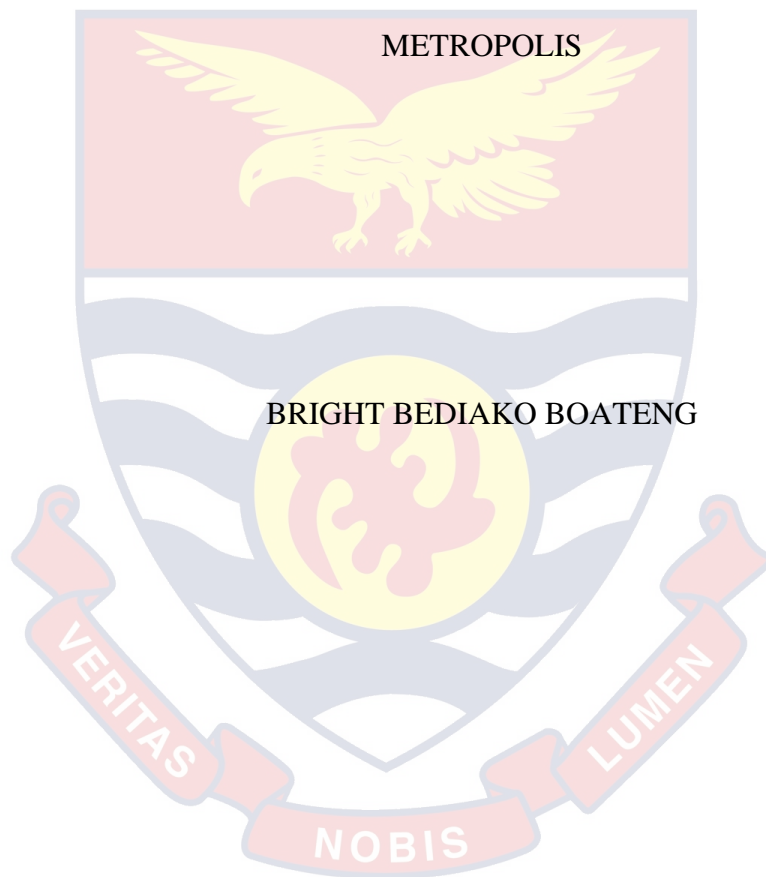


UNIVERSITY OF CAPE COAST

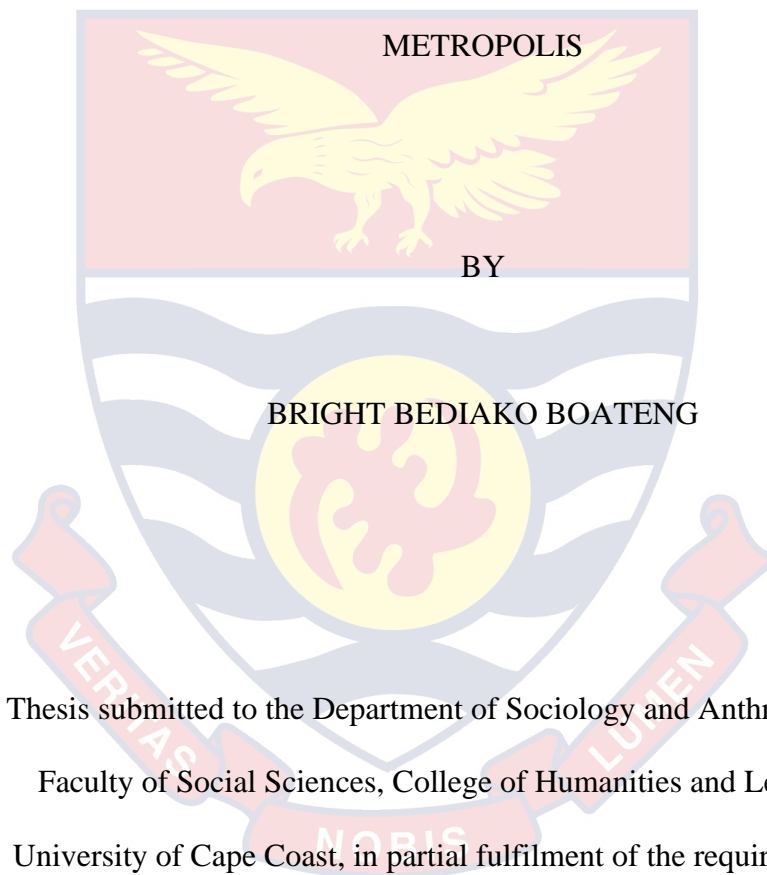
SPORTS BETTING AMONG YOUTH IN THE CAPE COAST



2020

UNIVERSITY OF CAPE COAST

SPORTS BETTING AMONG YOUTH IN THE CAPE COAST



Thesis submitted to the Department of Sociology and Anthropology of the  
Faculty of Social Sciences, College of Humanities and Legal Studies,  
University of Cape Coast, in partial fulfilment of the requirements for the  
award of Master of Philosophy degree in Sociology

OCTOBER 2020

## DECLARATION

### Candidate's Declaration

I hereby declare that this thesis is the result of my own original research and that no part of it has been presented for another degree in this University or elsewhere.

Candidate's signature..... Date.....

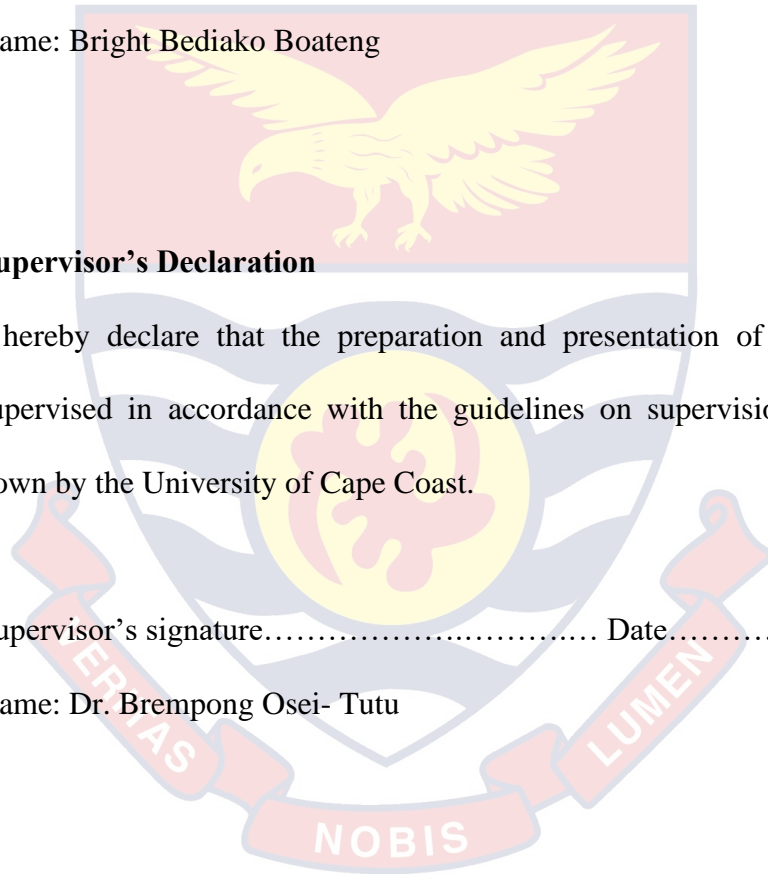
Name: Bright Bediako Boateng

### Supervisor's Declaration

I hereby declare that the preparation and presentation of the thesis were supervised in accordance with the guidelines on supervision of thesis laid down by the University of Cape Coast.

