This follows with editing of charts and tables generated by the SPSS for analysis.

The data was generated and organized by the aid of Statistical Package for Social Sciences (SPSS) software and descriptive statistics were used for the analysis and interpretation. Tables were used to give a pictorial representation of the findings and allow for comparison asides its simplicity.

In analysing the data gathered using the interview guide a thematic analysis was done. Thematic emphasizes pinpointing, examining and recording patterns or themes within the data. According to Braun and Clarke (2006), thematic analysis is a qualitative analytic method for identifying, analysing and reporting patterns within data. It minimally organizes and describes the data set in detail.

3.11 Ethical considerations

The researcher gave the respondents full information about the study and the respondents were made to participate on their own will. Confidentiality of any collected information gained from the respondents is greatly assured. Introductory letter was given to owners of sport gambling centres in the study areas. All soft copy documents were under password protection. The researcher provided lockers for all hard copy from raw data collected from respondents. The researcher ensured that respondents' identifiers were not exposed.

3.12 Limitations

Time and place of meeting the respondents were a major limitation in the study. The researcher had to meet with respondents during odd hours and places which were very risky during the data collection. Most sport gambling activities take places in within time period that were not friendly due to the nature of their activities. The time frame within which the study was conducted was short but the researcher had to manage it to be able to obtain the needed data. Also, language barrier was a limitation since most of the people (youth) who engage in sport gambling have low level of literacy. Due to this, most of the questionnaires had to be interpreted.

3.13 Profile of the Study Area

The study examines the extent to which whether familial, social, cultural and environmental factors affects sports gambling attitude. The study is basically concern with the youth and their attitudes towards gambling as well as the factors that motivate them to engage in sports betting

The study was carried out in selected highly populated youth communities in the Kumasi Metropolis, which is the capital of the Ashanti Region of Ghana. The Metropolis was chosen

because of its peculiar challenges among youth. Kumasi Metropolis is one of the thirty (30) Metropolitan, Municipal and District Assemblies (MMDAs) in Ashanti Region. Generally, a population of 1,156,647 persons aged 15 years and older, who constitute the working age group, in The Kumasi Metropolis. Two-thirds (769,381) of the population are economically active. These persons are employed in a wide range of economic activities (Ghana Statistical Service, PHC 2010).

The study spanned from January to July 2017. Given the limited resources and time, focusing on all the communities in the district would be practically impossible. Therefore, respondents are selected from three different communities in the Metropolis namely Ash Town, Asafo and Bantama (Ghana Statistical Service, PHC 2010).

Asafo has a total population of 28,100 with the youth population of 12,371. Ash Town has a population of 38,801 with the youth population of 16,796. Bantama is one of the populated places in the Ashanti Region. Its population amounts to 35,294. It has a youthful population of 16,981 (Ghana Statistical Service, PHC 2010)

3.14 Conclusion

The chapter outlined the methods adopted in this study. It highlighted areas such as; research design that was used in the study, target population for the study, how the respondents were selected; sampling technique, the number of respondents involved in the study; sample size how the study sample size was determined; sample size determination. The chapter further provided for the sources of data that was used in the study and how data was collected; data collection instrument data collection methods, validity and reliability of data collection instrument, ethical considerations and limitations that were encountered in the conduct of the study.

CHAPTER FOUR

PRESENTATION OF RESULTS AND DISCUSSION

4.1 Introduction

This chapter focuses on the presentation, analysis and discussion of the data collected from the field. 271 questionnaires were completed and analysed. The study also included twenty-five (25) respondents that were interviewed through face to face interaction. The chapter was presented in the following headings; socio-demographic characteristic of the respondents, the extent to which familial factors affect sports betting attitude, the extent to which social factors affect sports betting attitude, the extent to which cultural factors affect sports betting attitude and the extent to which environmental factors affect sports gambling attitude.

4.2 Socio-demographic characteristic of the respondents

Demographic variables such as sex of respondents, age group, educational level, religious affiliation, occupation, place of residence, number of times at which respondent gamble within a week and the type of gambling activities. These factors helped the researcher to understand the respondents better. For instance, a variable such as number of times respondents engage in gambling in a week helps the researcher to know whether most youth in the area habitually engaged in gambling or not. The residence also helped the researcher to determine whether the youth place of residence influences sports gambling among the youth in the study area. It also helps the researcher to know whether youth travel from different places other than their place of residence to gamble or are residents in the study area. These questions helped the researcher to examine the profile of the respondents.

4.2.1 Sex of respondents

The study first looked at the respondents' sex. This was to determine which sex group was more involved in the study and whether there was gender parity in youth gambling and the study area. The respondents' views were presented in Table 4.1.

Table 4.1: Sex of Respondents

Responses	Frequency	Percent
Male	214	72.3
Female	82	27.7
Total	296	100.0

Source: Field Work, 2017

The data presented in Table 4.1 showed that majority of the respondents were male. Out of the total 271 sampled respondents, 72.3% of them were male and 27.7% of the respondents were female. The higher number of male respondents in the study implied that male were dominated or were more involved in the study than the female. It also implied that males' view will be prevailing in the study's findings.

The males being dominant in the study confirms what transpired in a study conducted by Arnett (2000) and Bjelde, Chromy, & Pankow, (2008) which indicated that male youth were more in sports gambling than female youth in most countries where sports gambling is common. The higher number of male youth in the study was therefore in line with previous studies on youth sports gambling. The study results showed that city authorities that wish to transact any business or manage gambling must target the male who are believed to engage more in sports gambling in the study area.

4.2.2 Age group of respondents

The respondents' age group presented in table 4.2 showed that most respondents were within the age group of 21-25 years.

Table 4.2: Age Group

Responses	Frequency	Percent
16-20 years	76	25.7
21-25 years	130	43.9
26-30 years	68	20.0
31-35 years	22	7.4
Total	296	100.0

Source: Field Work, 2017

From Table 4.2, the study found out that most of the respondents (43.9%) were within the ages of 21-25, 25.7% of the respondents were within the ages of 16-20, 20.0% of the respondents were within the ages of 26-30 and 7.4% of the respondents were within the ages of 31-35.

