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FACULTY OF SOCIAL SCIENCES

DEPARTMENT OF PSYCHOLOGY

MOTIVES FOR GAMBLING IN SPORTS BETTING AMONG GWERU RESIDENTS

BY

CHIKOTORA PRINCE

R123961W

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SUPERVISOR: MR R. MATIYA

APPROVAL FORM

FACULTY OF SOCIAL SCIENCES

The undersigned certify that they have read and recommended to Midlands State University for acceptance of a dissertation entitled: **Motives for gambling in sports betting among Gweru residents.**

Submitted by **CHIKOTORA PRINCE**, Registration Number **R123961W**, in partial fulfilment of the requirements of the Bachelor of Science Honours Degree in Psychology.

SUPERVISOR:

CHAIRPERSON:

EXTERNAL SUPERVISOR:

DATE:

RELEASE FORM

MIDLANDS STATE UNIVERSITY

NAME OF AUTHOR: **CHIKOTORA PRINCE. T.**

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Signed:

Address: **27043 Budiriro 4**

Harare

Phone **0776336320**

Email Address: **chikotorap@gmail.com**

Date: **April 2016**

DEDICATION

This dissertation is dedicated to my father and mother for their unwavering support throughout my studies. Mom and Dad I salute you for your inspiration and motivation in ways that I cannot even approximate.

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ABSTRACT

The purpose of the study was to find the motives that influence gambling behaviour. The research also sought to find out the personal characteristics of gamblers and the outcomes they expect from gambling. The research was prompted by the rapid growth of gambling activities in Zimbabwe. The research is significant to institutions of learning and university students towards the learning of gambling motives. It is also significant to the society at large as it highlights aspects within the community that are motivating gambling and be able to eradicate this maladaptive behaviour. The study of motives for gambling among African populations will add vast knowledge towards the existing literature. The study adopted a quantitative approach to collect and analyse raw data obtained using questionnaires. The research also used descriptive survey design. Random sampling was administered on a total of 120 respondents. The raw data was analysed using the Statistical Package for Social Sciences (version 20) software and Microsoft excel software. The data was presented through pie charts and graphs and labelled by percentages. The main findings of the study concluded that gambling is motivated by three basic motives which are enhancement motives, social motives and coping motives. The research also found out that gamblers hope to get rich through gambling. The researcher overally concluded that gambling is a motivational consequence which is enhanced by high hopes of getting rich. The researcher recommends the inclusion of monetary motives to the gambling motives questionnaire.

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CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION

This chapter introduces the research topic and presents the background of the study and statement of the problem. Furthermore this chapter also focuses on the research questions, significance of the study, assumptions, delimitations, limitations, definition of key terms and the chapter summary. The research is focused on finding the motives for gambling in soccer betting.

1.2 Background of the Study

1.2 Background of the Study

In the past recent years, African nations have witnessed a massive expansion in commercial gambling. The loosening of restrictions of the once tight controls in the gambling industry has resulted in availability, participation, expenditure and rapid growth of the gambling industry itself, (Schüll, 2012). The legalization of some gambling activities has also heightened the introduction of electronic gaming machines particularly in countries like South Africa, Zimbabwe, Namibia and Tanzania. Gambling is risking something with a monetary value on a game of chance. Abbott et al. (1996) defined gambling as an activity which involves taking risks with low value goods in order to gain goods with more value. The gambling industry has grown and evolved to a larger extent over the years with people betting on lotto, casino, scratch cards and sports, with soccer betting topping the betting list especially in Zimbabwe.

Gambling was legalised in Zimbabwe through the Lotteries and Gaming Act [Chapter10:26] of 2000. The popularity of gambling is continuing to increase every day worldwide. According Chinoha (2014), more than 45 percent of young males in Zimbabwe, ages from 18 and older have gambled at least once and gambling is now viewed as a harmless source of entertainment. According to Vallerand et al. (1993) gambling is a motivational consequence. This means that certain motives make people to be involved in gambling and to spend large sums of time and money in betting. It is thus, unarguable to agree that motivation is the key determinant of this heightened gambling involvement, but what motivational factors influence gambling behaviour is still an unsolved puzzle.

According to Rihs-Middel, (2007) gambling is significantly a normal activity of modern life in many countries, with a few people gambling problematically and excessively. Thomas, (2012) postulates that the widespread participation in gambling by many young adults, with some gambling frequently and some experiencing unfavourable effects, draws much attention about the motives influencing the gamblers especially the African population. Generally monetary gain is viewed as the universal drive for gambling behavior in humans across all races. Schüll (2012) takes a traditional view which supports that soccer betting is attractive for many people because it offers them an opportunity to win money.

Research on gambling motives began in the early as 1920's, Freud reported gambling as an instinct and maladaptive behavior. Bergler, (1957) cited that most early studies disagreed from the psychoanalytic perspectives towards gambling and recognised pleasure as a shared characteristic among gamblers. Therefore, according to Lindner, (1974) gamblers motives include self-punishment, rebellion and guilt. However, studies brought by recent scholars suggest different findings. Custer and Milt, (1985) reiterated that the motives vary according to the type of gambler; they also noted that social gamblers bet for amusement, they do not get affected by winning or losing, professional bettors regard gambling as a career, they bet to win but also accommodating room for losses, antisocial gamblers play to win and go to the extent of cheating so that they win, social gamblers believe gambling is relaxing, escape gamblers bet to release emotional feelings, while compulsive gamblers lose total control of their gambling behaviour and this affects their lives.

The prevailing situation currently is that African populations particularly Zimbabweans are facing extreme poverty to which many people are unemployed and the few employed are not receiving their salaries. However, despite this situation they spend large sums of money betting on football matches every day and some even going to the extent of borrowing money. According to Gustavsson, (2012) winning money is the major hope for all gamblers but gambling companies make sure the players lose all their money. This raises much concern on why do people gamble despite the unpleasant situation they are currently facing.

Various reasons have been brought up to try to explain reasons that make people to gamble, these include a powerful desire for superficial entertainment, greed for material things, hope of winning with little money, irrational beliefs about getting rich through gambling, (Bernhard,

2007). However, the literature is not enough as much of the researches done carry Eurocentric perspective, thus the need for an Afrocentric approach to explain gambling among African populations living in abject poverty and risking the little they have by betting on football matches to which the odds of winning to them are very low.

1.3 Statement of the problem

The general view is that the people who gamble the most are the people who can afford it the least. Gambling behaviour is increasing the abject poverty Zimbabweans are facing. Commercial gambling, sports betting and online gambling are increasing rapidly in Zimbabwe. Most panthers are not aware of the reasons or motives for gambling. Some do it for fun, others due to peer pressure and others for monetary reasons but the main motives are not realized.

1.4 Research Questions

1. What are the personal characteristics of gamblers?
2. What are the motives for gambling?
3. What are the perceived outcomes of gambling?

1.5 Significance of the study

Research findings are important to the community members. The community will benefit immensely as they will have the know-how of how gambling behaviour starts and the factors that influence it. This will also help the society to be aware of their gambling so as to gamble responsibly. It is also hoped that various organizations will be helped to formulate strategies that deal with the motivational factors as they are the primary cause of the behaviour that eventually becomes addictive and at the end it becomes problematic and maladaptive. It is also a significant research as it will help psychologists to deal with problem gambling effectively as the root cause of the problem would have been uprooted. The research will also add value in understanding the personal characteristics of gamblers and the outcomes hoped for by gamblers. The research will be of importance to different institutions of learning and non-governmental organisations especially those that are concerned and help people who are addicted to gambling. This will also be a starting point for further researches in the field of gambling behaviour which is addictive and has psychological consequences taking an Afrocentric perspective and adding to understanding of Zimbabwean gamblers.

1.6 Delimitations

The study will be focused on people who engage in gamble in sports betting in Gweru. It is focusing on motives for gambling behaviour using a random sampling technique.

Limitations

- There is bound to be social desirability bias of respondents as they may have tendency to report what is socially acceptable not their real feeling.
- Limited generalizability may also be a hinderence as the questions asked may not fully cover the scope.

1.8 Assumptions

- There are several motives for gambling.
- People who gamble have a favourite type of sport.
- The respondents will respond truthfully and honestly about gambling behaviour.
- Nothing will affect the study.

1.9 Defination of Key Terms

Motivation - is a fusion of internal factors and external factors that directly strengthen a particular behaviour, (Clarke, 2004).

Gambling - is an activity that involves risking money on unknown outcomes of an event, (Lam, 2007).

Behaviour - is the way a person responds to a situation, (oxford dictionary tenth edition).

Soccer - is an activity which involves two teams playing against each other with a round ball, (Merriam-Webster, 2009).

Betting – is an activity which involves guessing the outcomes of a game using money, (McMillan Dictionary, 2015).

1.10 Chapter summary

The chapter described the source of interest in conducting the research by giving the background of the research. The chapter also accounted for the problem of the research, looked at the research questions, importance of the research, delimitations, limitations and assumptions of the research. Furthermore, the chapter defined major terms in the research.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

The chapter will look at available literature for each research question and major concepts in the research. The chapter will examine the conceptual framework and take note of the knowledge gap of the research. Chapter summary will conclude the chapter.

2.1 Conceptual framework

2.1.1 Gambling defined

According to Kusyszyn, (1990), gambling is the betting of money on outcomes that are not certain hoping win more money. Thus, gambling is a risky action which is undertaken merely with the hope of winning. Wildman, (1997) also suggested that gambling is conducted consciously and deliberately on how a particular event will turn out. Gambling differs from insurance which reduces or eliminates loss, it offers little to no chance of a gain. Gambling is also known as betting. The results of a bet often come immediately. However, longer time frames are also common for instance bets of an entire sports season.

Buttressing the foregoing line of argument, it is paramount to fully understand about when or how gambling first originated. According to Sammut, (2010), gambling is a phenomenon that has survived longer than civilisation itself, thus it has existed with mankind since the prehistoric times and it is present in every society. Sammut also added that steps to track down the first gamblers have yielded no results. According to the Britannica Encyclopedia, (2016) the first recorded gambling activity took place in China around 2300 BC. Black, (2013) conducted a research and his findings suggest that the origin of poker which is a type of gambling can be traced to the Minoan civilization, more than 3,500 years ago. Also according to Black, (2013), many of years ago in ancient Greece, throwing two sixes was termed the 'throw of Aphrodite' and indicated winning a game. The Chinese in 2,300 BC invented a game of chance using tiles, the Chinese invented card games by 900 AD, (Black, 2013). Therefore, much of the history of gambling is dominated by ancient Greek and Chinese literature.

According to the Britannica Encyclopedia, (2016), commercial gambling by governments and other authorities was legalised in order to raise money through taxes. On the same note, legal

sports betting dates back to the late 18th century in the ancient Rome and Greece (Britanica Encyclopedia, 2016). Gambling in South Africa is regulated by the National Gambling Act of 2004. In Zimbabwe gambling and online gambling activities are legalised through the Lotteries and Gaming Act [Chapter10:26] of 2000.

Researches on gambling have been mainly influenced by the consequences it poses to society. Fong et al. (2004) carried out a research around the world and they concluded that, the United States of America spend twenty-five million dollars, Canada spends forty-four million and New Zealand spends sixteen million dollars yearly on services for problem gamblers. This intense pressure on the country's economy as according to Fong et al. (2004), has propelled the research of gambling and problem gambling. However, researches also evidence that gambling is a commercial activity for countries; the legal gambling market totals an estimated \$335 billion. In this respect, Sammut, (2010), conducted a research and concluded that money spent annually on gambling research is just a small fraction of revenues collected from gambling taxes. The Canadian Partnership for Responsible Gambling, (2010) precisely noted that money spent on gambling research was less than 0.1% of the total revenue of taxation of gambling in America, (Gerstein, et al., 1999).