Supervisor's signature..... Date.....

Name: Dr. Brempong Osei- Tutu



## ABSTRACT

Youth participation in sports betting has been surging. It has evolved from placing a wager on horse racing to a team game. This has brought about an addictive behaviour which may lead to heavy reliance on drugs and alcohol as a coping mechanism when they lose. This calls for the need to explore the motivations for sports betting among the youth in the Cape Coast Metropolis. The social learning, rational choice and the problem behaviour theories informed the study. Guided by the qualitative research design, 24 sports bettors were conveniently and purposively selected for the study. Through in-depth interviews, the study revealed that monetary gains, enhancement motives, socialization and proximity to the betting outlets motivated people to engage in sports betting. In addition, males who are working, educated and are not legally married are actively involved in sports betting. Also, friends, peers, the media and curiosity influence someone's decision to bet. The study discovered that sports betting has negative effects on subscribers by making them addicted to the act; thereby causing them to lose their properties and sometimes their lives. It is recommended, among other things, that government, through the Gaming Commission, should spearhead a mass education on the effects of sports betting.

## KEYWORDS

Bookmakers

Cash Out

Jackpot

Odds

Sports Betting

Sports Bettors



## ACKNOWLEDGEMENTS

My deepest appreciation goes to my family for their words of encouragement and support throughout this study. I am extremely thankful to my supervisor, Dr. Brempong Osei-Tutu, for his guidance which enabled me to successfully complete this study. I am also thankful to Dr. Elgar Akonor for his expert advice and directions. I thank Messrs Vincent Sackitey, Francis Gyamfi, Nii Jonathan, Anthony Agbeve and other colleagues in the Department of Sociology and Anthropology of the University of Cape Coast for proofreading this thesis.

Further, I appreciate the School of Graduate Studies of the University of Cape Coast for supporting me financially to cover part of the expenses of the study. I wish to thank the managers of Mybet, Winnabet, Premierbet and Soccabet betting outlets in Cape Coast for making their facilities and clients available for data collection for the study. Lastly, my gratitude goes to all the study participants who, in sharing their personal experiences, provided me with data for my thesis.

## DEDICATION

To my brother, Bernard Baidoo Bediako



## TABLE OF CONTENTS

	Page
DECLARATION	ii
ABSTRACT	iii
KEYWORDS	iv
ACKNOWLEDGEMENTS	v
DEDICATION	vi
TABLE OF CONTENTS	vii
LIST OF TABLES	xii
LIST OF FIGURES	xiii
LIST OF ACRONYMS	xiv
CHAPTER ONE: INTRODUCTION	
Background to the Study	1
Statement of the Problem	5
Objectives of the Study	7
Research Questions	7
Significance of the Study	7
Delimitations of the Study	8
Limitation of the Study	8
Definitions of Terms	9
Organisation of the Study	12
Chapter Summary	12
CHAPTER TWO: LITERATURE REVIEW	
Introduction	14
History of Sports Betting	14



Sports Betting in Africa	18
Sports Betting in Ghana	20
Arguments in Favour of Sports Betting	23
Sources of Revenue	23
Development	23
Satisfaction	24
Arguments against Sports Betting	25
Unprofitable Venture	25
Criminal Activity	26
Volatile Revenue	26
Motivation for Sports Betting	27
Financial or Monetary Gains	27
Social Relations	27
Amusement	28
Satisfaction	28
Socio-demographic Characteristics of Sports Bettors	29
Sex of Sports Bettors	29
Age of Sports Bettors	29
Level of Education of Sports Bettors	30
Religion of Sports Bettors	31
Number of Dependents of Sports Bettors	31
Income Level of Sports Bettors	31
How Sports Bettors got into Betting	32
Peer Pressure	32
Curiosity	32

Proximity to the Betting Outlets	33
Curiosity	33
Media Adverts	34
Perceived Benefits of Sports Betting	34
Monetary Gains	34
The Impact of Sports Betting on Users	36
Loss of Property and/or Lives	36
Alcoholism and/or Alcoholism	37
Addiction	37
Theoretical Underpinnings of the Study	37
Social Learning Theory (SLT)	37
Rational Choice Theory	39
Problem Behaviour Theory	39
Conceptual Framework	40
Chapter Summary	44
<b>CHAPTER THREE: RESEARCH METHODS</b>	
Introduction	45
Philosophical Justification	45
Paradigm of the Study	46
Research Design	46
Study Area	47
Target Population	53
Sample	53
Sampling Procedure	53
Recruitment Procedure of Research Participants	54

Data Collection Instrument	55
Interview Procedure	55
Reliability and Validity	57
Pre-testing of Instrument (Pilot Study)	57
Data Analysis and Interpretation	59
Ethical Considerations	60
Chapter Summary	61
<b>CHAPTER FOUR: RESULTS AND DISCUSSION</b>	
Introduction	62
Socio-demographic Characteristics of Research Participants	62
Betting Behaviour of Research Participants	68
Reasons for Sports Betting	69
Socio-cultural Environment of the Sports Bettors	70
Proximity to Betting Outlets	71
Monetary Gains	72
Recreation	75
Initiation into Sports Betting	77
Peer Pressure	78
Curiosity	79
Media Adverts	80
Perceived Benefits from Sports Betting	81
Monetary Benefits	81
Social Relations	82
Entertainment	84
Satisfaction	85

Impact of Sports Betting on the Bettors	85
Addiction to Sports Betting	86
Loss of Property and/or Lives of Sports Bettors	87
Alcoholism and/or Drug Use	88
Chapter Summary	89
CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS	
Introduction	91
Summary	91
Key Findings	91
Conclusions	92
Recommendations	93
Recommendation for Further Research	94
REFERENCES	95
APPENDICES	108
APPENDIX A: Interview Guide	108
APPENDIX B: Informed Consent	110
APPENDIX C: IRB Letter	112

## LIST OF TABLES

Table		Page
1	Selected Betting Outlets for the Study	52
2	Socio-demographic Characteristics of Research Participants	63



## LIST OF FIGURES

Figure		Page
1	A Conceptual Framework on Sports Betting	42
2	Various communities and betting outlets in Cape Coast Metropolis	49
3	Soccabet Betting Outlet in Abura, Cape Coast	50



## LIST OF ACRONYMS

COVID-19	Corona Virus
CSLAC	China Sports Lottery Administration Centre
GCG	Gaming Commission of Ghana
GDP	Gross Domestic Product
GOG	Government of Ghana
GSS	Ghana Statistical Service
IRB	Institutional Review Board
NFL	National Football League
NRCDD	National Redemption Council Decree
NVTI	National Vocational Training Institute
OLS	Ordinary Least Squares
PBT	Problem Behaviour Theory
RCT	Rational Choice Theory
SHS	Senior High School
SLT	Social Learning Theory
SSA	Sub-Saharan Africa
UK	United Kingdom
USA	United States of America

## CHAPTER ONE

### INTRODUCTION

#### **Introduction**

This chapter provides an introduction to the issues explored in this study. It states the background to the study, problem, research objectives and questions. The chapter further discusses the significance of the study as well as its delimitations and limitations. Finally, it deals with definitions of key terms and organization of the study.