The above study results are an indication that most respondents were within the ages of 21-25. The results suggest that views of young people within these ages group were more prevailing in the study findings. This study finding was analogous to Tse, Yu, Rossen, & Wang (2010) which showed that in a similar study conducted in Sudan the respondents were within the ages of 21-25. The higher results of respondents within the ages of 21-25 means that the youth within the age group was more willing to participate in the study.

4.2.3 Educational level of respondents

Researchers have shown that educated youth are likely to involve in sports gambling as compared to uneducated youth (Kerber, Black, & Buckwalter, 2008). In a study by McNeilly & Burke, (2000) it was revealed that most youth who are uneducated do not have respect for law and order and hence easily engage in acts that violate laws such as illegal gambling in developing countries. The educational level of the respondents in the study was sought for in order to determine the educational background of respondents and to examine whether education can have positive influence in reducing youth gambling in the study area. The data in Table 4.3 presented the respondents' educational level.

Table 4.3: Educational Level

Responses	Frequency	Percent
No education	63	21.3
Basic education	125	42.3
Senior high school	89	30.0
Tertiary	22	7.4
Total	296	100.0

Source: Field Work, 2017

As presented in Table 4.3, the study found that majority of the respondents that is 42.3% had only basic education. Few respondents that is 7.4% had tertiary education. The study results showed that majority of the respondents had basic education. This implies that most young people within the study area were not highly educated or had not tertiary and secondary education. As stated by Stewart & Oslin (2001) revealed that youth in the area with low education have high

tendency for sports gambling given the fact that most respondents had low or basic level of education.

4.2.4 Religious affiliation

The study further sought for the respondents' religious affiliation. The data in table 4.4 presented the respondents' religious background. As established in Table 4.4, majority of the respondents were Christians.

Table 4.4 Religious Affiliation

Responses	Frequency	Percent
Christian	152	51.4
Muslim	83	28.0
Traditional	47	15.9
Free thinker	14	4.7
Total	296	100.0

Source: Field Work, 2017

The study finding showed that 28% of the respondents were Muslims, 51.4% of the respondents were Christians, 15.9% of the respondents were traditional believers and 4.7% of the respondents were a free thinker which means the respondent did not belong to any the three-dominant religious. Majority of the respondents within the study area were Christians. This confirmed the fact that most people in the Kumasi Metro and the study Communities are Christian dominated areas and had the highest Christians population. The highest number of the respondents being Christians was good for the study as it helps the researcher to establish the perspective of Christians regarding youth engagement in sports gambling in the study area as a study by Adamson

(2000) revealed that religion has influence on gambling albeit some religious groups do not permit gambling among its followers yet the followers compromise.

4.2.5 Occupation of respondents

The data in Table 4.5 showed that most of the respondents were unemployed followed by respondents who were working under the private sector. Few respondents were self-employed. The details are provided in Table 4.5 below;

Table 4.5: Occupation of Respondents

Responses	Frequency	Percent
Unemployed	106	35.8
students	58	19.5
Government employees	41	13.9
Self-employed	34	11.5
Private sector employees	57	19.3
Total	296	100.0

Source: Field Work, 2017

From Table 4.5, the study found that 35.8% of the respondents were unemployed, 19.5% of the respondents were students, 13.9% of the respondents were working within the public sector, 11.5% of the respondents were self-employed and 19.3% of the respondents were working in the private sector.

The study indicated that, those involved in gambling are unemployed. Being unemployed makes it hard for an individual to get all the need. Maslow theory of needs makes us aware that every individual has needs. The desire to satisfy these need cause the respondents to gamble. The unemployed group gamble so as to acquire money or other possession to satisfy the physiological needs. The next with a higher percentage are the students and the private workers respectively.

The student group and the private sector employees group needed to satisfy their safety and love/belonging needs as they already have their basic needs. The government employees and the self-employed group get a lot of income from their work but because they also want to satisfy their esteem and actualisation needs, they intend to gamble.

4.3 Number of times respondents gamble within a week

Investigating into the number of times respondents engaged in gambling in a week, the study found that majority of the respondents' gamble twice in a week. Respondents said gambling at certain times is impossible within the week except young people who engages in gambling as a profession. It was also found that most sporting activities (football) take place twice in a week. For this reason, the study found that majority of the respondents said they engage in gambling at least two times within the week in the study area.

Table 4.6: Number of times the youth engage in gambling in a week

Responses	Frequency	Percent
Once	58	19.6
Twice	125	42.3
Three times	25	8.4
Four times	35	11.8
Five times	53	17.9
Total	296	100.0

Source: Field Work, 2017

Out of the total 271 respondents, 42.3% of them engage in sport gambling twice in a week, 19.6% of the respondents engage in gambling once in a week, 8.4% of the respondents' gamble three times in week and 11.8% respondents stated that they gamble four times in week. The study finding showed that 17.9% of the respondents' gamble five times within a week in the study area. Again, the revealed that most respondents who were involved in the study were single.

4.4 Type of gambling activities

The study enquired from respondents the types of sport gambling activities respondents were engrossed with. The results in Table 4.7 illustrate the most common sport activities that most gamblers in the study area engaged in.

Table 4.7: Type of Gambling Activity

Responses	Mean score	Ranks
Soccer	4.91	1 st
Spin and win	4.82	2 nd
Dog race	4.27	3 rd
Tennis ball	4.19	4 th
Running	3.74	5 th
Lucky six	3.11	6 th
Boxing	3.03	7 th

Source: Field Work, 2017

From the results presented in Table 4.7, the study found that most gamblers engage in two or more gambling activities meaning that most respondents do not only engage in one activity but several other sporting activities when gambling. However, according to respondents, the most common activity that most of them engage in was soccer which rank first with a mean score of 4.91. This was followed by “spin and win” which also recorded a mean score of 4.82 with boxing rating low. The study results implied that respondents (gamblers) in the study area have many sporting activities in which they engage in. Among the common ones are; spin and win, dog race, tennis ball, running (race), lucky six and boxing.

4.5 The extent to which familial factors affects sport gambling attitude

The study sought from respondents regarding family factors and sport gambling. Previous studies have shown that youth attitude towards gambling can be influenced by familial factors and these factors have enhanced effect on their behaviour (Sideridis, Kaissidis and Padeliadu, 1998; Laflin et al., 1994 and Valentine, 2004). This indicates that people's first point of socialization such as the family (mother, father, and siblings), school (teachers and peers), community and others have either positive or negative effect on individuals gambling behaviours. Shaping of children's behaviour occurs through the discussions that take place in the house, school and among peers and also, the philosophy of the family determines the kind of behaviour individuals' exhibit.