2.1.2 Pathological Gambling defined

Pathological gambling is a major concept that suggests that gambling is a maladaptive behaviour. Gould and Sanders, (2008) described pathological gambling as the inability to resist gambling impulses which can lead to undesirable personal and social consequences. According to the Arizona Council on Compulsive Gambling, (1999), pathological gambling progresses gradually, it involves no control over gambling, irrational thinking and increased gambling despite adverse effects it presents. Thus, pathological gambling is a behavioral addiction example characterised by loss of control to the extent that it disrupts the gamblers life. Pathological gamblers at the end lose their savings and may resort to committing crimes such as forging checks and embezzling so as to get money to enhance their gambling. Relationships and jobs may also be lost as a result of the disorder.

The Arizona Council on Compulsive Gambling, (1999) carried out a study on pathological gamblers characteristics and discovered that there are two types of pathological gamblers, which are action gamblers and escape gamblers. The reasons for gambling, kinds of gambling activities,

and chances for recovery differ between the two types of gamblers, (Arizona Council on Compulsive Gambling, 1999). Action gamblers display attachment to gambling because of their belief that the activity is stimulating and they favour types of gambling that require skill or knowledge, for example playing poker or betting on sports. Escape gamblers on the other hand develop gambling late in their life and they gamble for escape and empowerment. Escape gamblers share a common belief that gambling provides relief from stress and negative emotions. Escape gamblers differ from action gamblers as they are more likely to seek professional help and have high chances of achieving long-term recovery, (Arizona Council on Compulsive Gambling, 1999).

Pathological gambling was diagnosed as an impulse control disorder by American Psychiatric Association in Diagnostic and Statistical Manual of Mental Disorders (DSM) 5th edition published in 2013, (Potenza, 2006). A meta-analysis study carried out recently on 120 published researches approximated 1.6 percent adults in Canada and United States are in the DSM category of pathological gambling in their lives, (Shaffer et al., 1999). Studies conducted show that pathological gambling prevalence among people from 18 years of age is estimated to be 3.9 percent, for adults and adolescents it is estimated at 1.1 percent and 5.8 percent, respectively (Shaffer and Hall 1996). According to Volberg, (1995) pathological gamblers start gambling at a significantly younger age. This is supported by a 1998 study which found a 4% to 7 % prevalence rate of pathological gamblers between the ages of 11 and 18 (Proimos, Pierce & Goodman, 1998).

2.1.3 Responsible gambling defined

Responsible gambling takes a positive side of gambling behaviour. Responsible gambling refers to staying in control of how much time and money an individual spends gambling, (Blaszczynski et al., 2004). Thus, gambling responsibly involves treating the activity as a form of entertainment not a source of living. Responsible gambling activists advocate for gamblers to gamble with their head not with their heart because of the attachment that may develop. Gambling is just like other forms of entertainment, it is a way to spend money and responsible gambling relates to not spending more than one can afford.

The Queensland Government, (2004), notes that responsible gambling can be effected in a controlled environment which minimizes harm caused by gambling. This results in people

making informed decisions on their participation in gambling within a conducive environment which enhances responsible social outcomes. According to the Queensland Treasury, (2002), responsible gambling involves the gamblers ability to conduct social responsibility and informed choices. Responsible gambling also results from collective actions by individuals, communities at large, the gambling industry and governments to achieve community concerns. Gambling responsibly also includes reducing and preventing problem gambling.

The arguments about gambling and necessity to stimulate responsible gambling originate from gambling problems, (Productivity Commission, 2010). Gambling responsibly is much concerned with reducing harm that problem gambling causes, (Department of Justice, 2010). The Reno Model suggests that the objective of responsible gambling is prevention, reduction of gambling problem cases, (Blaszczynski et al., 2004). Blaszczynski et al. (2004) indicated that, it is paramount for governments to protect gamblers prone to develop problem gambling.

2.2. Literature Review

2.2.1 Personal characteristics of gamblers

Gamblers are viewed as a unique group within a community and before gambling was legalized, they were shunned by social and legal norms. Literature on gamblers personal characteristics is scarce; however it can be obtained through looking at their demographic data. This provides information about their age, level of education, sex, marital status, employment status, favourite type of sports betting and number of years of gambling. According to Humphreys and Perez, (2012), sports bettors are a unique cohort. The gambling population is mainly characterised by males, young, unemployed and better educated. Humphreys and Perez, (2012), carried out a study in the United Kingdom, Spain and Canada, their findings suggest that majority of sports bettors are young males with low incomes.

Another study on the personal characteristics of gamblers was also carried out by Gainsbury et al. (2013), they carried out a study of the patterns of gambling prevailing across Australia and their findings suggest sports gamblers appear to be young males who have high educational levels, single and unemployed. These research findings show that gambling is mainly characterised by young males usually between the ages of 18 to 30 years. Victorian Responsible

Gambling Fund, (2013), support this suggesting that young males around 20 and 30 years bet on sport.

Furthermore, to better understand the personal characteristics of gamblers, it is paramount to look at the drive that motivates gamblers, (Gasparo, 2013). Gambling is also characterised by young adolescents who have access to the internet and have knowledge of the sport. This notion is supported by Gasparo (2013), he conducted a survey with 161 sports bettors and the findings suggest that gamblers knowledge and experience motivate the sporting activity. Thus, gamblers have to have knowledge of the sport so as to place a bet; this provides information about gamblers personal characteristics.

Gamblers also have personal characteristics which relate to their favourite type of sports betting. They tend to place bets on their favourite sport and favourite teams in football. This is supported by a study carried out by Chin, (2013), on the US National Football League, he noted that gamblers were more likely to place bets based on sentiment and favourite type of sport. Bets are placed accordingly with the favourite team the gambler was emotionally attached to, (Chin, 2013). Lee et al. (2013) also added that gamblers have passion with their game of interest. It is thus, important to note that the demographic characteristics of people who gamble are similar and common.

The literature on personal characteristics of gamblers is few, thus it has too much gaps and might lack authenticity. As purported by Gainsbury and Blaszczynski, (2011), they proposed that demographics of interactive sport related gamblers is made up of a few studies to date. To buttress the foregoing discussion, Gainsbury et al. (2013) reiterated that the available literature on sports bettors was derived from surveys into participation in gambling rather than looking at sports bettors specifically. This is also evidenced to by Wicker and Soebbing, (2013), in their study of online sports gamblers, they made inferences from this study to conclude that gambling is mainly characterised by males with a low income and high education. Thus very little studies have examined the personal characteristics of gamblers. Therefore, there is much need to conduct more research on gamblers characteristics in an African context as much of the research is dominated by Eurocentric evidences.

However, despite gaps in gambling literature, there is much evidence that support that demographic characteristics of gamblers are unique and universal. Therefore, age, employment status, level of education, marital status and gender all formulate personal characteristics of a gambler.

2.2.2 Motives for gambling

Clarke, (2004) defined motivation as a mixture of internal factors and external factors which directly strengthen a particular behaviour. According to Reeve, (2009), internal motivation relates to certain needs and cognitions while external motivation is a product of certain environment, social and cultural factors. The influence of motivation on behaviour evokes the need to understand factors that motivate various behavioural patterns, (Chantral et al., 1995).

Motivators are factors that influence gambling behaviour, they identify which gambling activities individuals engage in and also determine the level of involvement in it, (Kleinginna, 1981). Numerous studies have been carried out in an attempt to quantitatively determine the motives for gambling of varying population groups. According to Hodgins and el Guebaly, (2004), the motives for gambling differ according to gender, of which man are more dominant. Walker et al., (2005), also noted that motives for gambling are guided by gambling behaviour that one individual portrays and the preferred type of gambling activity. The theory of self-determination states that a person is automatically motivated by the environment they interact with, (Chantral et al., 1995). This theory's reiterates that gambling is motivated by gamblers experiences, by motives to enhance knowledge and by motives for achievement. Therefore gamblers are motivated by their inner psychic.

The Department of Health and Community Services, (2005) in their study found out that gambling provides a chance to mix socially, thus it suggest social reasons. The model with four factors by Lee et al. (2006) suggest that casino gambling motives include socialization, learning, challenge, escape and winning as the major motives for gambling behaviour. In a similar study, Stewart and Zack, (2008), came up with three main motivational factors which are coping, enhancement and social factors.

Lee et al. (2006) in a study of Korean populations found out that they mainly gambled for escape. Gamblers are thus faced with a strong desire to escape stressing life patterns and view

gambling as providing the chance to relieve emotions. If a gambler is able to feel better after gambling they will be compelled to gamble more. This correlation is supported by Rockloff et al. (2010), their electronic gambling study yielded results that suggest that strong feelings for escape from work stress and interpersonal relationships motivate gambling behaviour.

Furthermore, buttressing the foregoing argument, gambling motives are best captured by the motivation scale to gambling brought up by Stewart and Zack, (2008). Neighbours et al. (2005), carried out a research on the gambling motivational factors, in the study college students listed their perceived reasons for gambling and he summarized them. Lee et al., (2006) noted that studies have been conducted with casino players to come up with new gambling motivation models. From the researches reviewed, it is paramount to note that the most important reasons that motivate gambling behaviour are social, coping, amusement and monetary motives.

2.2.3 Perceived outcomes of gambling

Gamblers are involved in the activity due to high hopes of winning money also known as hitting the jackpot. Gustavsson and Svanell, (2012) noted that winning large sums of money and getting rich are the overt motives for gambling. The possibility of winning money and getting rich is the highest hope of achievement that gamblers have. According to Binde, (2007) gamblers main dream is winning more than they would have actually given. Gamblers also lose money each and every day but high hopes of winning big and getting rich propels them to continue gambling. As Hodgins, (2008) puts it, winning money is a positive expectation perceived out of gambling. According to Neighbors et al. (2002), gamblers have high hopes of getting rich as an outcome of gambling. Lee et al. (2006) brought up a model with four factors for casino gambling motives and their findings showed that high hopes of getting rich was universal among casino gamblers. Gamblers place small bets hoping to win a lot of money, thus they hope to win big with small money. Ladouceur and Walker, (1998) reiterated that gamblers share a common fantasy in which they believe small bets will give them a chance to win a lot of money. Gamblers thus perceive gambling as a way of earning a high life.

Wiebe et al. (2001), carried out a study to find out what gamblers hoped to get from gambling, they interviewed 790 participants in different gambling sites and in their findings, they concluded that gamblers universally had high hopes of hitting the jackpot one day. This explains why gamblers continue to gamble because they all think that what they will win is going to

surpass all the losses they would have incurred in the past. According to Hess and Diller, (1972) bettors fantasise on becoming rich and this is shown in the frequency they get involved in gambling. In support of this, Conlisk, (1993) carried out a study in Sweden, he noted that some people purchase instant lottery tickets but do not scratch them, he conclude that the gambler would be repeatedly fantasying on the odds of the ticket changing their life.

Gamblers universally hope that their gambling will someday end their monetary troubles. According to Binde, (2007) the hope of winning and getting rich is present in all gamblers despite differences in setting. Thus, getting rich is essentially what gambling is all about, (Binde, 2007). Miller, (2009) carried out a study and found out that in Sweden, the imagery of overcoming economic troubles through gambling was a distinct factor influencing gambling.

According to Gudgeon and Stewart, (2001) gamblers in their gambling experiences hope to win back all the money they would have lost to gambling. Gamblers believe that the chances of winning are more than the odds of losing and thus they continue to gamble hoping to win back all their money they would have lost, (Hedenus, 2011). These fantasies propel gamblers frequency in betting and the more they lose the more they will engage in the activity of getting back their money they would have lost, (Binde, 2007).

2.3 THEORETICAL FRAMEWORK.

This research was guided by Albert Bandura's (1977) Social Learning Theory and by Richard Jessor's (1968) Problem Behavior Theory.

2.3.1 The social learning theory

Albert Bandura (1977) integrated behavioral and cognitive theories of learning and came up with the social learning theory to explain the influence of society on behaviour. Social learning is the most common way that people learn new behaviour merely by observing, imitation and modeling in a social context. The theory suggests that new behaviours are learned by paying attention towards the wanted behaviour, (Bandura, 2001). Positive and negative expectancies described in Bandura's theory influence gambling behaviors directly and indirectly and according to Owen, (2001), the media channel provides opportunities for one to acquire a new behaviour. Bruner et al. (1990) suggest that humans often do not have the capacity to learn new behaviours for themselves. The process of social learning thus occurs through observing others perform a

particular behaviour, their attitudes and observing the outcomes of that behaviour. If they are desirable the behaviour is most likely to be imitated.