#### **Background to the Study**

Gambling is defined as risking something, particularly money, on an occasion with an undefined result with the intention of winning more substantial goods and/or money (Dickerson, Dickerson & O'Connor, 2006). It requires a consideration (an amount wagered), risk (chance) and a prize. According to Binde (2005), gambling is a social, economic and cultural occurrence that has pervaded most nations in the world. It dates back several thousand years and comes in different forms (Carter, Shinaprayoon & Goodie, 2017). The gambling industry has developed and evolved, to a large degree, over the years with people, particularly the youth, gambling on scratch cards, casino, single roll of dice, a spin of roulette wheel (spin and win), bingo, keno, pull tab and raffles with sports betting topping the list (Chikotora, 2016). However, gambling becomes a problem when wagers lose control in the act and harm themselves, their friends, families and society as a whole (Neal, Delfabbro & O'Neil, 2005).

Sports betting is a kind of gambling activity that has evolved over a long period of time. However, the emergence of sports betting during sporting



events is a relatively recent phenomenon. Whereas historically, sports betting was limited to a person tangibly placing a stake on the result of a horse (or greyhound) race, some bookmakers progressed beyond greyhound and horse racing and began placing bets on the result of a team sports. The formalized form of sports betting has recently gained much global popularity with Ghana not being an exception (Reith, 2006).

Sports betting usually takes place among sports enthusiasts who go to a sports stadium, watch a match online, listen to commentary on radio or watch a match live on a television screen (Derevensky & Gupta, 2004). As a result of this enthusiasm, several sports betting outlets have sprung up worldwide where sports enthusiasts have the opportunity to place their bets on soccer, tennis, basketball, volleyball, table tennis, ice hockey, boxing, golf, cricket, rugby and virtual sports. These betting opportunities come with a wide variety of options such as the number of goals a match would produce, over and under sets, which team gets the next point or the virtual horse that wins a virtual race (Busso & Detotto, 2013).

Some people believe that sports betting is merely gambling and therefore should not be encouraged as it could corrupt sporting officials and participants as well as encourage match-fixing. Others are of the view that since the interest in the activity continues to peak at a very fast pace, it could be a viable source of revenue for the socio-economic development of a country (Humphreys & Perez, 2010). Evidence from the United Kingdom (UK), for instance, shows that between the 2010 and 2011 fiscal years, the English Gaming Industry generated an amount of £5.5 billion to the country's

Gross Domestic Product (GDP) out of which £3 billion came from the sports betting sector (Mao, 2013).

Nonetheless, sports betting comes with some negative consequences which include social and economic cost to the individual bettors, which may transcend to the family members and the society at large (Derevensky & Gupta, 2004; Ellenbogen, Bergevin, Gupta, Derevensky & Lussier, 2007; Vallerand, Mageau, Rousseau & Ratelle, 1993). According to Grinols (2011), the social costs of sports betting can be abridged into eight groups: employment and business costs, crime costs, social service costs, suicide, bankruptcy, supervisory cost, illness associated with obsessive gambling and family costs.

In Ghana and many other African countries, sports betting was not much talked about in the past because of its perceived immorality (Dunstan, 1997). Ghanaians' passion for European football games like the English Premier League, the Spanish La Liga and other leagues around the globe, has led to the materialization of sports betting in Ghana. This passion for the European soccer games used to involve mainly the elderly, but now the youth dominate in this arena (Appiah & Awuah, 2016). The increased incidence of sports betting among the youth has been linked to increased liberalization of sports betting on the global level through advertisement. The media and advertising companies portray sports betting as profitable, glamorous, fashionable and sensual hence attracting many youth to bet (Appiah & Awuah, 2016; Monaghan & Derevensky, 2008).

According to Appiah and Awuah (2016), through the advertisement of sports betting in the media, its concept has spread like wild fire into every city

in Ghana without the enforcement of existing laws on gaming by the government or security operatives. Many youth are into sports betting at the detriment of their lives even though others earn a living through it (Tagoe, Yendork & Asante, 2018).

The main body in charge of sports betting and other gaming-related activities in Ghana is Gaming Commission of Ghana. The Commission is responsible for issuing licenses to all betting companies and gaming operators, enforcing existing laws on gaming and generating revenue through taxes for the country. According to the Ghana Gaming Commission (2017), registered sports betting companies as at 2016 were Eurobet, Supabet, Premierbet, Soccabet, Winnabet, Mybet, Eazibet, Safaribet, Simbabet, Betway, 1XBet, Betpawa, Powerbet, Betyetu, Lollybet, Mgabet, Sunbet and Maxbet.

Sports betting in Ghana provides an opportunity for bettors to win huge sums of money (Gaming Commission of Ghana, 2017). They build a profit margin into the betting odds that are offered to them by the bookmakers. Some bettors view sports betting as a form of entertainment or fun. They are just happy and satisfied as long as they are having fun (betting). Sports betting becomes a problem when many young Senior High School and Junior High School leavers are involved. This is because, majority of these leavers are below the age of 18 years (Amofa, 2012). Subscribers sometimes become addicted to the act thereby causing them to lose their properties (Reiss, 2012). Others also become addicted to the act thereby causing them to commit suicide when they lose a bet. For instance, in 2011, a 30 year old man committed suicide in Accra as a result of a lost bet (Amofa, 2012). This man claimed through a note he had written he has lost hope in this world because

he had sold his car and other properties to engage in sport betting for which he lost. According to the Gaming Commission of Ghana (2017), 34 percent of the youth were engaged in sports betting in 2014, increasing to 70 percent in 2016. This implies that a greater percentage of the Ghanaian youth are engaged in sports betting thereby calling for empirical investigation into the phenomenon.

According to Dunstan (1997), sports betting is meaningfully an ordinary activity in people's lives, with some of them sometimes even betting excessively and problematically. Dunstan's observation reflects in Ghana where sports betting among the youth is on the ascendancy. The prevalent involvement of Ghanaian youth in sports betting, with some experiencing adverse impacts (Appiah & Awuah, 2016), draws much attention to their motivations for engaging in it.

### **Statement of the Problem**

Sports betting is a popular activity worldwide, with about 60 to 75 percent of people participating in some form of it (Abdi, Ruitter & Adal, 2015; Delfabbro & Thrupp, 2003). While it is a recreational hobby for some, epidemiological studies have revealed that standardized past-year rates for sports betting disorders range from 0.5 percent to 7.6 percent, depending on the measuring instruments used and definitions applied (Williams, Volberg & Steven, 2012). Higher rates, ranging from 4.4 percent to 9 percent, have been steadily reported for adolescents and other youths (Derevensky, Gupta & Winters, 2003; Jacques & Ladouceur, 2003), among whom the popularity of sports betting places at a higher risk for developing betting-related problems (Schull, 2012).

Sports betting provides an opportunity for people, particularly the youth to win money to earn a living (Bussu & Detotto, 2013). However, in the quest to win more money, there is a likelihood for the youth to become addicted to the act, lose more money or properties and resort to drugs and/or alcohol as coping strategies whenever they lose or unable to bet (American Psychiatric Association, 2013). Compulsive sports bettors continue to engage in betting even though they are aware of the aforementioned consequences (Dunstan, 1997). The Gaming Commission of Ghana's (2017) report indicates that betting among the youth, aged from 18 to 35 years, increased from 34 percent (nearly 900,000 youth) in 2014 to about 70 percent (about 1,500,000 youth) in 2016. The report further stated that 69 percent of these youth spend, on average, 26 Ghana cedis per week on betting with some committing suicide for losing a bet. This raises questions as to why people continue to bet irrespective of the problems associated with it.