4.5.1 Respondents family members who engage in sport gambling

The study sought from respondents regarding their family members that engage in sport gamble. The result in Table 4.8 provides the details;

Table 4.8: Respondent's Family Members who engage in Sport Gambling

Statement	SD (1)	D (2)	U (3)	A (4)	SA (5)	Mean	Std. Dev.
My Father engages in sport gambling	13	31	12	95	145	4.76	1.63
My Mother engages in sport gambling	86	58	8	66	78	2.27	1.34
My Sibling engages in sport gambling	23	18	20	108	127	4.87	1.21
My Relatives engage in sport gambling	34	32	19	113	98	4.57	1.64

Source: Field Work, 2017

The study found that only the respondents' mothers did not engage in the gambling. This recorded an average of 2.27, which implied most respondents disagreed that their mothers engage in sport gambling. This was quite different from the respondents' fathers, siblings and relative. The study recorded an average of 4.76, 4.87 and 4.57 respectively for respondents' fathers, siblings

and relatives engagement in sport gambling. This result showed that aside the mothers, most of the respondents have other family members who engage in sport gambling. It was found that mothers were less likely to influence the youth into sport gambling.

From the results presented in Table 4.8, it was found that most of the respondents' fathers, siblings and relatives engage in sport gambling. The study result showed that fathers, sibling and other family relatives were more likely to influence the youth into sport gambling. The study found that the respondents were following the footsteps of their fathers, siblings and relative as most of the respondents indicated that they have family members who also engage in sports betting. The study results implied that family members who engage in sport gambling are more likely to influence the younger generation to gamble. It was also noted that most respondents learn sport gambling from their siblings.

The study's finding was in line with the views of Sideridis, Kaissidis and Padelidau (1998) that family factors influence the behaviour of the youth in many ways. It was also revealed by Ajzen (1991) that most youth replicate the acts of the older siblings in most of the things they do. This study results therefore inferred that social learning theory was significant in sports gambling in the study area. In an interview with the respondents, some of them stated that, their peers influenced them, although they have their siblings also engaging in sporting gambling. One respondent noted;

One day, after school, I followed a friend to "my bet" and he won 400 Ghana cedi, and he was excited. He uses 50 Ghana cedi on food and drinks for himself and a few friends and we were all excited. From that day, I began to gamble. It is good to gambling because it comes with reward for me personally (Respondent 1).

Another respondent added;

I have been following my elder brother for some time now and he gets money from sport gambling. It gives me hope that if I join in gambling I will make a lot of money from gambling. I have been trying it in recent times. I started sport gambling last year when the English premier league began. I can say, it is not bad at all
(Respondent 2).

The study results showed that respondents' family especially siblings influence each other in sport gambling. It was also appreciated that some respondents gamble due to peer influence among the youth in the study area. In a study by Strayhorn (2002) it was noted that young people learn how to gamble from their peers.

Table 4.10: Social Factors Affect Sport Gambling Attitude

Statement	SD (1)	D (2)	U (3)	A (4)	SA (5)	Mea n	Std. Dev.
The availability of gambling centers and other gamblers affects youth attitude to gambling	88	68	11	44	60	4.23	0.96
Peer pressure encourages gambling	31	33	23	111	73	3.82	1.04
Affluence such as wealth encourages gambling	38	102	15	93	23	2.88	0.92
The need for entertainment and recreation impel me to gamble	49	57	14	88	63	3.38	1.33
The need to socialize encourages gambling	31	33	23	111	73	4.66	1.53
The desire for competition propels the youth to gambling	48	72	15	93	64	4.27	1.04

Source: Field Work, 2017

4.6.1 The availability of gambling centers and other gamblers affects your attitude to gambling.

From the results presented in Table 4.10, the study found that most of the respondents agreed that the availability of gambling centres and other gamblers contribute to youth gambling. The study recorded a mean score of 4.23. Considering the mean score, the study results showed that most youth engage in sports gambling because of availability of gambling centres and other gamblers. The respondents claimed that there are many centres where sports gambling take place in the study area. According to respondents sport gambling centres were located at all vantage points and the youth could have easy access to centres where sports gambling are operated. One respondent argued;

These betting enterprises are everywhere. In “Bantama” here, for example there are four places that I know that sports gambling takes place and these are well organized and recognised centres. There are some that are not necessary gambling centres but gambling go as live football matches is been watched. So, we always have the betting centres available to us. (Respondent 11).

The study finding showed that sport gambling was influenced by the availability of gambling centres and the increasing number of gamblers among the youth in the study area. The study finding confirmed the views of Bjelde, Chromy, & Pankow (2008) that availability of gambling centres influence the youth to engage in gambling.

4.4.2 Peer pressure encourages gambling

The study found that most of the respondents agreed that interaction between youth and their peer encourages youth sports gambling. Comparing the number of respondents who agreed (116) and those who disagreed (64); the study concluded that majority of the respondents agreed that peer influence leads to sport gambling. The results in Table 4.10, showed that study recorded a mean score of 3.82, which also implied that respondents considered peer influence as cause of sport gambling.

This was further confirmed in an interview with some respondents who argued that it was their peers who influence them to engage in gambling. One noted;

I usually follow my friends who were gambling and they thought me most of the process and techniques. I remember my first bet. My friend made fun of me and asked me to list the next time I intend to bet. So from that day, I took cue from him when betting (Respondents 13)

The study finding showed that peers influence was fundamental in youth sport gambling in the study area. The study found that youth who have peers who gamble were likely to engage in gambling as well.

4.6.3 Affluence encourages gambling

From the results presented in Table 4.10, the study found that respondents were uncertain as to whether sports gambling was on the increase due to the social rewards. Out of 271 respondents, 140 respondents disagreed that social reward of riches and wealth make youth to engage in gambling as against 116 respondents who agreed that social reward of riches and wealth make youth to engage in gambling. The study recorded a mean score of 2.88 which implied that respondents were uncertain as to whether social reward of riches and wealth make youth to engage

in gambling. The results showed that a wide margin between these two ideas, they intend losing if not all most of what they win back to the betting firms. Some even lose most of their valuable assets in course of betting to enable them win massively. Others see their colleagues win frequently. This is what one respondent said

I came here with two friend, one lost all his money and even borrowed from me and yet he lose again. The other also made a lot but later lost a massive share after betting again with what he earn (Respondent 16)

In an interview with respondents it was further confirmed that most respondents see gambling as quick way of becoming rich. One respondent argued;

You may see us poor here today, but I assure you, let me win just one bet, and you will not recognize me again. Few guys are now getting rich through this business. We are all patiently waiting for our day to come. For me, I believe I will make it. In our society today, if you do not have money no one knows you. In family, meeting only the rich influence decision and it is even in politics and in some churches (Respondent 16).