According to the social learning theory, the addictive behaviour of gambling is learned through watching attentively other people gambling. It includes such concepts as observational learning, imitation and modeling. The desired behaviour is strengthened if there is an incentive and in gambling and sports betting money is the reinforcer. The theory emphasizes that certain environment characteristics motivate a person to copy behaviors in their surroundings. Thus, in the gambling environment, people influence and are influenced by their surroundings.

According to Bandura, (1961) behaviour modeling involved paying attention. This refers to watching attentively to the model ignoring other disturbances. Memorizing learned behavior is required for the behaviour to become permanent. After memorizing a desired behaviour demonstrating the behaviour is essential and it will be learned permanently. Gamblers visit sports betting shops very often when they begin so as to learn the activity quickly.

2.3.2 Problem Behaviour Theory

Richard Jessor, (1968) brought up the Problem Behaviour Theory (PBT). The theory was initially developed to study problem behaviours like alcohol abuse in tri-ethnic communities, (Jessor, et al., 1968). The theory explains how problem behaviors develop. The theories concepts were adopted from Rotter's Social Learning Theory (1954) and Merton's (1957) concept of anomie. Jessor, Chase and Donovan, (1980), defined problem behaviour as any behavior that deviates from social values and legal norms and meets social control response for example social rejection. The theory assumes that behaviour is a result of interaction between person and their environment (Lewin, 1951). The maladaptive behaviour is desirable to the individual who portray it and views it as functional and important enough thereby posing a blind eye to legal or social sanctions (Jessor, Jessor and Finney, 1973). In this respect, gambling is a desirable consequence resulting in social acceptance by adolescents. Thus gambling behaviour is functional, purposive and instrumental; it is unlikely to be abandoned without alternatives which provide similar satisfactions without costs.

Zamboango et al. (2004) noted that the theory involves three systems that are personality, behaviour and perceived environment. Personality system as according to Jessor, (1991) refers to

all social cognitions, personal values, expectations beliefs and values. Aspects that make up the personality system include values, beliefs, orientations, expectations and attitudes towards the self. Personality system examples include not valuing academic achievement, strong desire for independence, high social criticism, alienating self and decreased self-esteem.

The perceived environment system refers to family and peer expectations, (Jessor, 1991). Perceived-environment variables like alcohol use models are intertwined with problem behaviour. Problem behaviours in this system include no regard to parental disapproval, high peer support for problem behaviours and low parental control.

According to Jessor, (1991) behaviour system involves problem and conventional behaviours that oppose each other. Problem behaviours include alcohol abuse, taking drugs, risky driving and gambling. The behaviours are intertwined and involvement in one behaviour increases the occurrence of the other behaviour for example drinking and driving. Conventional behaviours on the other hand are socially approved for example going to church and school. Problem behaviours are thus characterised with high engagement in problem behaviour and low engagement in socially approved behaviours. According to Donovan et al. (1991) each of the three systems of psychosocial influence that are comprised in the problem behavior theory influence behaviour problems like gambling to occur. Jessor et al. (1995) suggested that gambling is an unconventional behaviour which is problematic.

2.4 KNOWLEDGE GAP

There is a dearth of knowledge with regard to the drives or motives of gambling among African populations. Much of the literatures similar to this research have patterns of Euro-centrism. This presents an extremely large information gap due to the setting difference. Legal gambling in Africa particularly in Zimbabwe is a new phenomenon. The literature recorded in European universities have a Eurocentric bias, hence the motives for gambling cannot be generalized. A gambling motive in America can be different in Africa. This is caused by differences in cultural norms, economy and technological muscles. Researches should be conducted in their natural settings, but this is not the case with gambling literature. The research objectives of previous researches mainly focused on gambling addiction and ways to help those with the problem, however they over looked factors that influence this behaviour to take place at first.

2.5 CONCLUSION

Chapter 2 revised the literature on gambling motives. It also explained theories guiding the research and knowledge gap surrounding the study of gambling motives.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction

This chapter shows the methods and procedures that were used to conduct the research. This includes discussions on the research approach, target population, research design, sample size, sampling technique, data collection procedure, data collection instrument, data analysis, ethical considerations and thereafter make conclusions to the chapter.

3.2 Research approach

According to Morgan & Drury, (2003) approaches are essential in studying human behavior using scientific methods which include systematic and empirical observation. The researcher chose a quantitative research approach.

3.2.1 Quantitative research

Aliaga and Gunderson, (2000) cited that a quantitative research clearly describes a phenomenon through the collection of numerical data which is analysed by statistical methods. Cherry, (2012) also reiterates that quantitative data involves information that is presented in numerical form. Quantitative research is predictive in nature, this means that it is able to make accurate predictions. Tewksbury, (2009) cited that if predicting results fails it is due to the weakness of the theory not method employed. The researcher chose this approach because the information obtained can easily be analysed mathematically using statistical packages like SPSS.

3.3 Research design

The researcher made use of a descriptive survey which is a non-experimental research design.

3.3.1 Descriptive survey

According to Picard and Masick (2014), a survey method is used mainly to collect data on attitudes, beliefs, preferences and behaviors from a representative sample of population. Leedy, (1985) also noted that a descriptive survey looks with extreme accuracy at the phenomena of the moment and then gives a detailed account of what the researcher sees. A descriptive survey makes use of questionnaires and interviews to collect data from a sample of respondents through their responses to questions (Delice, 2001). The research design also accurately portrays various variables that include behavior, beliefs, opinions, abilities and knowledge of a particular

individual, situation or group. The researcher adopted this design because it provides quantifiable information that can be used for statistical conclusions through data analysis. This design was chosen as it best meets the objectives of the study, which is identifying the motives for gambling in sports betting. The research design was also chosen because it is cost effective and makes it easy to collect data over a large sample. The survey method does not involve complex devices to record reactions, unlike observations and experiments, thus, it is very easy to use easy to administer.

3.3 Target population

This consists of the total population from where the respondents will be drawn by the researcher. According to Wallen et al. (1991), target population is the particular group that has the characteristics important to a study. To obtain raw data, the targeted population is the people who gamble in sport betting shops in Gweru town center. At sport betting shops over a 100 people gathers there to gamble every day.

3.4 Sample and sampling technique

According to Jupp, (2006), sampling is making use of different techniques to select respondents from a huge population. Sampling is done because it is impossible to research on the whole population. Random sampling was administered in this study. This method gives the whole population an equal chance to be selected. Random sampling was chosen by the researcher because it saves a lot of time, money and effort. The research targeted 120 respondents which includes both males and females.

3.5 Research instrument

The researcher made use of questionnaires in obtaining raw data which is essential to find a means to solve the problem under investigation. Delice, (2001) defines a questionnaire as simply a data-collecting tool that records information of interests. As a data collecting instrument, it can have structured questions or unstructured questions. The research design used in the research is a descriptive survey and therefore, structured questionnaires for respondents were used for data collection. Questionnaires have questions with instructions and space to fill in answers and they must serve a purpose.

3.6 Data collection procedures

The researcher first read and understood the American Psychological Association code of ethics in researching. With all ethics at hand, permission was sought from Midlands State University to conduct the research. After permission was granted Moors Sport Betting Shop in Gweru town center was the next stop for approval to carry out the research. After approval from the sports betting shop, the researcher randomly selected respondents to meet the research objective. The questionnaires were then carefully administered to the participants so that everyone understood the language while completing the required information. The researcher then collected the questionnaires after the respondents had finished filling out all the needed information.

3.7 Data analysis

The raw data was examined mathematically by the Statistical Package for Social Sciences version 20 (SPSS). The package produces pie charts and graphs. Descriptive statistics was also used; this includes aspects like percentages and frequencies. After analysing the data, the researcher identified patterns of factors that motivate gambling behaviour in sports betting, classified and ranked them at the end. Discussions on the obtained data were made to explain the personal characteristics of gamblers, motives for gambling and the perceived outcomes of gambling.

3.8 ETHICAL CONSIDERATIONS

Saunders et al. (2009) highlighted that rights of respondents must be protected against harm and embarrassment. Creswell, (2003) emphasised that researchers are mandated to respect rights, desires, needs and values of respondents. In order to protect the respondents the study was guided by the following moral principles.

3.8.1 Integrity and professionalism

Research procedures and risks were elucidated to all participants and their unequivocal consent was obtained. The researcher made sure that clear channels were followed and research was carried out within the authorised premises. The researcher also respected authority of office while carrying out the research.

3.8.2 Confidentiality

Strict confidentiality of responses and anonymity of respondents was guaranteed. All information obtained from the research findings was used for no other purposes except academic. All participants were anonymous to avoid deformation of character and any other negative effects.

3.8.3 Clear communication of intent

The reason for conducting the research and how the information would be treated was clearly explained to the respondents. The researcher made sure that all respondents were aware of the research before participation. They were advised on how the research will be conducted. The researcher also made sure that respondents did not ignore the main importance of the research. These measures were taken to avoid misinterpretation of the research intention.

3.8.4 Cultural and sex sensitivity

The researcher recognised the diversity of cultural values and was also gender sensitive. The researcher avoided using offensive language, symbols and expressions.

3.8.5 Voluntary participation

Voluntary participation was encouraged; therefore no person was coerced into participating in the research. Thus no penalty was enforced against anyone who decided not to participate or withdraw from the research.

3.8.6 Informed consent

The respondents were given responsible autonomy to decide on their own whether to participate in the research or not.

3.10 Chapter summary

This chapter discussed the methodology used in the research. The research approach, design, and chosen population, method of sampling, sample size, analysis of data and ethical considerations were looked into. The chapter thus, highlighted steps followed in carrying out the research.

CHAPTER 4: DATA PRESENTATION AND ANALYSIS

4.1. Introduction

The chapter will analyse and present research findings. It gives a comprehensible presentation, analysis and interpretation of the findings or results produced by this research enquiry, making use of descriptive statistics. The outcomes of the research were presented in the form of graphs and pie charts. The tables, graphs and pie charts were explained so as to give meaning of the data, thus facilitating analysis and discussion.

4.2 Questionnaire Response.

The researcher distributed 120 questionnaires to respondents. 110 were returned without errors. Therefore the majority of respondents participated in the research.

4.3. Analysis of demographic data in relation to research question 1: What are the personal characteristics of gamblers?

4.3.1 Sex of participants

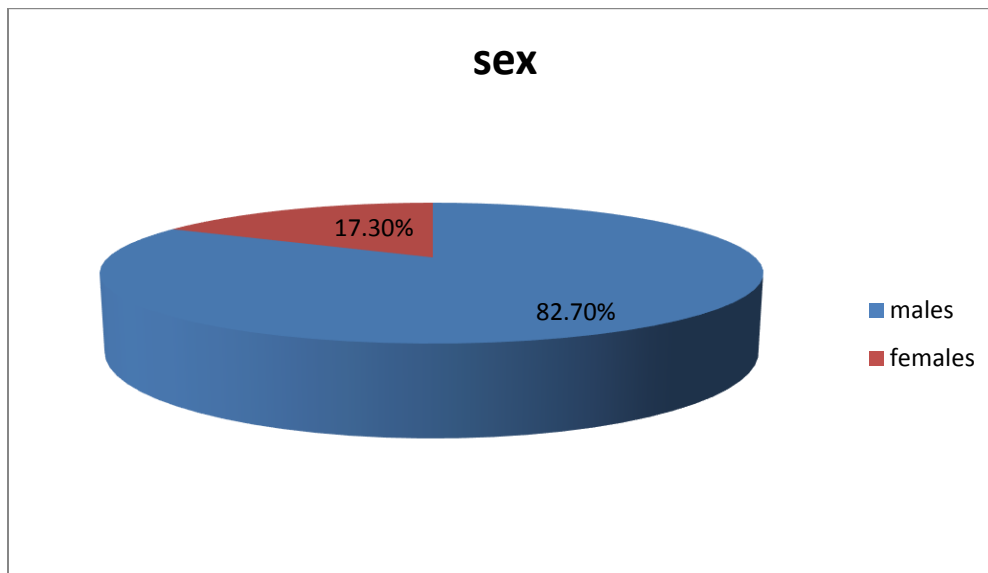


Fig 4.3.1 Showing sex of the participants

The figure shows the sex of the respondents. Males constituted 82.7% of the total population and females 17.3%. Therefore, the majority of respondents were males who constituted 82.7%.