The bulk of research on sports betting has been done in Western countries with few studies done in sub-Saharan Africa (SSA) (Colte, 1997; Deverensky, 2015; Halloway & Wheeler, 2009). The studies done in SSA have focused largely on the positive impact of sports betting on the society (Reith, 2006; Ricijas, Hundric & Huric, 2016; Thomas, Jackson, Wynne, Dowling & Tomnay, 2010). As a result, little is known about the motivations for sports betting in SSA. The few studies conducted in SSA have adopted a quantitative research approach, paying little attention to the experiences and emotions of the sports bettors. It is against this backdrop that this research explored the motivations for sports betting among the youth in Cape Coast Metropolis using the qualitative research approach to help fill the gap.

## Objectives of the Study

The general objective of this research was to explore the motivations for sports betting among the youth in the Cape Coast Metropolis

Specifically, the research sought to:

1. Find out the socio-demographic characteristics of the youth engaged in sports betting
2. Explore how subscribers got into sports betting
3. Examine the perceived benefits of sports betting for its subscribers
4. Explore how sports betting negatively affects the subscribers

## Research Questions

Based on the objectives of this research, the following research questions directed the study:

1. What are the socio-demographic characteristics of the youth engaged in sports betting?
2. How did the subscribers get into sports betting?
3. What are the perceived benefits of sports betting for its subscribers?
4. How does sports betting affect its subscribers negatively?

## Significance of the Study

Firstly, there was the need to investigate sports betting among the youth as its potential consequences affect not just the individuals who engage in it, but their families, and the entire society in which they live. The success of the sports betting industry depends on the wellbeing of the subscribers. Therefore, the findings of this study provide evidence-based recommendations for policymakers within the Ministry of Youth and Sports, Ministry of



Interior, and the Gaming Commission of Ghana to make informed decisions on sports betting.

Secondly, sports betting is a fast growing activity that has pervaded most cultures in the world, including Ghana with little attention paid to it especially the reasons for sports betting and its associated outcomes. Therefore, findings of this study contribute to the understanding of sports betting. Such understanding will serve as a basis in developing appropriate strategies and interventions to help minimize the effects of sports betting in the country as well as support for the subscribers.

By providing a contextual picture of sports betting, this study adds to the existing literature on the phenomenon, especially among the youth in Ghana.

#### **Delimitations of the Study**

This research was done in Cape Coast Metropolis, the regional capital of the Central Region of Ghana. The scope of the study was limited to four selected betting outlets within the metropolis. These betting outlets are Mybet at Coronation, a suburb of Cape Coast, Premierbet and Soccabet betting outlets at Abura, a suburb of Cape Coast and Winnabet betting outlet at Apewosika close to the University of Cape Coast.

#### **Limitation of the Study**

The main limitation of this study was the method used to collect the data. Qualitative method of study was used to collect data for this study. The data in this study could have being richer when quantitative data was also elicited from the population.

## Definitions of Terms

Terminologies like betting outlet, bingo, bookmakers, cash out, consideration, double chance, event, jackpot, loss, odds, pick, profit, result, sports betting, sports bettors, stake youth and are worth knowing relative to this study.

**Betting outlet** is an enclosed location where sports bettors visit to place their bet.

**Bingo** is a game of chance in which a player matches numbers printed in different arrangements on cards. The game host (caller) draws at random, marking the selected numbers with titles.

**Bookmakers** are often referred to as bookie or betting companies. This is the business entities that provide the sport betting services. Mybet, Soccabet, Premierbet and Winnabet are examples of bookmakers in Ghana. Bookmakers create the platform for prospective gamblers to seek to trade a “given stake” for bigger odds if events work favourably in the bettor’s interest. Records of all betting and gambling transactions are done for by the bookmakers

**Cash out** is when one is allowed to retrieve an amount of money for a bet placed before the sporting event is over. This money is always lower than the possible return to be given to a subscriber.

**Consideration** is something valuable that is put up or in to participate in sports betting. It is also referred to as wager.

**Double chance** is when one is allowed to cover two of the three possible outcomes in a game. It can be either win or draw for a team against another team.



**Event** is a single contest or sporting activity on which sports bettors place their wager. It includes soccer, volleyball, tennis ball, virtual race and a host of others. Example of event is a Liverpool versus Manchester City of match day eleven in the 2020/2021 English Premiership season.

**Jackpot** is a large cash prize or money which serves as an unexpected windfall or reward from a bet. It is given by bookmakers to sports bettors. It differs from one bookmaker to the other.

**Loss** is a situation whereby a bettor selects available matches, makes predictions on those matches and eventually does not win. For instance, selecting Barcelona win over Real Madrid becomes a loss when Real Madrid wins or draws.

**Odds** can be referred to as the pay-out or payoff to be received by the sports bettor if picks and result coincide or prediction turns out to be correct. This is slightly different from result. It is the occurrence of result either positive or negative that determines the odds to be received or none. In other words, there must be an occurrence of results for the odds buttons to be pressed, if any. The odds are often expressed in decimal points where the amount staked is multiplied by it to determine the actual payout bookmakers pay to gamblers. Odds are set by bookmakers but differently from each other. Odds offered by bookmakers for an event outcome are implicitly estimates of the game probabilities regarding a selected pick.

**Pick** is the selection among all possible outcomes on which sports bettors place their bet. It is fundamentally akin to what the proposition(s) of the gambler is as against the various possibilities the game offers or the bookmaker gives for selection. An example is predicting a win for Barcelona

Football Club over Real Madrid Football Club before half-time with whatever scores or wagering on a first goal kick for Real Madrid instead of Barcelona.

**Profit** is the excess of sports betting odds over stakes in a sequence of picks in an event or collection of win amount over stakes in sports betting. That is, it is the additional amount the gambler receives over and above the stake when bet is won and is over.

**Result** is the eventual outcome of an event. When the pick of the bettor coincides with the event(s); the bettor is said to have won the bet(s) in which case he or she is paid an amount proportional to his stake times the odds such pick comes with. On the contrary, when the picks of the bettors is at variance with eventual result(s), the bettor loses his stake and odds that could have been received if positive or favourable outcome was the case.

**Stake** is an amount of money being wagered in a single bet. The amount, to a larger extent, represents a sports bettor's level of probability or level of certainty cognizance of the event's climate and subsequent picks. That is, a higher probability of win often determines a higher amount in monetary value or any underlying asset of interest for wagering and ultimately determines the amount of odds to receive. The reverse is true.

**Sports Betting** is a kind of gambling activity that involves forecasting sports outcomes and placing a stake on the outcomes. It involves spin to win, bingo, casino bet, live matches and virtual sports.

**Sports Bettors** are often referred to as a player or gambler of the game. The bettor is the individual who makes a single decision to wager money or available wealth for additional revenue in the form of bets to meet budgetary constraints and sometimes for pleasure and excitement.

**Youth** refers to anyone between the ages of 18 and 35years.

### **Organisation of the Study**

The study is divided into five chapters. Chapter One consists of the background to the study, statement of the problem, objectives of the study, research questions, significance of the study, definition of key terms, delimitations and limitations of the study. Chapter Two concentrates on the review of literature in relation to the motivations for sports betting and its perceived benefits and negative effects on the youth in Ghana. It further looks at the theoretical and conceptual underpinnings of the study. Chapter Three explains the method used in this study. It includes philosophical underpinnings, research design, study area, target population, sample, sampling procedure, recruitment procedure for research participants, data collection instrument, interview procedure, sources of data, reliability and validity, pre-test, data analysis and interpretation. Chapter Four presents a thematic analysis of the results and discussion of the data. Chapter Five contains the summary, conclusions and recommendations.

### **Chapter Summary**

This chapter began with a background to the study which examined the factors that motivate sports bettors to engage in betting. It also looked at the statement of the problem, which is identifying a gap in the existing literature of sports betting that this study seeks to fill. It is followed by the research objectives and research questions guiding the study, the significance of the study, definition of key terms, limitations, delimitations and organization of the study.