4.6.4 The need for entertainment and recreation impel you to gambling

The study found that most of the respondents agree that the need for entertainment and recreation impels the youth to gambling within the study area. From the Table 4.10, the study recorded mean score of 3.38 which implied that respondents are uncertain that the youth in the study area engage in gambling as a way of entertainment and recreation. Out of the total respondents sampled, 106 respondents disagreed compared of 151 respondents agreed that the need for entertainment leads most youth into sport gambling.

In an interview with the respondents, it was found that most youth purposely go to gambling centres for entertainment. It was argued that the youth do not only gamble at the sport betting companies/station located around the study area but they also entertain themselves. One respondent argued;

I go there to watch football matches. It is free watching matches at the betting centres and most offer, I go there just to entertain myself and relax. But at times, I try the betting when someone tries to raise questions about the teams that will win particular games (Respondent 14).

The study findings showed that gambling serves as source of entertainment for the youth in the study area. The study finding confirmed the views of Arnett (2000) that gambling is considered a form of recreation that has been part of the human history since time immemorial. The gambling is considered as a socially acceptable recreation and entertainment for people.

4.6. 5 The need for socialization encourages the youth to gamble

The need for socialization is something that people seek to achieve. Although socialization of children starts from the family, the youth socialize through outdoor games with peers. According to respondents, youth who engage in sport gambling do so with the intent of socializing with the peers who visit gambling centres. From the results presented in Table 4.10, the study recorded a mean score of 4.66, which implied that most respondents agreed that they gamble in order to socialize with their peers. Most respondents argued that gambling helps them to socialize. One respondent had this to say;

When I go to watch matches and socialize with friends and all of them are gambling and I do not gamble, I do not feel good. So, I gamble to feel as part of my group. After gambling, the winners always buy drinks and we all enjoy it. So, if there is no

gambling there will be less socialization as most of us who go to the betting centre to meet with friends to drink and socialize after work (Respondent 15).

From the study finding, it was found that youth gamble in order to socialize with friends. Similar findings were found by Bjelde, Chromy, & Pankow (2008) that gambling serves as socialization for the youth.

4.6.6 The desire for competition propels the youth to gambling

The study found that most respondents argued that the desire for competition makes most of them to gamble. Out of the total sampled of respondents 112 respondents disagreed compared to 148 respondents who agreed that they are into sports gambling due to their desire to compete. The study recorded a mean score of 4.27, which implied that respondents agreed that the desire to compete leads most youth to engage in gambling in the study area.

The desire to compete makes most youth to gamble. From the study findings, it could be concluded that the desire to compete among the youth leads to sport gambling in the study area. The desire to compete affects the people negatively. Moreover, males by nature are adventurous and would like to experience or do things that are daring hence males involve in gambling more than females as form of competition (Derevensky & Gupta, 2000).

4.7 The extent to which cultural factors affect gambling attitude

The study further sought the views of respondents regarding cultural factors that affects gambling attitude among the youth. The respondents' views are presented in Table 4.11 below;

Table 4.11: Cultural Factors that affect Gambling Attitude

Statement	SD (1)	D (2)	U (3)	A (4)	SA (5)	Mean	Std. Dev.
My religious permit gambling	100	71	11	40	49	1.38	1.33
Gambling is cultural accepted	104	57	26	54	30	2.16	1.53
Lack of norms in my society encourage me to gamble	41	35	23	73	99	4.27	1.04
Being a female or male makes one to gamble	52	51	24	63	81	3.72	1.51

Source: Field Work, 2017

4.7.1 My religious permit gambling

The study enquired from respondents as to whether their religion accepts gambling. From the results presented in Table 4.11, it was found that most respondents disagreed that their religion accepts sports gambling. Out of a total of 271 respondents, 171 respondents disagreed and only 99 respondents agreed that their religion accepts sport gambling. From the results gathered from the field, the study recorded a mean score of 1.38, which implied that most respondents indicated that their religious background do not support sports gambling. It was clear that most respondents agree that gambling was against their religious value yet they gamble.

One respondent stated that he gambles because he has no other means of sustenance;

I gamble not because my religion supports it but I have to make a living. I am a Christian and the good book (Bible) speaks against gambling. But you see, it is not all the things in the Bible that I can obey. I gamble and I accept my fault but

someone may attend church and tell lies. It is all against what the Bible teaches
(Respondents 6).

From the study results, it could be concluded that most respondents gamble regardless of whether their religion accepts gambling or not. The respondents stated that they gamble because they have to earn a living and that has nothing to do with their belief system. The study finding was in line with the views of Dickson et al., (2002) that gambling takes place in people of different religious background although most dominant religions do not support gambling. Gambling is common among members of all religions and every ethnicity and society in the world.

4.7.2 Gambling is culturally accepted

The study again found that most respondents disagreed that gamble is culturally accepted because most societies abhors the youth engagement in gambling and was not culturally accepted in most societies. It was found that 161 respondents disagreed that gambling was culturally accepted in the society compared to 84 respondents who agreed. Considering the number of respondents who agreed and those who disagreed, the study concluded that most respondents in the study argued that gambling was not culturally accepted yet they engage in gambling. The study recorded a means score of 2.16 which implied that the respondents disagreed that gambling was cultural accepted act in the society.

4.7.3 Lack of norms in my society encourages me to gamble

The study results presented in Table 4.11 showed that most respondents agreed that society lacks of norms and mores against gambling encourage youth to gamble. Out of the total sampled population 76 respondents disagreed compared to 172 respondents who agreed that society lacks of norms and mores against gambling encourage youth to gamble. The mean score of 4.27 also implied that most respondents place society lack of norms against gambling the root cause of gambling among the youth in the study.