4.3.2 Age of participants

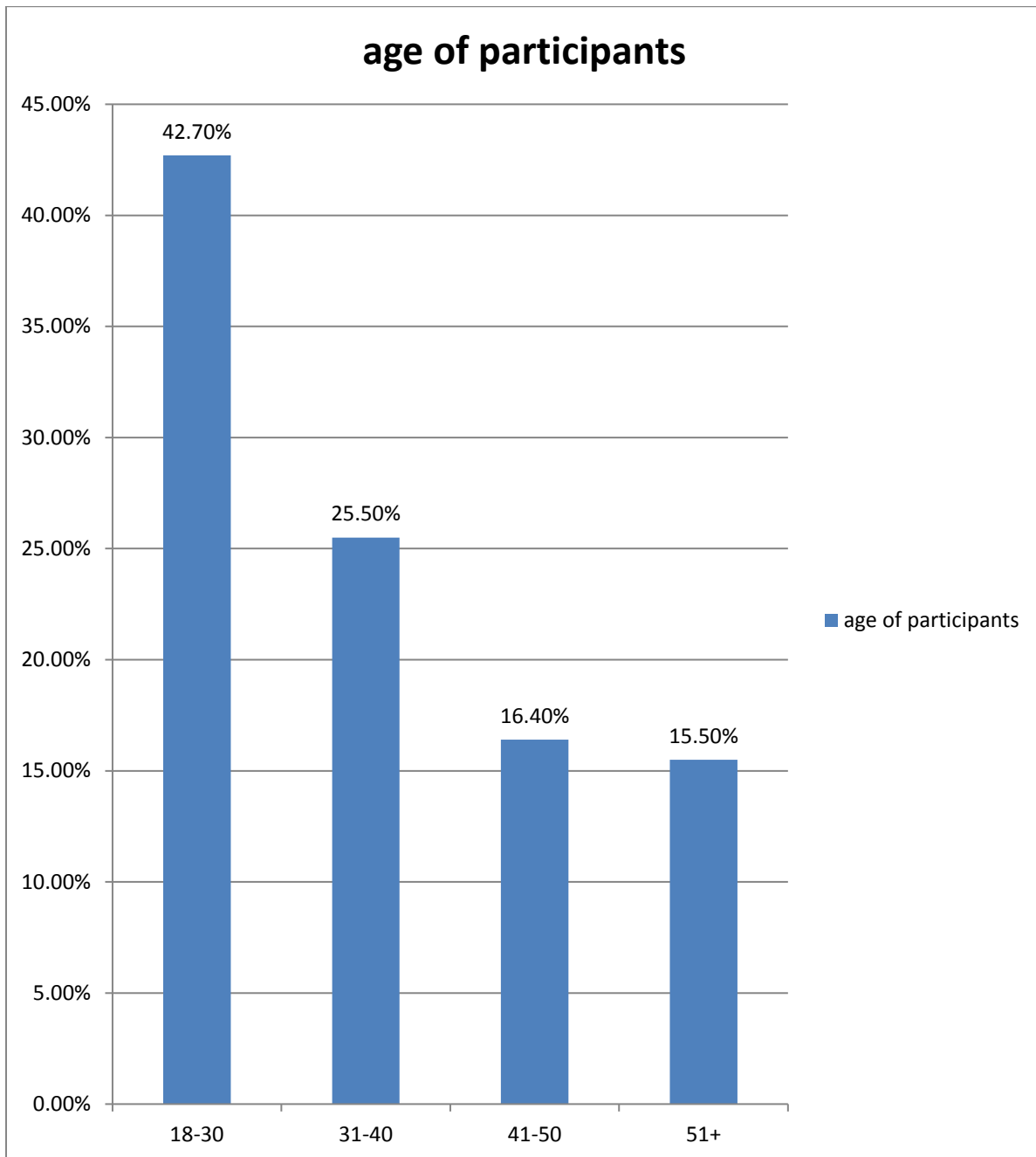


Fig 4.3.2 Showing age of the respondents

The figure shows the age of the respondents. The age range 18-30 years constituted 42.7%, the age range 31-40 constituted 25.5%, the age range 41-50 constituted 16.4% and the age range 50+ had 15.5% of the population. Therefore, the majority of respondents were between 18-30 years.

4.3.3 Marital status

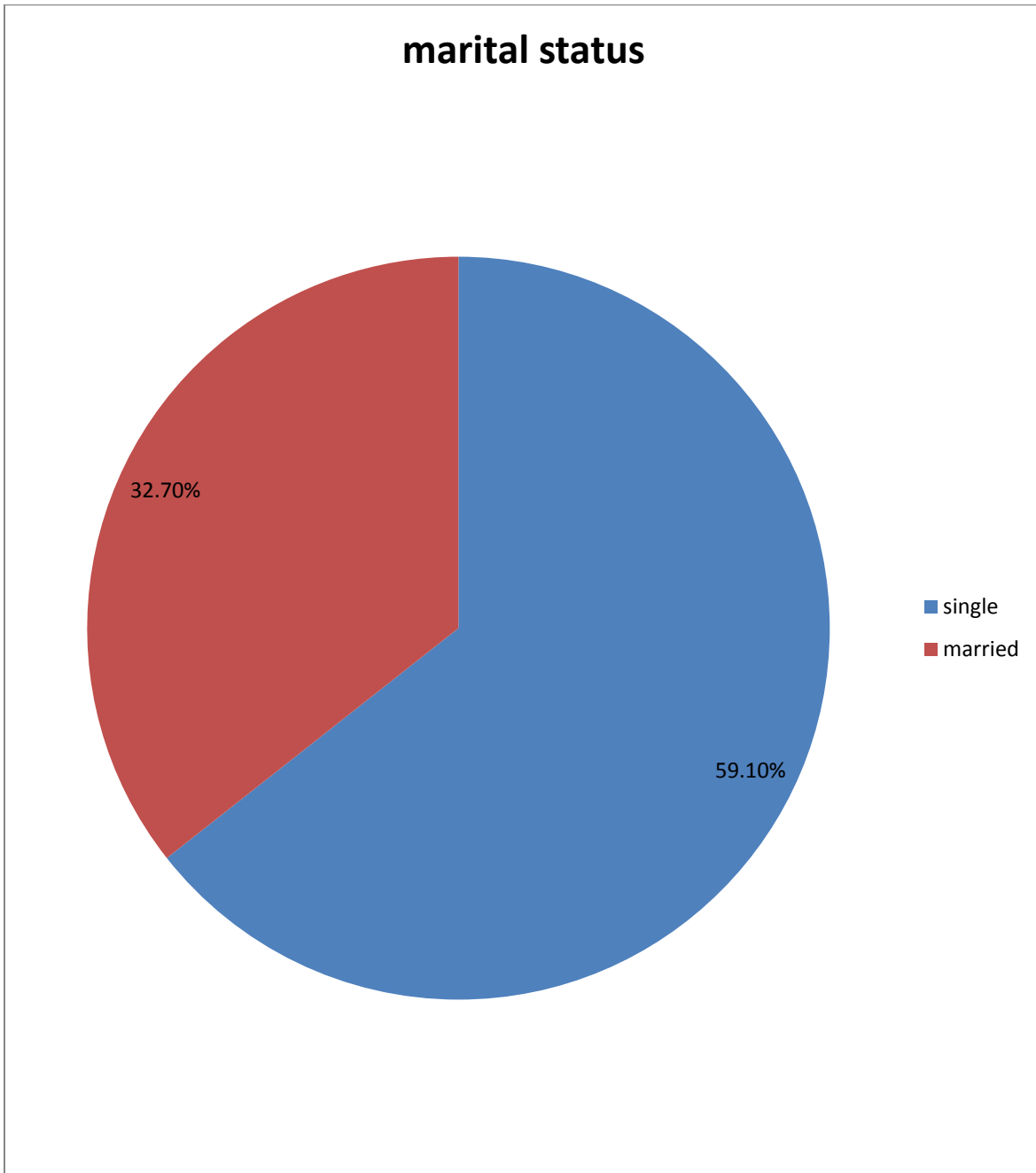


Fig 4.3.3 Showing marital status of respondents

The figure shows that 59.1% were single and 32.7% were married. Therefore, the majority of respondents were single; they constituted 59.1%.

4.3.4 Level of education

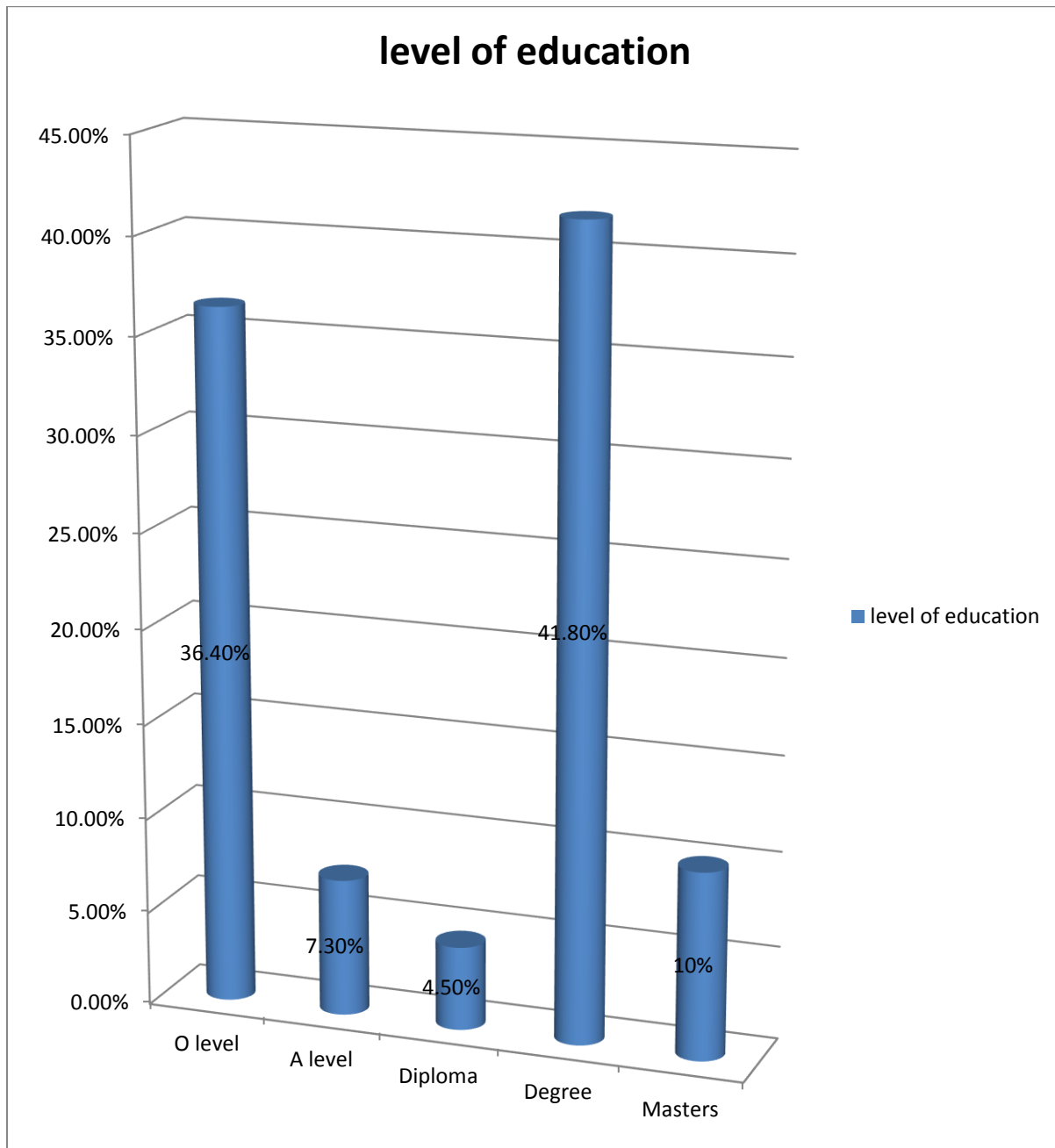


Fig 4.3.4 Showing the educational level of respondents

The figure shows the level of education of the respondents, 36.4% were O level holders, 7.3% were A level holders, 4.5 % were diploma holders, 41.8% were degree holders and 10.0% were masters holders. The majority were degree holders who constituted 41.8% of the total population.