The next chapter reviews and critiques previous studies related to sports betting. The review is followed by various theoretical underpinnings and the conceptual framework of the study.



## CHAPTER TWO

### LITERATURE REVIEW

#### Introduction

This chapter encompassed a review of relevant literature, theoretical underpinning of the study and the conceptual framework. The chapter is divided into two sections. The first section explored the review on the concept of sports betting, arguments in favour or against it, its rationality, and the socio-demographic characteristics of the subscribers. It further examined how bettors got into sports betting, its perceived benefits and negative effects on the subscribers. The second section assessed the social learning, rational choice and problem behaviour theories and, lastly the conceptual framework.

#### History of Sports Betting

Sports betting has been in existence for as long as sports has lasted. The first record of sports betting dates back more than two thousand years ago. The Greeks' love for sports led them to launch the Olympics to the world as well as the maiden record of sports betting on athletic competition (Conlisk, 1993). This kind of betting took place where two or more people participating in a game collectively raised appreciable goods to be given to the one who will emerge victorious in the game. From Greece, sports betting spread to Rome where it was ultimately received and legitimised (Matheson & Grote, 2008). Specifically, the Romans were staking on the gladiator games and even when this very accepted game came to a halt, sports betting endured and continued to extend to other countries.

During medieval times, most religious leaders tried to enact legislation threatening sports betting (Eisenhauer, 2005). This pushed sports betting

underground, where it continued to survive and even persisted as new sporting events were launched in the world. Later, sports betting became very acceptable in Britain in the variety of horse race betting (Gustavsson & Svanell, 2012). The British broadened the practice to the other parts of the world including the U.S.A, where it rapidly became a favourite pursuit for many people.

In the mid-twentieth century, Nevada state in the U.S.A legitimised sports betting making it look genuine in the eyes of many (Ignatin, 1984). The constraint was that you had to walk into a casino to place your stake. If you did not live near Las Vegas, you were out of chance to place a stake. Other States within U.S.A, after observing how Las Vegas was making billions of dollars embraced the act and decentralised it to their states so that the country could use sports betting as a means to generate revenue for development. Thus, online sports betting was introduced in New York in 1990 where one could engage in it from the comfort of his or her home or office and the returns would be transferred to him or her by the means the bet was placed (Humphreys & Perez, 2010). Overall, sports betting has continued to grow globally and is widely accepted today.

Sports betting has existed in different form for centuries. Previously, it was informal and not referred to as sports betting; it was merely gambling upon a game (Gustavsson & Svanell, 2012). People watching a game in a stadium could place a wager on who would either win or lose the match. Friends watching a television game could also do same. However, in recent times, sports betting has grown at a very fast pace. In China, for instance, sports betting for the past five years has been growing at an annual rate of 14.7

percent (Mao, Zhang & Connaughton, 2015). It has become more formalized and is fast becoming the preferred gaming choice as it does not involve random draws and fortune like that of the traditional lottery games.

Sports betting requires that one has knowledge or expertise on the style of play of the team or individuals in question and the betting odds associated with it as that would greatly influence the predictor's chances of winning. Humphreys and Perez (2010) view sports betting and sports spectatorship as complementary goods as consumers of both goods tend to have similar characteristics. It is assumed that some engage in sports betting as a way of showing allegiance to their favourite sports teams. Least finance sporting activities such as horse racing, badminton, table tennis and the likes would have even gone defunct if there was nothing like sports betting as they could not elicit much spectator support (Mao et al., 2015).

The role of legislation in a betting industry cannot be understated. The regulation serves as a guide to operators in an industry so as to guard consumers, preserve sanity, fair competition and also act as a guide and assume a position in governance. Legislation has to keep up with all the vibrant sides of an industry so as to stay significant and a point of reference.

In the 1950's, the European Union were faced with obstacles within the gaming industry for which they work closely with National governments to find a balance. As a way to address this obstacle, they enacted laws to regulate the activities of gaming. According to Littler (2007), the regulations regarding betting in Europe was ambiguous and difficult to interpret. He further stated that these ambiguous laws were interpreted depending on who the person or the institution is.



As a response to the ambiguous laws regulating sports betting, the United Kingdom Government introduced the present system of sports betting regulation and legislation which was established in the 1960's which has subsequently been amended (Dewar, 2012). This regulation was much better because it stressed on the social attitudes and the technology being used in the gaming industry. The laws further gave authority to the gaming commission to register these gaming companies and collect taxes on behalf of the government.

According to Brooks (2012), the Gaming Commission is able, if it so wishes, to set up principles in respect of the supply, manufacture, adaptation of software and installation which is viewed as a crime if these principles are violated. A bookmaker must thus acquire personal software licenses before it is wholly accredited in the United Kingdom.

In conclusion, Britain's pursuance of a law that governs sports betting was in essence, contemplation of whether the standards projected by the Government can meet the social obstacles posed by the betting industry released from restrictions and left to free-market economic forces (Littler, 2007).

According to Paton, Siegel and Williams (2016), betting in the U.S.A was a different challenge altogether with regard to the law. Notwithstanding the growing popularity of sports betting in the U.S.A, there is still strong religious antagonism to this phenomenon in many states and almost no prop up for legalizing betting on sporting events. For example, just Oregon and Nevada allow sports betting to function in their states. However, Oregon permits sports betting on a limited basis. That is, people cannot bet more than



once daily. Fundamentally, there is legislation as much as it is on a state by state level.

There are so many channels through which sports betting can be placed. It can be online where bettors stake from the comfort of their homes, offices and a host of others. It can also be at a betting outlet where a bettor makes selections of teams or individuals to win a match and ask the cashier to stake it for him or her.

When a bettor goes to a betting outlet to bet, he or she is first screened to ascertain whether he or she is qualified to do so. That is, the person must be 18 years or above. This is mostly done by the security where he examines the physical appearance of the person. After the screening, he or she goes to a computer screen to select an individual, a team or teams on which the wager will be placed. After the selection, the bettor saves the bet slip with a code and moves to the counter where he or she makes payment for the wager on the betting ticket. The bettor after ascertaining that he has won the bet, presents his or her ticket to the cashier behind the counter for payment to be done. The ticket is inspected by the cashier and the returns are paid to the bettor.

Based on the history of sports betting, various scholars like Ladouceur (2004) define sports betting as an event or activity of risking money on a race or event trying to predict the result. To add to the earlier definition, Gordon, Gurrieri and Chapman (2015) define sports betting as the activity of trying to win money by putting a wager on the result of a race or a game.

### **Sports Betting in Africa**

Sports betting has proven as an emerging market that offers opportunities since its introduction in Africa in the 15<sup>th</sup> Century (Thrasher,

2006). Many starts-ups are being introduced into the region and most are proving to be profitable.

The sharp increase in the quality of sports in Africa, specifically in football-with many of the African players holding their own against some of the African players holding their own against some of the big name players in Europe's top leagues, has led to an increase in the number of people who follow the sport in Africa. Players such as Victor Wanyama, Rhiyad Mahrez, Yaya Toure and other African greats have helped to increase the following and improvement in the quality of the game in their home countries.

This transformation has offered a great opportunity for many of the world's largest bookies to make an entry into many of the African countries. With the industry morphing into a multi-billion currency sector, the cake is definitely there to be had and shared.

Sponsorship deals with the local football associations and football teams have offered easy branding opportunities making them net effect of betting has been more support for local sports through sponsorship, as the companies fall over themselves to be seen to support sports and communities. This has helped eased financial burden on many teams and sports organization in the region.