4.7.4 Being a male or female makes one to engage in gambling

From the results depicted in Table 4.11, the study found that most respondents agreed that male by nature are adventurous and would always want to engage in gambling. From the respondents' views, the study recorded a mean score of 3.72 which implied that respondents agreed that males by nature are adventurous and would like to experience or do things that are daring hence males' involvement in gambling. The study results showed that men in the study area are influenced by the culture that considered male as the head and adventurous who would like to take risk at all time to become rich in the society.

The respondents stated that when a man is poor the wife does not respect him and for that matter the men would have to do all things possible to become rich including sports gambling. One respondent noted;

As a man, I have to work to maintain my status in the family. But you see, in Ghana today, there is no work for me, gambling is a source of income earning venture. I will gamble to cement my place as head provided gambling can give me the money I need. They say "great risk comes with great reward" so, I take the risk and wait

for the reward by gambling here every day. Provided I have some money on me, I will keep on trying (Respondent 8).

The study results showed that most respondents were willing to take risk and gamble as long as they hope to win from gambling. The study results also the culture influence that makes male dominant over female makes most of the male youth in the study area to gamble. However, both sex gambles in the study area but the male were in the majority of gamblers. The study finding was analogous to that of Derevensky & Gupta, (2000) and Jacobs (2000) culture is the pattern of life in a particular community and in communities where gambling is rampant, it affects the people negatively. Moreover, males by nature are adventurous and would like to experience or do things that are daring hence males involvement in gambling more than females Delfabbro et al., 2005; Moore & Ohtsuka, 1997).

4.8. To examine the extent to which environmental factors affect gambling attitude

Studies have shown that environmental factors influence gambling. Every society has its factors that influence people's gambling behaviour and the particular form of sports people gamble on. The result in Table 4.12 provides detailed information on environmental factors that affect youth attitude toward sports gambling in the study.

Table 4.12: Contextual Factors that affect Gambling Attitude

Statement	SD (1)	D (2)	U (3)	A (4)	SA (5)	Mean	Std. Dev.
Lack of recreational centres in my community makes youth engage in gambling	34	60	25	49	103	4.66	1.93
Access of gambling centres makes me to engage in gambling	52	47	28	63	81	3.57	1.81
Unemployment situation of youth lead them to gambling	35	61	25	111	39	4.27	1.24
The dominance of sport in my area lead to sport gambling	65	61	25	39	81	2.53	1.59

Source: Field Work, 2017

4.8.1 Lack of recreational centers in your community makes me engage in gambling

In the results presented in Table 4.12, the study found that one environmental factors in the study that affects gamblers attitude was the lack of recreational centres in your community makes youth engage in gambling. The study found that most respondents agreed that the places in which they live lack recreational centres and for that matter most of the youth in the area considered gambling as recreation. From the results presented, 94 respondents disagree as against 152 respondents who agreed that lack of recreational centres in your community makes youth engage in gambling. The mean score was 4.66 which implied most respondents strongly agreed that their society lack of recreational centre influence gambling among the youth.

In an interview with respondents, the study found that most of the study areas do not have any recreational centres aside the places that the youth go to watch football matches played from across Europe. It was therefore imperative for most youth to stay in the community without engaging in sport gambling. One respondent noted;

At times, I go to the games centre to watch my favourite matches and before I realise I have committed myself into betting with someone else. It is at times not intentional, but we do it out of impulse (Respondent 10).

The study result showed that as the community lacks recreational centre where the youth can go and entertain themselves, gambling will continue to be dominant among some few youth who like watching football. The study finding was in line with the views of Allen et al., (2008) and Secomb (2004) that the environments in which people find themselves have a significant effect on their attitudes especially; gambling. Environments that promote gambling see most of their young generation engaging in gambling because they have grown to accept the fact that it is socially accepted. A study revealed that a unit change in environmental factors increases participation in gambling by 2% (Derevensky & Gupta, 2001; Secomb, 2004).

4.8.2 Access of gambling centers makes me to engage in gambling

The study further found that most youth gamble because of the easy access to sport gambling centres within the city. The study found most respondents argued that gambling centres were common. The study recorded a mean score of 3.57 which implied that access to gambling centres makes most youth to engage in sports gambling. Also considering the number of respondents who disagreed (99) and those who agreed (144), it implied that sports gambling among the youth could be attributed to the environment in which most of the youth find themselves where sports gambling centres are freely and easily accessible in the area.

The respondents argued that they do not pay to watch games at betting centres, the small money they have pay at places where sports betting take place they rather use it for betting at places where sports gambling takes place.

I do not watch matches at games centres where I will be required to pay 2 cedi or 1 cedi 50 pesewas just for watching a match. I always prefer to use my 2 cedi for gambling at any “mybet” or “betway” centres. In this regards I get to watch the matches for free and also stand a chance of winning. If it were you what will you do, watch free or pay and watch? Gambling centre entry is free to the public. So it encourage most of us to go (Respondent 12).

The study results showed that the free access of gambling centres in the study area influence most youth to engage in sport gambling. It could be concluded that among the youth, what facilitated youth gambling is the free access to gambling centre.

4.8.3 Unemployment situation of youth leads them to gambling

From the results presented in Table 4.12, the study found that most respondents agreed that unemployment situation of youth impels them to gambling. Out of the total 271 respondents contacted for the study, only 96 respondents disagreed that unemployment makes the youth to engage in sport gambling compared to 150 respondents who agreed that unemployment accounts for gambling among the youth. The mean score of 4.27 implied that unemployment among the youth was a cause of gambling among most of the youth in the study area. Some few youth interview further supported this argument by indicating that when they wake up every day they have nothing to do than to visit games and gambling centres to try their luck on.

I do not have anything to do. So, when I gamble here, I get some small money to manage my daily expenses. Some of us do not win, but for me, I win at least once in every month of three weeks and it is not bad. To win you need to play your cards well. You don't just bet without considering the possible outcomes. If you risk a lot because you are greedy

and want to win much, you end up losing. Although not much it helps me meet my expenses.