4.3.5 Employment Status

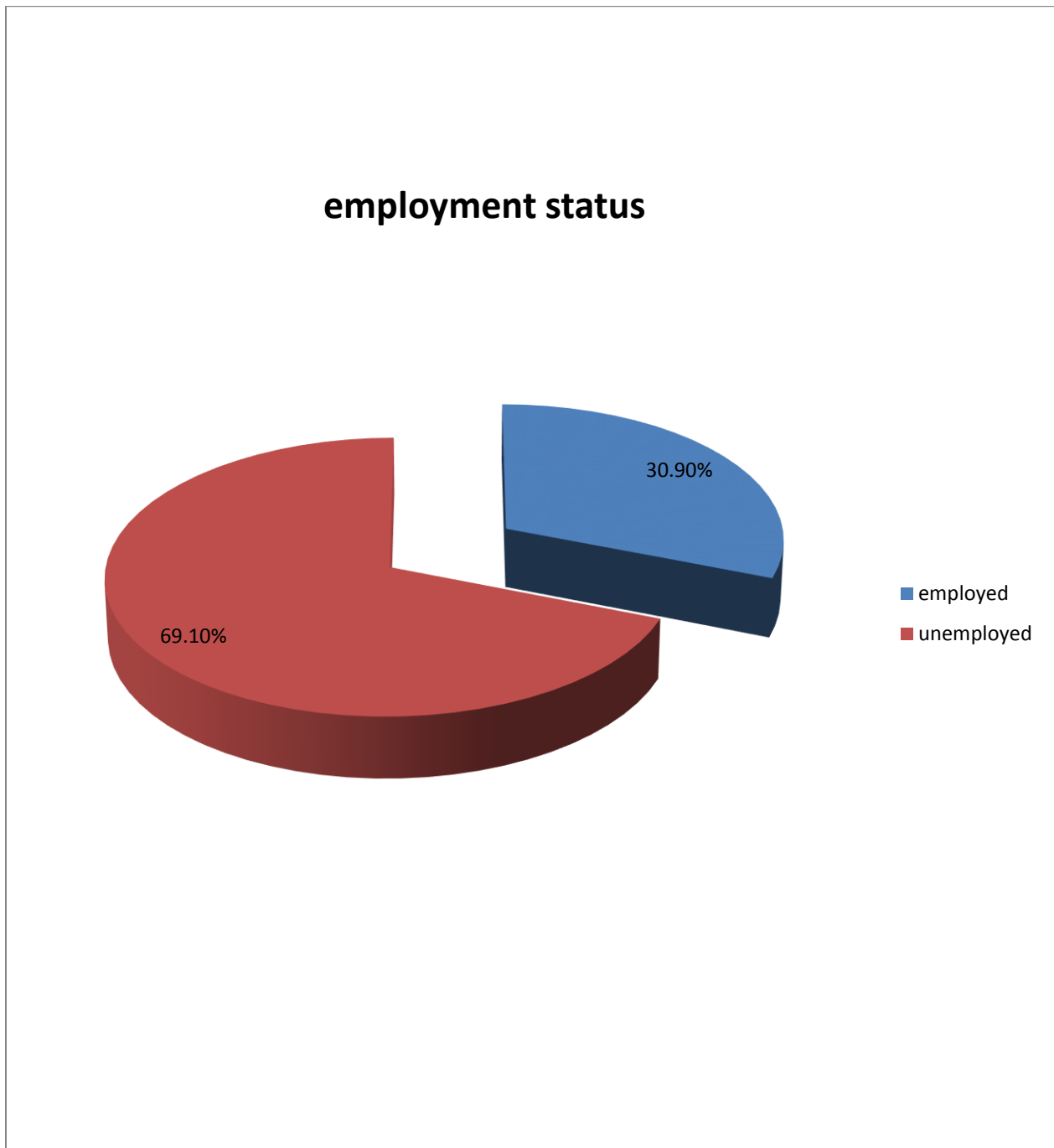


Fig 4.3.5 Showing employment status of the participants

The figure shows the employment status of the respondents, 30.9% were employed and 69.1% were unemployed. Therefore, the majority were unemployed participants who constituted 69.1% of the population.

4.3.6 Number of years of gambling

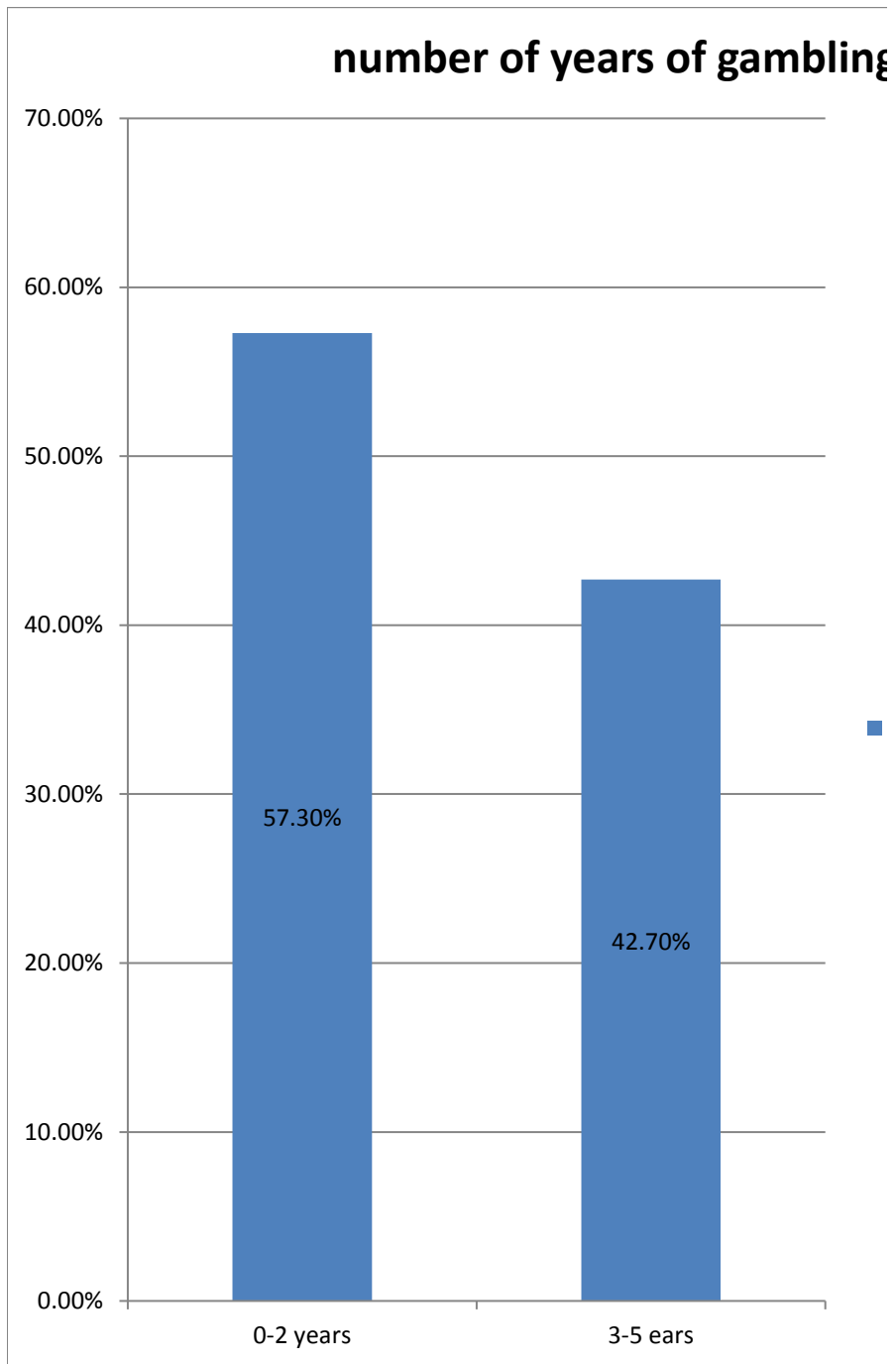


Fig 4.3.6 Showing number of years of gambling

The figure shows the number of years of gambling, 57.3% gambled between 0-2 years and 42.7% gambled between 3-5 years. Therefore, the majority of respondents have gambled between 1 and 2 years.

4.3.7 Favourite type of sport

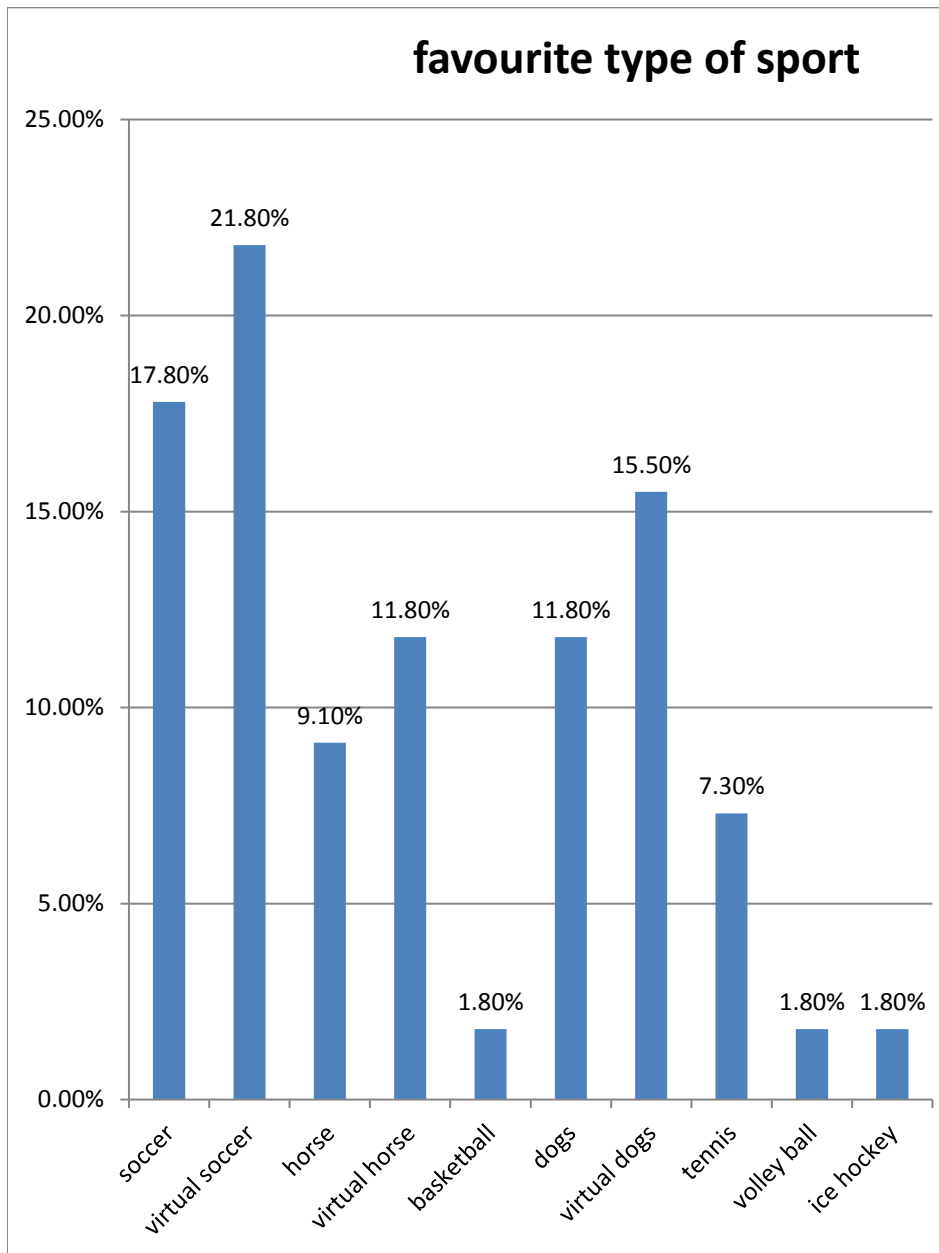


Fig 4.3.7 Showing favourite type of sports betting

The figure is showing favourite type of sports betting, 17.3% bet on soccer, 21.8% bet on virtual soccer, 9.1% bet horses, 11.8 % bet on virtual horses, 1.8% bet on basketball, 11.8% bet on dogs, 15.5% bet on virtual dogs, 7.3% bet on tennis, 1.8% bet on volleyball and 1.8% bet on ice hockey. Therefore the majority of respondents bet on virtual soccer.