Legislation of sports betting in Africa remains elusive, stagnant and non-adaptive. Sports betting regulations differs from one African country to another. There are some countries where betting is totally banned while there are some countries where betting is legalized and there are clear regulatory framework for the subscribers. In general, sports betting is accepted in major

parts in Africa. In countries like Kenya, Nigeria, South Africa, Mauritius, Ghana, Uganda and Zambia, one can enjoy betting.

Ahaibwe, Lakuma, Katunze and Maweje (2016) echoed that in Uganda and other African countries, many aspects of the gaming regulation have turned out to be archaic and are not suitable to the new principles of sports betting and the unparalleled development of the industry. Correspondingly, the regulatory body (National Gaming Board) has considerable capacity hitches and restricted legal powers and is not always able to meritoriously exercise its mandate which hinders its capability to holistically control the sports betting industry.

Abdi et al., (2015) reemphasis that in Ethiopia and many other African countries, many aspects of the gaming regulations have turned out to be contradictory and as such measures need to be adopted to amend that aspect of the legislation. As a result, the National Gaming Board Chair has considerable capacity hitches and restricted legal powers and is not always able to exercise its mandate which hinders its capability to control the sports betting industry.

In Nigeria, Thomas (2012) corroborated what pertains elsewhere in Uganda and other African countries that gaming regulation has been obsolete especially does not focus on the insistence of the betting companies to pay the money due the subscribers when they win huge sums of money.

### **Sports Betting in Ghana**

The Gaming Commission of Ghana (GCG) is an institution under the auspices of the Ministry of Interior with the motive of developing games, which was recognised under the Gaming Act 2006 (Act 721). Conversely, the

law has not catch up with technology as it was enacted before the era of the internet. Conspicuous loopholes and oversight define the recent law and therefore the problem faced within and outside the industry and its span of impact. The Gaming Commission in Ghana, under ‘the 2005 Act’ regulated all commercial gaming, apart from sports betting. However, in 2006, the Act was amended to cater for football and other forms of sports betting. It also addresses channels used in sports betting which include remote gaming (GCG, 2017).

The gaming industry in Ghana was hitherto regulated under the Lotteries and Betting Act, 1960 (Act 31), the Football Pools Authority Act 1961 (Act 78), the Gaming Machines Decree, 1975 (NRCD 320). Until the institution of the Gaming Commission, the Ministry of Interior had oversight responsibility for the legislation of casinos and other games of chance which included spin and win, bingo, scratch cards, betting on horse racing, promotional gaming (games of chance), importation, exportation and installation of gaming equipment, roulette operation (slot machines) and sports betting. Currently, the Commission is mandated to issue licenses to all gaming operators, inspect the activities of bookmakers and mobilize revenue through taxes and levies from sports betting.

In the Act “remote betting” means engaging in betting in which persons participate by the use of remote communication. In this Act “remote communication” means communication using the telephone, internet, radio, television or other technology for facilitating communication or any other kinds of electronic devices. There are clear guidelines in pursuing the licensing objectives. These objectives include preventing betting from being a

source of crime and disorder; ensuring that the terms and conditions the betting companies have with customers are being honoured; and protecting vulnerable people from being harmed or exploited by betting (GCG, 2015).

As postulated by Thomas and Lewis (2012), there is a clear need for the Government of Ghana to close this regulatory gap which will go a long way to protect the Ghanaian public and also the bettors from exploitation. There is no taxation on the industry winnings. The 20 percent withholding tax instituted by Treasury is yet to be realized. There is poor or no enforcement of the law regulating sports betting (Thomas, 2012). There has been creation of the Sports Fund under the Sports Act (Act, 934), for utilization of money raised from betting and other gaming activities. The Sports Fund as created by the Sports Act has failed to materialize (Aflakpui & Abeyie, 2016). Hedenus (2011) stresses in his article on the evaluation of Sports Fund Board of trustees where he concluded that the trustees are sleeping on the job. The challenges facing the Sports fund Board of trustees in Ghana includes political interference, nepotism and corruption within the law enforcement agencies.

In conclusion, there seems to be discordant and one-off legislation when it comes to the betting industry. The one-off laws lack any form of structure or enforceability at the moment. The regulation focuses on taxation rather than protecting the users and guaranteeing fair competition. This competition has led to nuisance from within and outside the industry. Also, sports betting in Ghana has adopted technology hence posed new challenges to legislation. The lack of technological know-how, appreciation of challenges and ability to keep up by the Gaming Commission of Ghana and the law enforcement agencies has proven to be another major challenge.

There is therefore the need to amend the provisions in the Gaming Act to address the evolution of sports betting and the concerns of the subscribers.

### **Arguments in Favour of Sports Betting**

Various scholars view sports betting as an avenue which generates more revenue for development of an individual, society and the country as a whole. They also view sports betting as a form of satisfaction. These are discussed below:

#### **Sources of Revenue**

Sports betting can be a viable source of revenue to a country and helps in economic growth and development (Humphrey & Perez, 2010). Evidence from the United Kingdom for example, shows that between 2010 and 2011 fiscal year, the British gaming industry generated an amount of 5 billion Pounds Sterling out of which 53 percent came from the sports betting sector (Mao, 2013). Mao et al. (2015) cited the China Sports Lottery Administration Centre [CSLAC] (2012) which indicated that in the year 2011, 19 billion Yuan, representing 43 percent of China's GDP in 2011, was accrued from the sports betting sector. In 2018, Nigeria, Kenya and South Africa gaming industry generated \$40 billion (Gonzalez, Estevez & Griffiths, 2019).

#### **Development**

Zhou and Zhang (2015) carried out a study the impact of sports betting in China. They concluded from that sports betting encourages both economic and social development by providing employment opportunities for those in the print, communications, transport, manufacturing and advertisement industries which in turn generate income through taxation as well as boosting consumer spending. Matheson and Grote (2008) through their study on the



effect of sports betting stated that a great number of bookmakers in the United States of America and some other countries earmark either all or a part of revenues accrued from sports betting and other gaming activities for specific governmental programmes like building of schools, hospitals, roads and others. This is mostly done in a bid to reduce the level of opposition against the adoption of sports betting. Circumstantial evidence shows that funds generated from sports betting were used to service debts of countries, revamp economies after wars, fund military activities of various countries, and take care of orphans (Willmann, 1999).

### **Satisfaction**

Generally, it is assumed that those who engage in any form of betting apparently 'switch off their rational' senses and switch them on after they have engaged in a betting activity (Ariyabuddhiphongs, 2011). Friedman and Savage (1948) tried to justify the rationality for sports betting by suggesting that an individual changes his or her consumption as he or she gets richer. The participants therefore explain the kind of risky behaviour that they exhibit as they participate in sports betting.

Although Friedman and Savage theory has been criticized, there are others who still hold the view that it is valid. Eisenhower (2005), in his survey on Dutch households, by means of a unique survey technique developed by the Tilburg University in the Netherlands, came to conclusion that about 18 to 20 percent of individuals evaluate risks in a way that is consistent with Friedman and Savage theory. Conlisk (1993) justifies the rationality of sports betting as its consumption entails benefits and expected winnings (sometimes losses). According to Conlisk (1993), if sports betting is viewed as a means of

improving one's wealth, then very little can be said in the defence of sports betting as irrational consumption. Conlisk (1993) argued that sports betting cannot merely be linked to the prize at stake, since the elements of 'suspense and gamesmanship' also play a role. Conlisk (1993) further argued that if insurance consumption can be justified as rational, then sports betting should also be seen as rational as it entails more 'pleasant uncertainty' than insurance which does not seem to have any form of 'pleasantness' but is rather full of moral hazards and periods of long and delayed uncertainty.