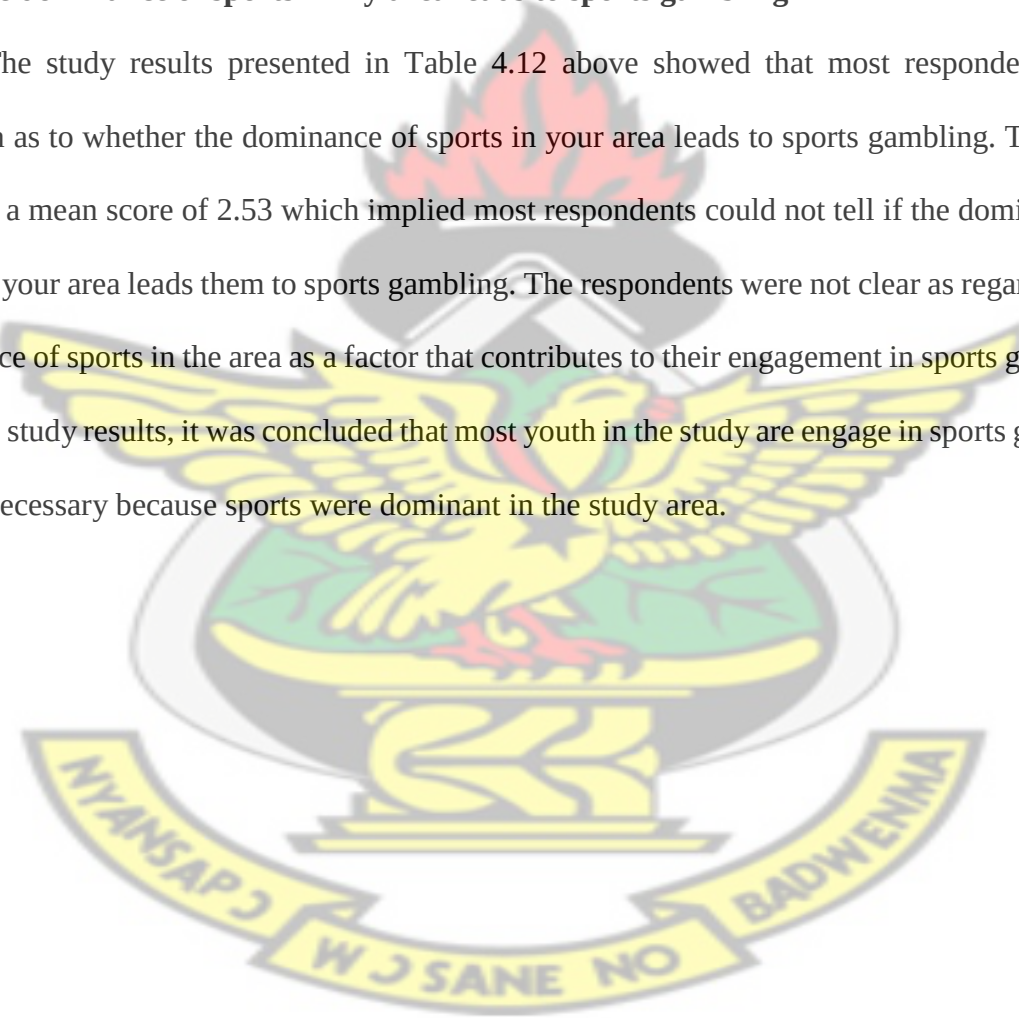
It's better than be unemployed and sitting home idle (Respondent 16).

The study found that unemployment was compiling most youth to engage in sport gambling as they virtually have nothing to do and have to depend on the little income they make from sport gambling for their livelihood.

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4.8.4 The dominance of sports in my area leads to sports gambling

The study results presented in Table 4.12 above showed that most respondents were uncertain as to whether the dominance of sports in your area leads to sports gambling. The study recorded a mean score of 2.53 which implied most respondents could not tell if the dominance of sports in your area leads them to sports gambling. The respondents were not clear as regards to the dominance of sports in the area as a factor that contributes to their engagement in sports gambling. From the study results, it was concluded that most youth in the study are engage in sports gambling but not necessary because sports were dominant in the study area.



CHAPTER FIVE

SUMMARY OF FINDING, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter provides summary of the major findings, conclusion and offer some recommendations. The study findings adequately satisfied its objectives which concluded; familial factors affect gambling attitude, the extent to which social factors affect gambling attitude, the extent to which cultural factors affect gambling attitude and the extent to which environmental factors affect gambling attitude. The main instrument for the data collection was questionnaire. There was also focused group interaction conducted with gamblers at centres where sport gambling takes place in the study area.

5.2 Summary of findings

The socio-demographic profile of the respondents showed that most of the respondents were males. It was found that males were more involved in sports gambling compared to females. The most dominant age group of most sports gamblers in the study area was those within the ages of 21-25 with majority of the respondents having only basic education (primary and junior high school). It was also revealed that most sports gamblers were Christians despite the fact that their religious values abhor gambling activities. Most of the respondents were unemployed with few working in the private sector. The study found that most sport gamblers in the study area gamble at least twice within the weeks and were mostly engaged in sport gambling activities such as; soccer, spin and win, dog race, tennis ball, running (race), lucky six and boxing.

5.2.1 Family Factors

There are no sources in the current document.

Investigating on the family factors that affect gambling attitude in the study area, the study found that most gamblers were from families in which at least one of their siblings was engaging in gambling or the parents. It was found that most gamblers siblings influence them into the act other than their parents. The study found again that most respondents agreed to the view that their family have positive sights about sports gambling. It was revealed that most families of gamblers consider gambling as a recreation activity, income earning activity, and/ or provide gamblers with the opportunity to earn more income. Some of the family further claimed that, they considered sports betting as employment for the unemployed youth, provide the youth with much leisure time and keeps the individual engaged when they are idle. Some of the families considered sport gambling as a way of increasing poverty among the youth most of them do not win every day but even if they will win, it is once in several bets.

5.2.2 Social Factors

The study further noted that social factors in the study area affect gamblers attitude; these factors are; availability of gambling centres and other gamblers, interaction between youth and their peers, entertainment and recreation, socialization and the desire for competition ushered the youth into gambling in the study area. Only the social reward of riches and wealth was a factor that most respondents disagreed that it affects sports gambling attitude in the study areas. The study's results showed that the youth gamble because they want to socialize and as the gambling centres are the places they could meet their peers with whom they could socialize.