4.4 Analysis of findings in relation to research question 2: What are the motives for gambling?

4.4.1 Enhancement motives

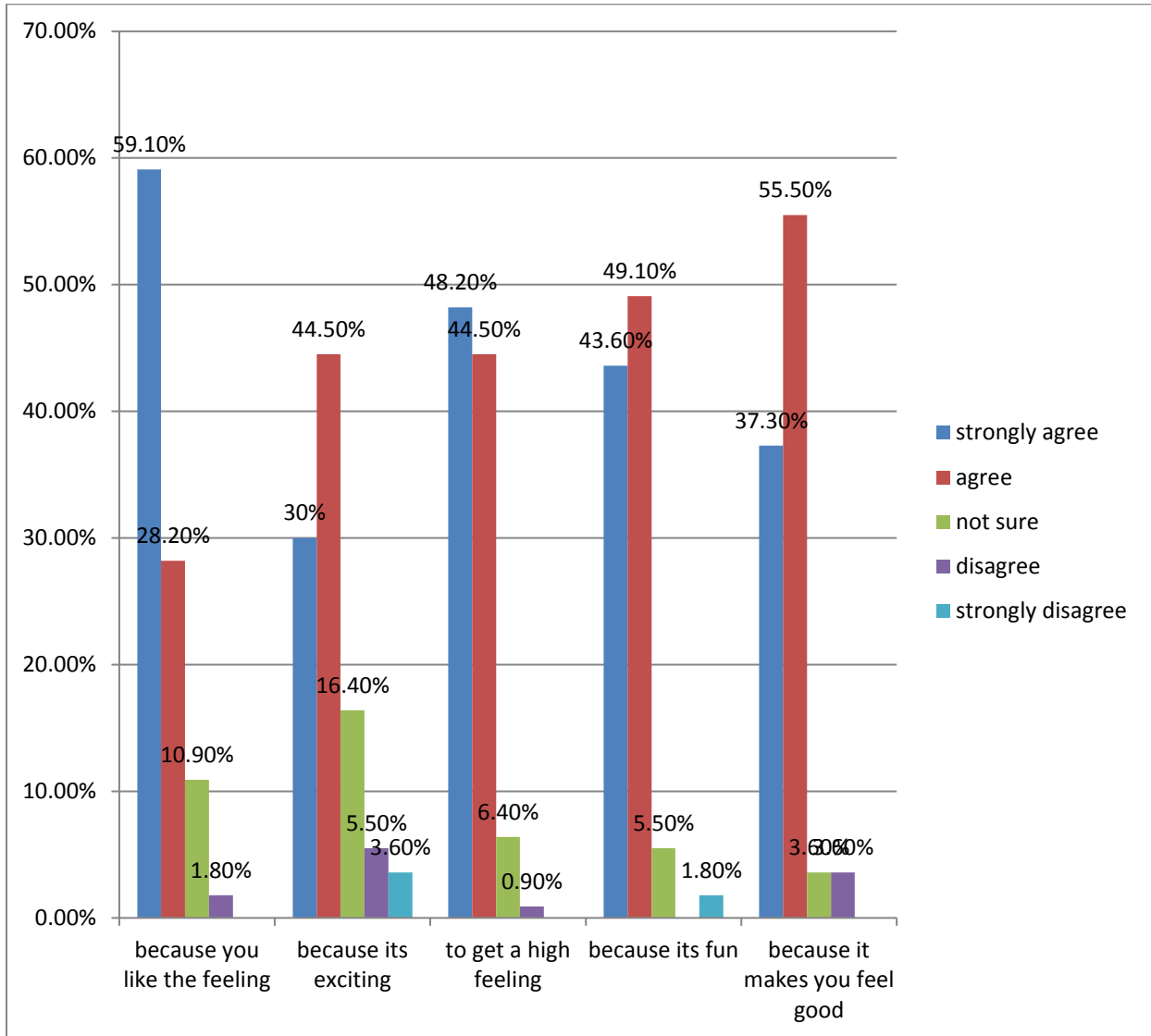


Fig 4.4.1 Showing enhancement motives for gambling

The figure shows that 59.1% agreed to gambling because they like the feeling, 44.5% agreed to gambling because it is exciting, 48.2% strongly agreed they gamble to get a high feeling, 49.1% agreed they gamble because it is fun and 55.5% agreed they gamble because it makes them feel good. Therefore, the majority of respondents strongly agreed to gambling for enhancement motives.

4.4.2 Social motives

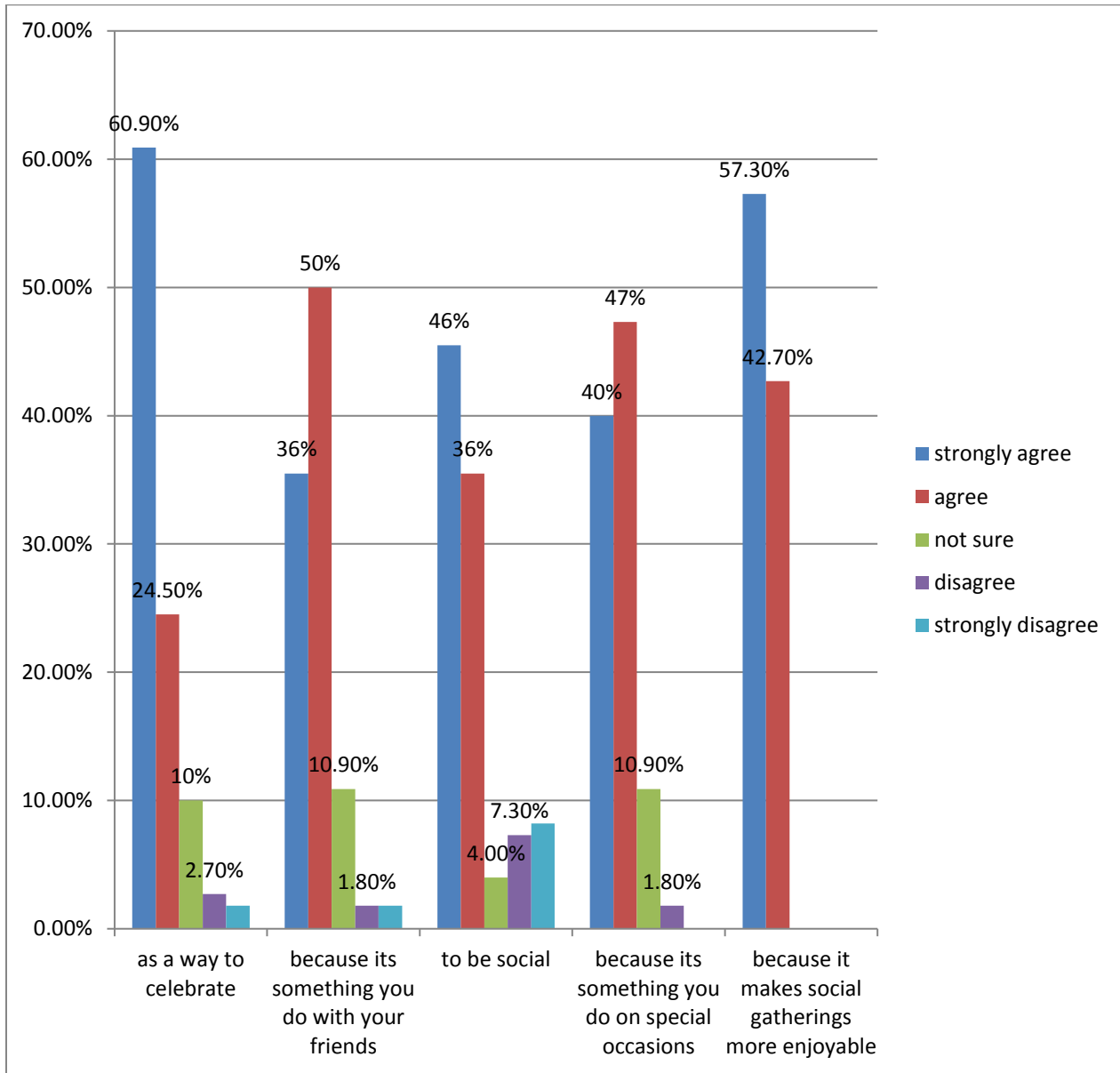


Fig 4.4.2 Showing social motives for gambling

The figure shows that 60.9% strongly agreed to gambling to as a way to relax, 50% agreed to gambling because it is something they do with their friends, 45.5% strongly agreed they gambled to be social, 47.3% agreed because it is something they do on special occasions and 57.3% strongly agreed they gamble because it makes social gatherings more enjoyable. Therefore, the majority of respondents strongly agreed to gambling for social motives.