According to Ignatin (1984), people engage in sports betting for two main reasons and these reasons could be used to justify the rationality of engaging in the activity. They engage in sports betting for the purpose of investment with the aim of increasing their wealth and for consumption. Hartley and Farrell (2002) also supported the assertion that consumption can be used to explain the rationality for sports betting.

### **Arguments against Sports Betting**

Contrary to the earlier perspectives, various scholars view sports betting an unprofitable venture, breeds criminals and volatile revenue. These perspectives are discussed below:

#### **Unprofitable Venture**

Whereas some see sports betting as a means of entertainment and revenue, others see the activity in different light. Some people see it as an unprofitable economic activity. Samuelson (1971) was of the view that a significant economic case can be made against betting. It comprises simply sterile transfers of goods or money which absorb time and resources. When



pursued above the limits of recreation, betting subtracts from the national income.

Ignatin (1984) also asserted that since sports betting is ubiquitous, it is very difficult to track the money involved in this game although evidence points to the fact that the amounts involved are quite huge. Sports betting is viewed as a regressive form of taxation which could also leads to very high administrative costs (Grote & Matheson, 2011).

### **Criminal Activity**

There are others for example people with high moral background who believe that sports betting promotes organised crime because it is essentially gambling and it is assumed that sports bettors are more prone to committing crimes (Mikesell & Pirog-Good, 1990). Mikesell and Pirog-Good (1990) asserted that there is a considerable positive relationship between betting and crime rates. Some sports associations such as the Premier League, England, La Liga, Spain and the National Football League (NFL) in Delaware, United States of America, oppose any form of sports betting because they feel it has the tendency to corrupt both athletes and sporting officials as well as encourage game fixing (Humphreys & Perez, 2010).

### **Volatile Revenue**

Although sports betting has been proven to contribute a significant amount to state revenues, this type of revenue is very volatile in nature and therefore cannot be relied on (Humphreys & Perez, 2010). This assertion is further stressed by Humphreys and Matheson (2012) who stated that sports betting is not likely to provide the much-needed revenue of a modern state or

government, even though the revenues may exceed the tax revenues generated from goods such as alcohol and tobacco.

### **Motivation for Sports Betting**

Several theories about the motivations for sports betting have been propounded. These motivations for sports betting include financial or monetary gains, satisfaction, amusement and social interaction. These motivations for sports betting are discussed below:

#### **Financial or Monetary Gains**

Chantal and Vallerand (1996) carried out a study to ascertain the reasons for sports betting. They sampled 768 bettors from different betting outlets and concluded that sports bettors engage in sports betting because it is lucrative. This explains that most people engage in sports betting because they want to be rich. This assertion is consistent with the findings of Grant, Donhue, Odlaug, Suck and Miller (2009) in their study to assess the motivations for sports betting. They concluded that sports bettors are into betting with the aspiration of amassing wealth.

Platz and Millar (2001) deviated from the earlier assertions that sports bettors engage in sports betting purposely for money. They are interested in the money they will be gained through betting. They however concluded their study which was conducted in Las Vegas that sports bettors are highly rich and as a result will not engage in sports betting because of money.

#### **Social Relations**

Neighbors, Lostutter and Cronce (2002) stressed in their study on the reasons for sports betting in Europe that bettors engage in sports betting because they see that as an avenue to meet new friends. They further added

that these new friends eventually help these bettors in life. This assertion was further corroborated by Stewart and Zack (2008) study on the motivations for sports betting. The study was also done in Europe using 1,243 respondents from different countries in Europe. The study concluded that majority of sports bettors bet because of the association they get from the betting. They get new friends from going to the sports betting centre to bet. These new friends had gone to the betting outlet to bet and as a result meet other people and later becomes friends.

Collins and Barr (2000) however deviated from the earlier assertion that sports bettors are into sports betting because of the social relation associated with it. They concluded from their study that sports bettors are into sports betting with the aim to amass wealth.

### **Amusement**

Rockloff and Dyer (2006) asserted in their study on the motivations for gaming sports betting in Europe that bettors engage in sports betting because that is a form of entertainment and amusement to them. This means they are simply happy and entertained so long as they bet. Svensson, Romild, Nordenmark and Månsdotter (2011) corroborated the assertion that bettors are motivated to bet because of amusement through their study on reasons for sports betting.

### **Satisfaction**

Grant & Kim (2002) opined in their research on the rationale behind sports betting in Asia where they concluded that bettors are into sports betting because of a day's problems and boredom. They are simply satisfied so long as they are betting.

## **Socio-demographic Characteristics of Sports Bettors**

Below are certain socio-demographic characteristics that are seen to be common among subscribers of sports betting. These socio-demographic characteristics of the participants include sex, age, level of education, number of dependents, religion, occupation, marital status, residence and income.

### **Sex of Sports Bettors**

Ignatin (1984) carried out a study to ascertain the sex of sports bettors. He interviewed 1,200 sports bettors from different bookmakers in America and concluded that sports bettors have a propensity to be in urban centres, middle class males, who spend most of their time and money on recreation and vacation. This assertion is consistent with the findings of Humphreys and Perez (2010) in their study to find out the Socio-demographic characteristics of bettors where he noted that young males are very likely to engage in sports betting than females.

### **Age of Sports Bettors**

Scholars see age as one of the main socio-demographic characteristics of sports bettors. Engwall, Steinberg and Hunter (2004) conducted a study on sports betting behaviour. They interviewed 800 sports bettors on various university campuses in the U.S.A where they concluded that the majority of the youth who engage in sports betting fall between 27 and 30 years of age. The study further stated that the youth between 27 and 30 years of age are more active, knowledgeable in sports, love sports and have income to bet. Engwall, Steinberg and Hunter's and Thrasher's findings on the socio-demographic characteristics of sports betting where he concluded that sports

betting was characterised by the youth who falls between the ages of 27 and 30.

Mao et al. (2015), however, contradicted Thrasher's (2006) findings that sports betting is characterised by the youth between the ages of 27 and 30 years in their study on the socio-demographic characteristics of sports betting. Mao's et al (2015) study on determinants for sports lottery in China revealed that people who are in the early youth (from 18 to 25 years) are most likely to bet. This is because these youths are curious, adventurous and always want to try new things.

### **Level of Education of Sports Bettors**

Previous studies have shown that the level of education is not related to the sale of sports betting tickets as those with lower levels of education tend to participate more in sports betting (Grote & Matheson, 2011). Mao et al. (2015) from their research on the relationship between levels of education and sports betting concluded that education has a positive and meaningful impact on sports betting. Mao et al. (2015) further concluded that most of the participants who engage in sports betting were mostly people who had pursued higher education (beyond secondary education). However, Ariyabuddhiphongs (2011) showed that education does relate to sports betting; the higher a person's educational level, the lesser the probability that he or she will engage in sports betting. This is because a person with higher education is more likely to get a well-paid job to cater for himself and his dependents and as such might not engage in sports betting.

### **Religion of Sports Bettors**

Mao (2013) carried out a study on religion and the demand for sports betting. He interviewed 1,700 sports bettors in U.S.A that sports bettors belong to religious groups such as the Catholics and other orthodox churches and also tend to belong to specific minorities such as American Hispanics. This explains the fact that sports bettors are religious. They believe that one needs 'God' in order for them to win a bet.