5.2.3 Cultural Factors

It was further found out that most youth in the study area engage in sport gambling because of the belief in wealth accumulation. The study found that most youth gambler have the intention of winning and becoming rich overnight. Although most sports gamblers indicated that their religious beliefs do not permit gambling, they still engage in gambling because of their desire for money and not preserving their culture. There is weak enforcement of norms and mores against gambling and that encourage youth to gamble. It was also found that the society in which they live have certain expectations for males. It was found that males by nature should be adventurous and would like to experience or do things that are daring hence males involve in sports gambling with paying less attention to their culture preventing them from gambling in the study area. From the study results, it could be concluded that most respondents gamble regardless of whether their religion accepts it or not. The respondents stated that they gamble because they have to earn a living and that has nothing to do with their belief system.

5.2.4 Contextual Factors

The study again found that some contextual factors influence gambling attitude in the study area. Respondents agreed to the following environmental factors as an influence on gambling attitude; lack of recreational centres, easy access of gambling centres, and the unemployment situation of the youth. Furthermore, the results indicated that recreational centres were missing in the study area. Lack of recreational centres has contributed to the youth's involvement in gambling as they consider sports betting as a recreation in the study area. Unrestricted access to gambling centres has also contributed to the youth engagement in sports betting because there is no restrain in getting to the centres. Unemployment is another environmental contributing factor because if

they sit idle as the old adage goes that the devil finds work for the idle, they might engage in stealing, it is therefore appropriate that they gamble rather than stealing.

5.3 Conclusion

The study findings have satisfied its objectives. It was concluded that familial factors affect gambling attitude in the study area. The study concluded that sports gamblers who engage in sports gambling in the study area have other family members (siblings) who also engage in sport gambling. It was also concluded that most respondents (gamblers) family members have positive attitude towards gambling and actually support family members that gamble. Although few respondents had their parents engaged in sports betting, most of their parents were against them. The study concluded that socio-cultural and environmental factors influence gambling attitude in the study area. The study further concluded that easy accessibility of gambling centres in the study area, unemployment among the youth, the youth desire to get rich, and the desire of the youth to socialize with peers and weak enforcement of norms and mores governing gambling make most youth to engage in gambling. It was again concluded that lack of recreational centres in the study area makes youth engage in gambling.

5.4 Recommendations

Based on the study findings, the following recommendations were offered;

The researcher recommends that community leaders should try to establish recreational centres for the youth. There should be other alternative means of entertainment for the youth rather than sports gambling. The churches and other religious bodies could come in to organize religious gathering that can equally entertain the youth in the area.

The researcher recommends that, the regulatory body of gambling, should put measures in place as checks on gambling operation centres. The regulations should be so strict to control all forms of child gambling.

The researcher recommends that religious leaders should place more emphasis on the need for members to follow their religious mores. The study found although most respondents' religion beliefs were against gambling yet the youth engage in it. It is therefore recommended that the religious leaders should try their possible best to ensure that their members obey the religious mores they teach their members to caution youth.

The researcher further recommends that older family members should discourage the younger ones who think that gambling create wealth to desist from that as it could lead to the problem gambling. The researcher recommends that family members should change their attitude towards gambling. Parent and others siblings who gamble should not encourage other to join them in sports gambling. Families should desist from encouraging members to gamble.

The study further recommended that the society should change in attitude toward wealth creation and it should socialize its members on acceptable means of wealth creation through hard work rather than gambling. Religious could organize retreats for the youth as form of socialization programmes to enable the youth to socialize periodically. The study also recommended that the community should develop rules against the establishment of illegal gambling centres and regulate the legal ones.

The study also recommended that for further studies various administrators of the various sports gambling companies should be consulted to solicit their views as to what motivate them to invest into that. Also, other opinion leaders of the youth such as their parents, political leaders as well as traditional leaders can also be consulted. Further researchers can also look at the relationship between services provided by various sports gambling centres and the youth.

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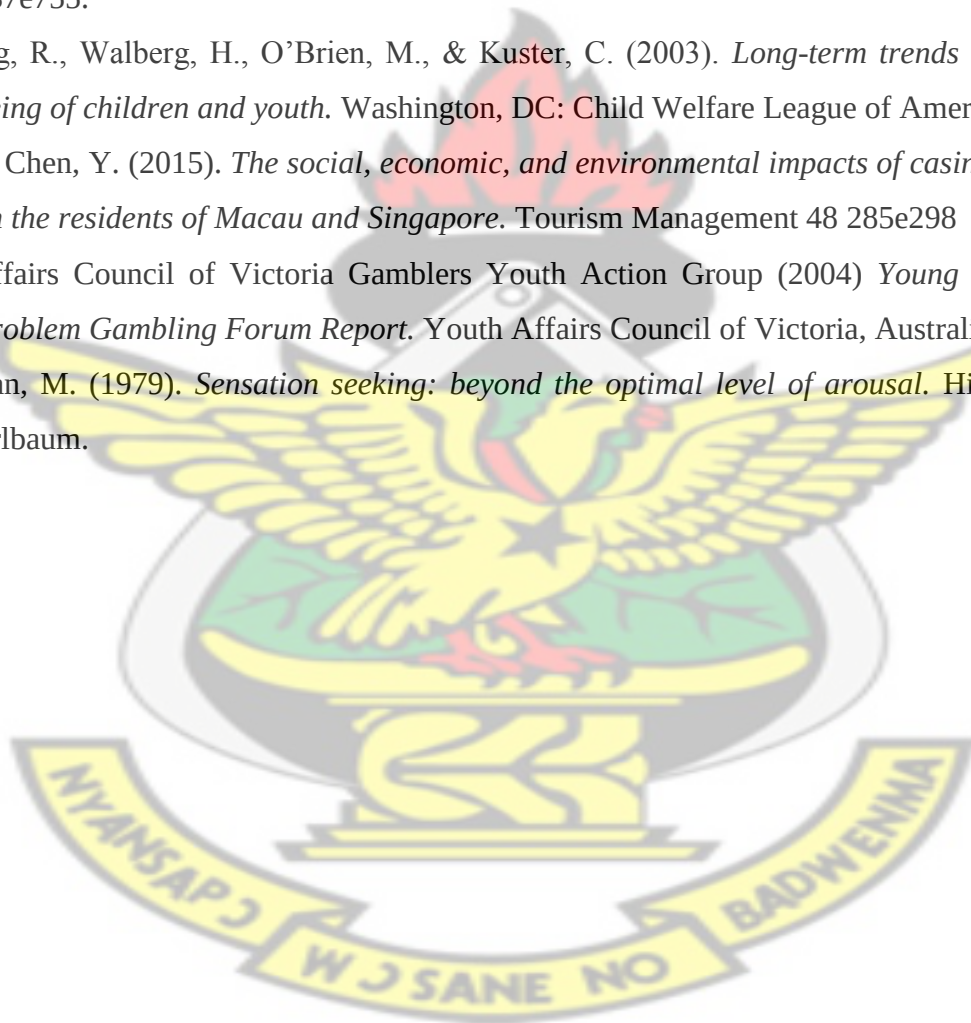
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APPENDIX A