4.4.3 Coping motives

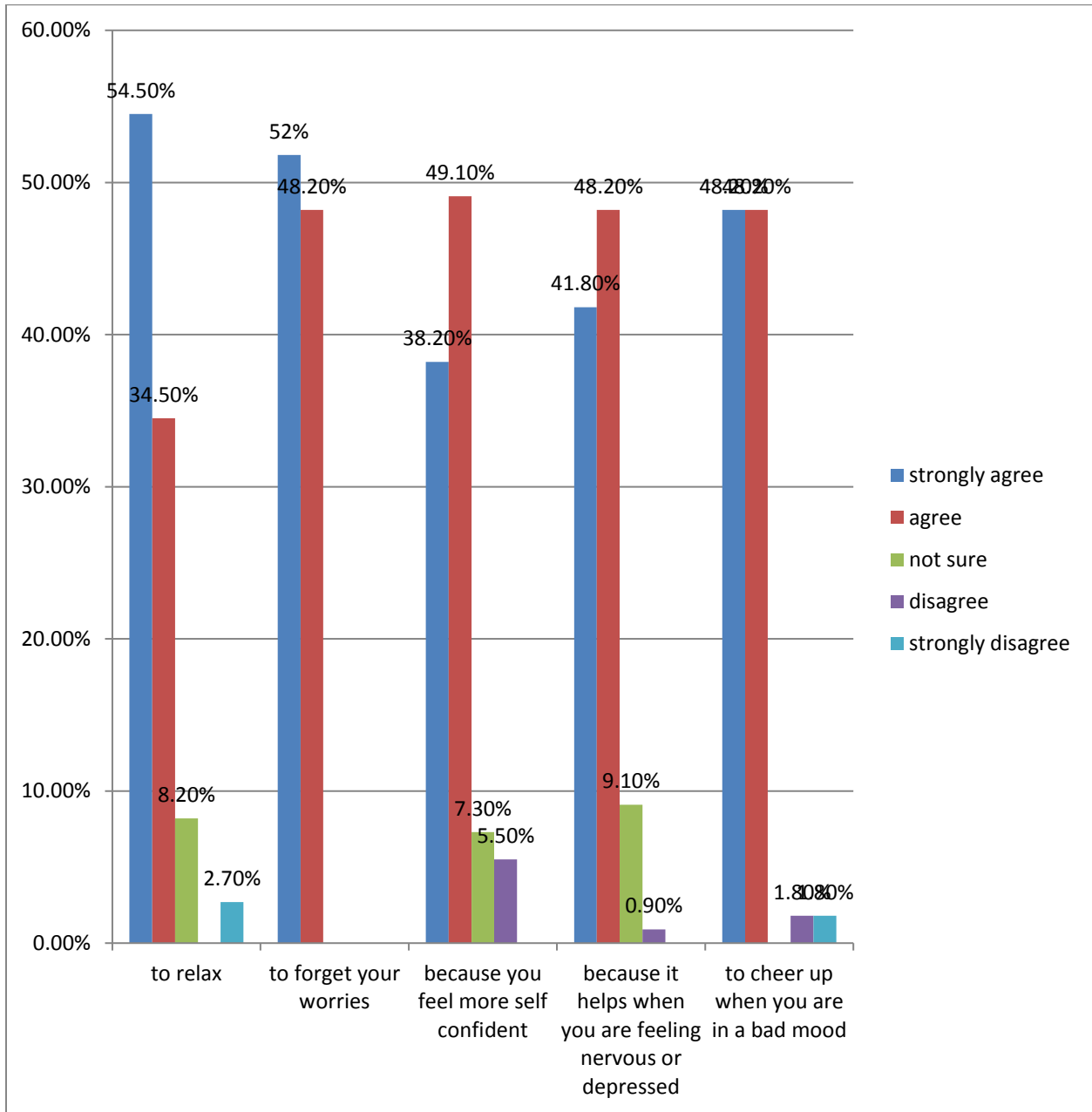


Fig 4.4.3 Showing coping motives for gambling

The figure shows that 54.5% strongly agreed to gambling to relax, 51.8% strongly agreed they gamble to forget their worries, 49.1% agreed they gamble because they feel more self-confident, 48.2% agreed they gamble because it helps when they are nervous and 48.2% strongly agreed they gamble because it helps when they are in a bad mood. Therefore, the majority of respondents strongly agreed to gambling for coping motives.

4.4.4 Gambling Motives

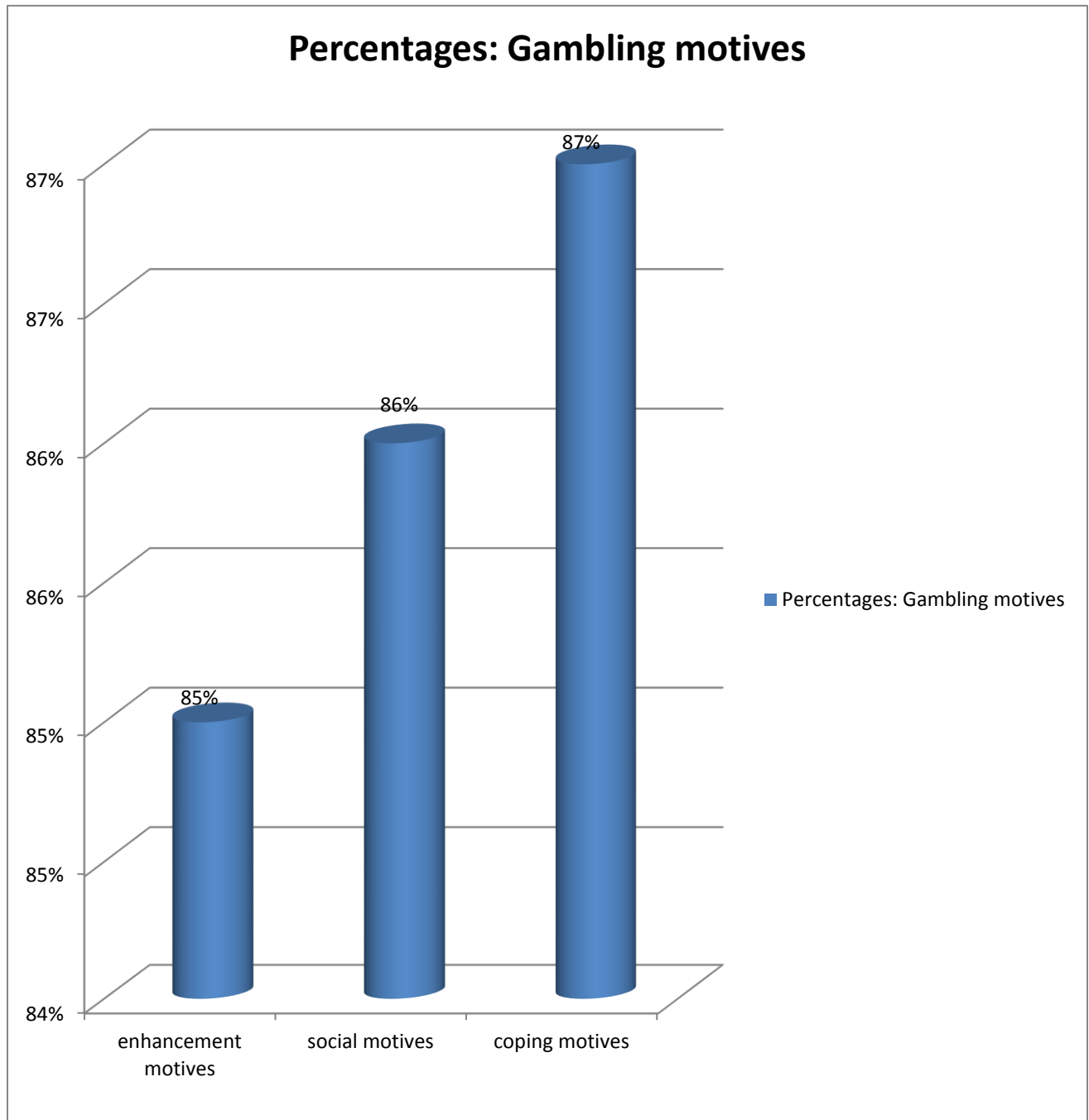


Fig 4.4.4 Showing total percentages of gambling motives

The figure shows that 85% agreed to gambling for enhancement motives, 86% agreed to gambling for social motives and 87% agreed to gambling for coping motives. Therefore, all the respondents agreed to gamble for the gambling motives.

4.5 Analysis of findings in relation to research question 3: What are the perceived outcomes for gambling?

4.5.1 To get rich

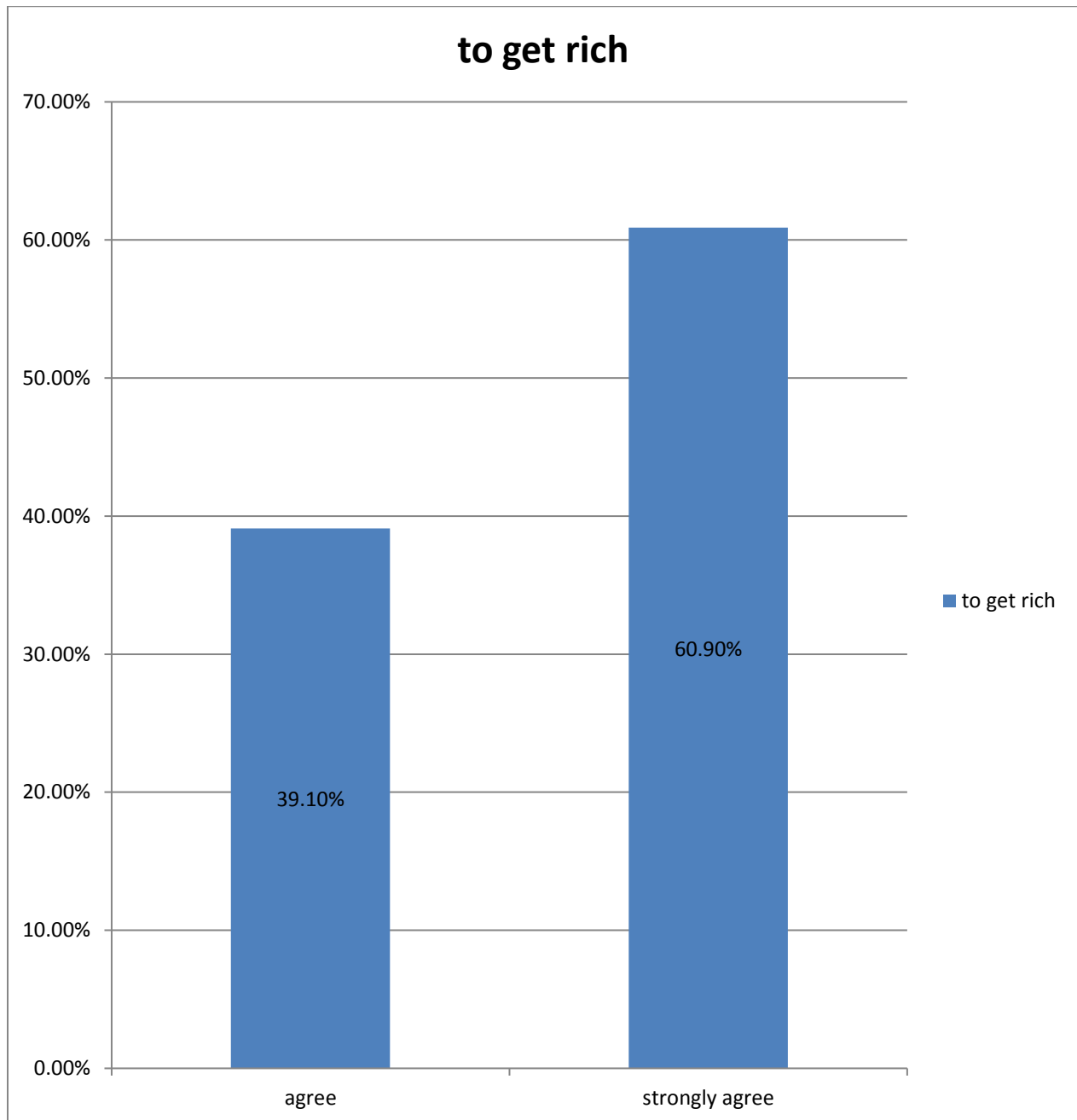


Fig 4.5.1 Showing gambling to get rich

The figure is showing gambling to get rich, 39.1% agreed and 60.9% strongly agreed. Therefore, the respondents strongly agreed to gambling to get rich.

4.5.2 To win back previous losses

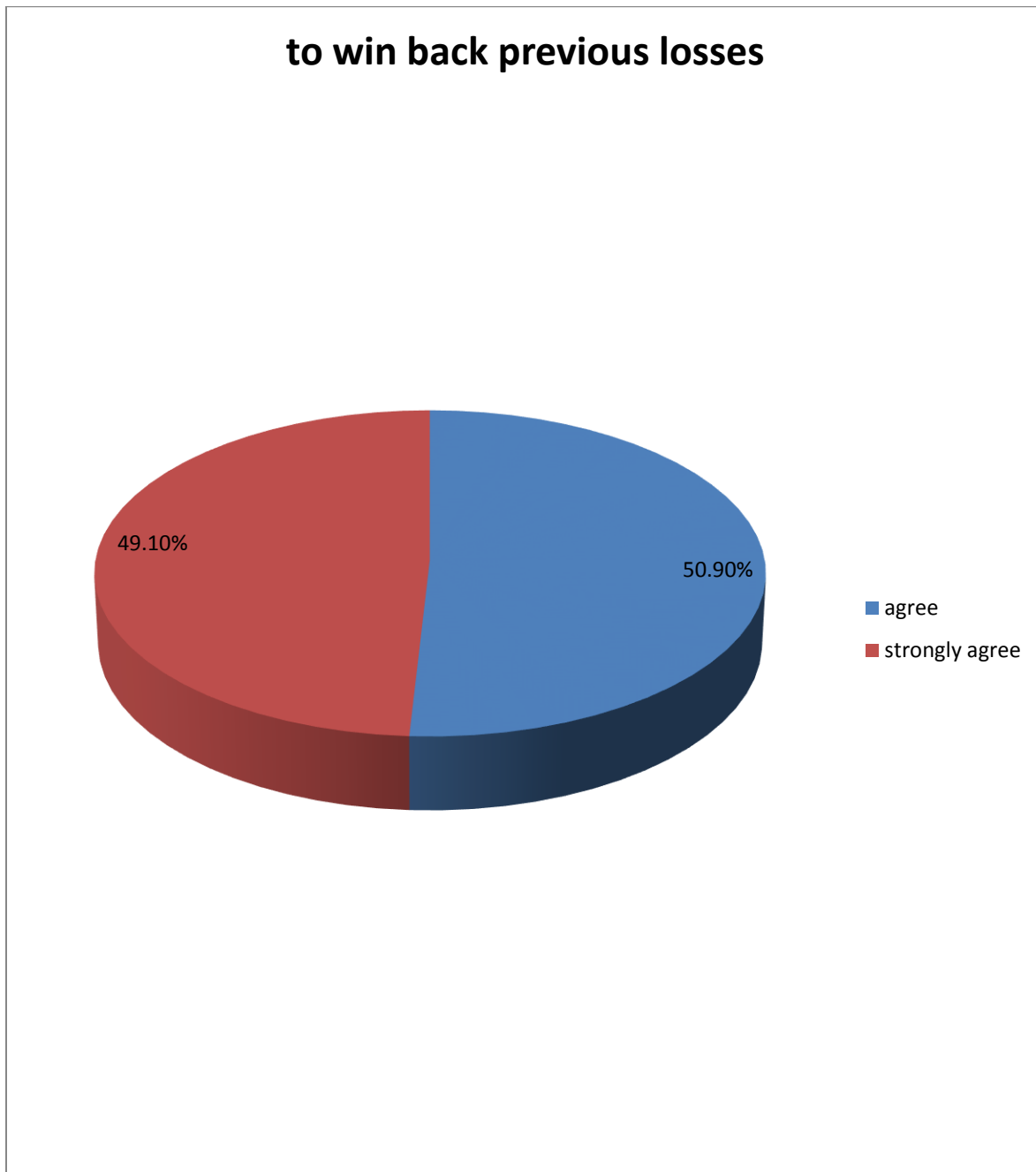


Fig 4.5.2 Showing gambling to win previous losses

The figure is showing gambling to win previous losses, 49.1% agreed and 50.9% strongly agreed. Therefore, the majority of the respondents strongly agreed to gambling to win back their previous losses.

4.6 Chapter Summary

The chapter presented the responses obtained from the questionnaires. The raw data was analysed using SPSS and Microsoft excel software's. The data analysed presented the personal characteristics of gamblers, motives for gambling and the perceived outcomes of gambling. The chapter analysed findings following the arrangement of research questions using bar graphs, pie charts and tables.

CHAPTER 5: DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

5.1 INTRODUCTION

Chapter 5 seeks to discuss, analyze and interpret research findings presented in the preceding chapter. The chapter will also highlight conclusions drawn from the research findings and thereafter make recommendations. The study sought to find motives for gambling in sports betting among Gweru residents.

5.2 Discussion of results

5.2.1 What are the personal characteristics of gamblers?

The research was able to meet its first objective which is to find the personal characteristics of gamblers. The research used the demographic information to make findings. The research findings show the main characteristic of gamblers is gender. Out of the 110 responses obtained, 91 were males with a total percentage of 82.7%. According to the research findings, males gamble more than females. This is concurrent with the literature provided by Humphreys and Perez, (2012), the studies they carried out in Canada, Spain and the United Kingdom found out that the majority of gamblers were young males. The problem behaviour theory used in the study further supports that males are more associated with problematic behaviours than females.

The research findings also suggest that gamblers are young males between the ages 18 to 30 years. This shows that young adolescents are involved in gambling as evidenced by the 42.7% response rate by the ages between 18 to 30 years. These findings are similar to the findings obtained by Engwall, Steinberg and Hunter, (2004), they carried out a research on gambling behaviour within university campuses and found out that majority of gamblers were aged between 18 to 20 years. The findings also concur with Slutske, Jackson, and Sher, (2003), their study on the natural history of problem gambling showed that gambling was mainly characterised by ages between 18 to 29 more than. These findings are similar to the ones obtained by the research that young age is a personal characteristic of gamblers. Therefore, the ages between 18 to 30 years gamble more than the adult population.

The research also found out that gamblers have a tendency to place bets on their favourite type of sport despite the chances of winning in other sports being high. Soccer in particular is mainly characterised by males who bet on their favourite teams despite the performance the team would

be displaying. The findings are supported by Lee et al. (2013), they carried out a study on gambling and found out that gamblers displayed greater passion with their game of interest. These findings are further strengthened by a study carried out by Chin, (2013) on the US National Football League; he found out that gamblers had a tendency to place bets on their favourite teams even though the teams were not performing well.

The findings on the personal characteristics of gamblers are also supported by the problem behavior theory used as guide to the research. The theory states that gambling behavior is a consequence of three factors which are personality, perceived environment and behavior. In describing the theory, Zamboango et al., (2004) stated that personality of an individual is responsible for influencing gambling behavior. The findings of the research were guided by the theory to find the personal characteristics of gamblers. Therefore, the research found out that personality characteristics of gamblers are similar.

5.2.2 What are the motives for gambling?

From the research findings obtained, gambling is a consequence made up of three scales which are; enhancement, social and coping motives. The research findings suggest that enhancement motives are the most predictors of gambling behaviour. People who gamble thus, are driven by the enhancement motives that include gambling is fun and exciting. These findings concur with Collins and Barr, (2000) who reiterated that in South Africa the majority of people gamble because it is fun, thrilling and to increase positive motives. Findings by Chantral et al. (1995) also support the research findings noting that gamblers play for fun and excitement. Therefore, gamblers are motivated by the enhancement motives that help their inner psychic.

Furthermore, the research also found out that coping motives also influence and motivates gambling behavior. From the findings obtained, gamblers are motivated as a means to escape their life problems. In support of this, a study by Lee et al. (2006) suggests that the wish to escape from regular patterns and life generally is a main cause of involvement in gambling behaviour. Rockloff et al. (2010) also noted that some gamblers use gambling to escape from negative and stressing emotions they get from work. Therefore, if a gambler experiences relief after gambling they will be further motivated to gamble.

The research also found out that social motives are strongly related to gambling frequency. The findings highlight that gambling is influenced by social motives. People gamble due to social motives that enhance their gambling behaviour. Most of the motives as shown by the research findings have a social background. The respondents strongly agreed that they gambled to be sociable and that their gambling behaviour was influenced by their friends. This notion is supported by the social learning theory which guided the research. Bandura, (1977) stated that the addictive behaviour of gambling is strengthened mainly by observing a model partaking in that desired behaviour. More evidence to support the research findings comes from a study by the Department of Health and Community Services, (2005), their findings concurrently suggest that gambling is an opportunity to socialize. The findings are also supported by the problem behaviour theory used in the research. It states that behaviour is a consequence of social systems that model the behaviour. Therefore, social motives motivate gambling behaviour.

5.2.3 What are the perceived outcomes of gambling?

The research also found out that people gamble with high hopes of acquiring things in life. Most of the respondents strongly agreed that they gambled with high hopes of getting rich and acquiring all the things they desired in life. Most panthers share a common ideology that one day will come when they will hit the jackpot and win large sums of money. They pair gambling and lots of money to which all they wish for will be made to come true because of the incentive they get in return. In support of the research findings, Lee et al. (2006)'s four factor model for casino gambling motives showed that winning and getting rich were the major motivational factors for gambling behaviour. Gambling is thus a behaviour which gamblers engage in so that in the near future all their wishes will come true.

The social learning theory is also in support of this notion; it stipulates that the people imitate behaviours that are strongly paired with an incentive they will get in return after engaging in that specific behaviour. The findings can also prove that gamblers do it because to them it is a safe haven. Gambling provides personal security for gamblers which they enjoy greatly.

5.3 Conclusion

The first research question sought to find the personal characteristics of gamblers. The researcher used the information obtained on the demographic data to get answers to the question. It is therefore, logical to conclude that gambling is a male activity as it is mainly characterized by

young males between the ages of 18 to 30 years and are single. Gambling is also being done by educated people who are unemployed and have sought solace in gambling to escape from their problems.

The second research question looked at the motives for gambling behaviour. It can be safely concluded that gambling is motivated by enhancement motives, social motives and coping motives. Gamblers are driven by enhancement motives to increase the positive drives of the gamblers. Social motives enhance the affiliation sought by the gamblers. Coping motives decrease negative emotions of the gamblers.

The third research question looked at the perceived outcomes of the gamblers. The researcher feels compelled to conclude that gamblers are motivated with high hopes of accumulating wealth. It is also acting as a safe haven for people who cannot find other means to obtain a way of living.

The research findings are convincing enough to be generalised to say that gamblers in Zimbabwe are motivated mainly by the noted factors obtained in the research conducted for Gweru residents. Despite the lack of literature, it is therefore safe to conclude that the research was able to break grounds and meet the objective of the research.

5.4 Recommendations

Having analysed the research findings on the personal characteristics of gamblers, motives for gambling and perceived outcomes of gambling, the researcher made the following recommendations:

- The rapid growth rate of gambling and sports betting propels the need to research more on gambling before the activity eventually develops into pathological gambling. This is because youths are concentrating much on betting showing a blind eye towards the implications it has on a person.
- There is need for further researches on gambling motives. This is because the gambling motives prescribed are lacking other motives like gambling provides serving as a safe haven and some of the motives are weak under the African context.

- There is need to add monetary motives to the gambling motives questionnaire. This is because most of the people gambling today are doing it in order to get rich not just for social and coping strategies.
- There is need for more researches to be conducted with focus on African populations. The research found motives for gambling, but the literature still is in short of the problems caused by gambling.
- There is need to set policies that address young people's engagement in gambling. These include setting up other activities to occupy them and also create employment opportunities since it is the unemployed group gambling.

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APPENDIX A: RESEARCH INSTRUMENT

QUESTIONNAIRE

Dear Sir or Madam

My name is Prince Chikitora, a final year student studying Psychology Honours Degree at Midlands State University. As a requirement of my degree, I am conducting a research aimed at investigating on a topic; **“MOTIVATIONAL FACTORS FOR GAMBLING BEHAVIOUR IN SPORTS BETTING AMONG GWERU RESIDENTS”**.

I am kindly requesting your participation in this research particularly through completing this questionnaire. Please note that:

- All responses derived from this questionnaire will remain private and **confidential**.
- All responses, data and conclusions will be used for academic purposes **only**.
- Feel free to withdraw from completing the questionnaire if you feel uncomfortable, there is no penalty charged in doing so.

SECTION A

DEMOGRAPHIC DATA

- i. Sex: Male Female
- ii. Age: 18 -30 31-40 41-50 51+
- iii. Marital status
- iv. Highest educational level
- v. Employment status
- vi. Number of years of gambling
- vii. Favourite type of sports betting

SECTION B: What are the motives for gambling?

Please use the following scale to answer all questions in this section

Strongly agree	Agree	Not Sure	Disagree	Strongly disagree
5	4	3	2	1

Please answer each of the following by indicating how much it applies to you with a **tick**.

<i>Enhancement Motives Subscale</i>	5	4	3	2	1
Because you like the feeling					
Because it's exciting					
To get a 'high' feeling					
Because it's fun					
Because it makes you feel good					

<i>Social Motives Subscale</i>	5	4	3	2	1
As a way to celebrate					
Because it's what most of your friends do when you get together					
To be sociable					
Because it is something I do on special occasions					
Because it makes a social gathering more enjoyable					

<i>Coping Motives Subscale</i>	5	4	3	2	1
To relax					
To forget your worries					
Because you feel more self-confident or sure of yourself					
Because it helps when you are feeling nervous or depressed					
To cheer up when you're in a bad mood					

Section C: What are your perceived outcomes for gambling?

<i>What do you hope to achieve in gambling</i>	5	4	3	2	1
To get rich					
To win back previous losses					