Questionnaire

I am a postgraduate student in the Department of Sociology and Social Work, KNUST. This questionnaire is for a research being conducted in partial fulfillment of my graduate programme in Sociology. This study is on “*Examining Socio-Economic and Environmental factors that affect the Youth Attitude towards Sport Gambling in Ghana*”. Responses to the questions below will help the researcher undertake this exercise. The researcher intends to provide absolute confidentiality and anonymity to information gathered. Please give only one response to each question, except only when the question requires multiple answers. Honesty is requested in all responses. Your cooperation is well appreciated. Thank you.

Section A: Profile of Respondents

1. Sex of respondent

(a) Male [] (b) female []

2. Age group of respondent

(a) 16-20 years []

(b) 21-25 years []

(c) 26-30 years []

(d) 31-35 years []

3. Educational background of respondent

(a) No formal education []

(b) Primary school []

(c) Junior high school []

(d) Secondary school []

(e) Tertiary []

(f) Others specify

4. Religious background of respondent

(a) Christian []

(b) Muslim []

(c) Traditionalist []

(d) Others specify

5. Occupation

6. Place of residence

7. Number of times of respondent gamble within a week.....

8. Type of gambling activities

9. Indicate the place of gambling

Section B: To examine the extent to which familial factors affects gambling attitude

10. Using the likert scale indicate your level of agree to the following statement. Select from strongly agree (SA), agree (A) uncertain (U) disagree (D) and strongly disagree (SD) in response to the statement regarding your family member that engage in sport gambling

Statement	SA	A	U	D	SD
Your Father engages in sport gambling					
Your Mother engages in sport gambling					
Your Sibling engages in sport gambling					
Your Relatives engage in sport gambling					

11. Using the likert scale indicate your level of agree to the following statement. Select from strongly agree (SA), agree (A) uncertain (U) disagree (D) and strongly disagree (SD) in response to the statement regarding your family member who influences you to engage in gambling

Statement	SA	A	U	D	SD
Your Family influences you into sport gambling					
Your Mother influences you into sport gambling					
Your Sibling influences you into sport gambling					
Your Relatives influence you into sport gambling					

12. How does your family consider gambling to be? Using the likert scale indicate your level of agree to the following statement. Select from strongly agree (SA), agree (A) uncertain (U) disagree (D) and strongly disagree (SD) in response to the statement provided.

Statement	SA	A	U	D	SD
Sport gambling serves as recreation activity					
Sport gambling serves as income earning activity					
Sport gambling provides opportunity for learning					
Sport gambling is a form of employment					
Enhance economic growth					
Sport Gambling engages those on retirement					
People gamble due to death of spouse and friends					
Gambling reduce poverty					
Gambling keep the individual engaged					

13. Will your

.....

.....

.....

Section C: To examine the extent to which social factors affect sport gambling attitude

Using the likert scale, select from strongly agree (SA), agree (A) uncertain (U) disagree (D) and strongly disagree (SD) in response to the statements regarding social factors effect on gambling attitude.

Statement	SA	A	U	D	SD
Peer influence leads you into gambling					
The availability of other gamblers affects your attitude to gambling					
Easy access to gambling lead to you to sport gambling					
Your dream of hitting the jackpot leads you to gambling					
Interaction between you and your parents lead to gambling					
Social reward of riches and wealth make you to engage in gambling					
The desire to get rich quick make you to engage in gambling					
Lack of jobs leads you to sport gambling					
The need for entertainment and recreation leads you to gambling					
The need for socialization leads you into gambling					
The desire for competition leads you gambling					
Knowledge and skills are developed through certain games lead you to gambling					

14. How social factors do affect gambling attitude?

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To examine the extent to which cultural factors affects gambling attitude

Using the likert scale, select from strongly agree (SA), agree (A) uncertain (U) disagree (D) and strongly disagree (SD) in response to the statements regarding cultural factors effect on gambling attitude.

Statement	SA	A	U	D	SD
The belief on wealth accumulation leads you to gambling					
My religion permit gambling					
Gambling is cultural accepted in my community					
Lack of norms in my society encourage me to gamble					
My gender makes me engage in gambling					
Rules and regulations on sport gambling encourage me in sport gambling					
The pattern of life in my area leads to sport gambling					

15. What are some of the culture elements in your community that affect gambling attitude of the youth?

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KNUST

To examine the extent to which environmental factors affects gambling attitude

Statement	SA	A	U	D	SD
Lack of recreational center in my community makes youth engage in gambling					
Availability of gambling center makes me to engage in gambling					
Access to gambling center makes me to engage in gambling					
Easily adaptability to foreign lifestyle in my residence makes me to engage in gambling in your environment					
My community makes me engage in sport gambling					
The dominance of sport in my area leads me to sport gambling					

16. What are some of the environmental factors that affect gambling attitude in your community?

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Thank You

APPENDIX B

Interview guide

Section A: Profile of Respondents

1. Sex of respondent.....
2. Age group of respondent
3. Educational background of respondent.....
4. Religious background of respondent
5. Occupation
6. Place of residence
7. Number of times of respondent gamble within a week.....
8. Type of gambling activities
9. Who influence you into sport gambling?.....
10. Why do you engage in gambling?.....
11. Is sport gambling rewarding?.....
12. What can you say about you family members and sport gambling?.....
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13. Do your family members warned your against gambling?, What have been the results after the warning?
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14. Do you think you will recommend gambling to a family member?, why will you recommend or not recommend sport gambling to family members?

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15. How social factors do affect gambling attitude?

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16. What are some of the culture elements in your community that affect gambling attitude of the youth?

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17. What are some of the environmental factors that affect gambling attitude in your community?

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