### **Number of Dependents of Sports Bettors**

In Mao et al.'s study conducted in China where they concluded that people with dependents are more prone to sports betting Ariyabuddhiphongs (2011) and Beckert and Lutter (2013) also corroborated Mao's et al (2015) findings that the more dependents a person has, the more he or she is prone to engage in sports betting as compared to those without dependents. This is because, people are under pressure to cater for their dependents and as a result anything legal that will fetch them money to cater for the dependents, they will go for it. Gainsbury, Russell, Hing, Wood, Lukman and Blaszczyński (2014), however, departed from the assertion that the more dependents a person has, the more prone he or she is to engage in sports betting. They concluded from their study on the socio-demographic characteristics of bettors that people do not engage in sports betting because of the dependents they have. They further stated that people engage in sports betting because they have chosen to engage in it and are not under any form of pressure to engage in it.

### **Income Level of Sports Bettors**

Mao et al. (2015) indicated from their study the socio-demographic characteristics of sports betting from the provinces in China that sports bettors



who have greater income levels have a greater demand for sports betting. Humphreys and Perez (2010) also showed that sports bettors have a propensity to have greater incomes. Gonzalez, Estevez and Griffiths (2019) confirmed Mao et al. (2015) and Humphreys and Perez's (2010) assertions in their research of sports bettors from America and concluded that sports betting is primarily characterised by males with a low income and high education. However, few studies have analysed the personal characteristics of sports bettors in sub-Saharan Africa.

### **How Sports Bettors got into Betting**

Sports bettors are led into sports betting through various factors. These factors include sociological factors that are seen to be common among subscribers of sports betting. These sociological factors include peer pressure, curiosity, media adverts, socialization and proximity to the betting outlets.

#### **Peer Pressure**

Humphreys and Perez (2010), by means of a probit model, assessed how sports bettors got into betting in Canada. The study showed that majority of bettors in Canada are led into sports betting because of the pressure from their peers. Their peers advise and encourage them to bet for which they comply.

#### **Curiosity**

Mao et al. (2015) analysed how bettors got into sports betting in England. The study employed 4,826 respondents drawn from six cities in England. The research concluded that bettors are led into sports betting out of curiosity. They are simply curious and will want to try new things.



### **Proximity to the Betting Outlets**

Gonzalez et al. (2019) assessed the initiation of sports betting in Spain. The study employed 945 respondents and concluded that the majority of the bettors in Spain are led into sports betting as a result of living close to a betting outlet. They further asserted that sports bettors are motivated to bet because of the jubilations and celebration from the betting centres.

### **Curiosity**

Berkert and Lutter (2013) opined through their study conducted on how people were initiated into sports betting using 1,508 sports betting players in Germany. The study employed sociological approaches where a series of nested regression, binomial regression models, generalized linear modelling and Ordinary Least Squares (OLS) were combined to come out with a conclusion that the youth got into sports betting out of curiosity. This is because they are adventurous and will like to try new things.

Contrary to Berkert and Lutter's assertions, Matheson and Grote (2011) in a comprehensive study on how sports bettors got into sports betting in United Kingdom. They concluded that the youth got into sports betting because they are unemployed and as a result, they have nothing to do and when offered work to do, they will stop betting. Zhou and Zhang (2015) corroborated Matheson and Grote (2011) in their study on market demand of sport gaming sales which they concluded that bettors bet to get money to earn a living. Once they see sports betting as work, they are likely to engage in the activity since they engage in sports betting to earn a living.

## **Media Adverts**

Hedenus (2011) deviated from the earlier assertion that bettors got into sports betting because of money and fun. He concluded his study on how sports bettors were initiated into sports betting among the British. He found that sports bettors are motivated to bet by the invention of the media (print, electronic and social). Sport betting companies package their products as lucrative and a better option for other gambling activities as within a few minutes one can be rich. People see sports betting adverts ‘chacha professional’ without any problems with the police’ running on the media (print, social and electronic media) for which they are motivated to venture into the act.

## **Perceived Benefits of Sports Betting**

Below are certain perceived benefits that can be obtained from sports betting. These benefits from sports betting include monetary gains, social relations, satisfaction and amusement

### **Monetary Gains**

Sports bettors are highly motivated with high hopes of winning money which can also be referred to as hitting the jackpot. According to Gustavsson and Svanell (2012), winning huge sums of money and getting rich are the obvious benefit for sports betting. The likelihood of winning money and becoming rich is the highest aspiration of achievement that sports bettors have. Binde (2007) noted that bettors’ main reason for engaging in sports betting is winning more than they would have actually be given. Bettors also lose money frequently but high aspirations of winning huge and getting rich thrusts them to continue to engage in sports betting. According to Hodgins (2008), winning

money is a positive anticipation perceived out of betting. Neighbors et al. (2002) through their study on the positive impacts of sports betting noted that bettors have high aspiration of becoming rich after engaging in the activity. This will eventually lead them to bet. Lee, Lee, Bernhard and Yoon (2006) developed a theory with four factors for sports betting and concluded that high aspirations of getting rich was general among bettors. Leblond, Ladouceur and Blaszczynski (2003) echoed that sports bettors' share a universal desire for which they think small bets will offer them an opportunity to win huge sums of money. Bettors therefore perceive sports betting as a way of earning a living.

Wiebe, Single and Falkowski-Ham (2001) carried out a research to examine what bettors aspired to get from sports betting. They interviewed 790 bettors from different bookmakers in Canada and concluded that sports bettors generally had high aspirations of hitting the jackpot one day. This explains why bettors continue to engage in sports betting. They believe that they will surpass all the losses they had incurred in the past. Dechant and Ellery's (2011) study on the benefits from sports betting noted sports bettors fantasise on meeting new people and becoming rich. This is shown in the frequency they get involved in betting. For this, Conlisk (1993) conducted a research in Sweden where he concluded that the bettors would be repeatedly fantasying on the odds of the ticket altering their life.

Sports bettors generally aspire that their continuous betting will one day end their monetary troubles. Binde (2007) noted that the aspiration of winning and getting rich is present in all sports bettors notwithstanding the differences in the setting. Consequently, becoming rich is fundamentally what

sports betting is all about (Binde, 2007). Grant et al. (2009) carried out a research on imagine desensitisation plus motivational interrogation for pathological gaming in Sweden. They revealed that the imagery of overcoming economic troubles through sports betting was a different factor influencing betting.

Appiah and Awuah (2016) noted that bettors, in their betting experiences, aspire to win back all the money they would have lost to sports betting. Sports bettors consider that the chances of winning are more than the likelihood of losing and hence they continue to bet with hope of winning back all their money they would have lost through sports betting (Hedenus, 2011). These fantasies push bettors' frequency in betting and the more they lose the more they will engage in the pursuit with the hope of getting back all the money they had lost and even more (Binde, 2007).

### **The Impact of Sports Betting on Users**

The term 'User' in a betting environment is defined as a person predisposed to becoming a problem bettor (Fong, 2005). Sports betting has negative impacts on the bettors. These negative impacts include addiction, loss of property and/or lives and alcoholism and/or drugs.

### **Loss of Property and/or Lives**

Binde (2009) conducted a study on the effects of sports betting on the subscribers. He examines 2,740 subscribers of bettors from Europe where he concluded that sports bettors are negatively affected by the activities of sports betting. He further stated that sports bettors sell their properties to finance their sports betting.

### **Alcoholism and/or Alcoholism**

Gainsbury et al. (2014) conducted a study on the impact of sports betting where they concluded that bettors are negatively affected. They further noted that bettors as a result of coping with a loss bet, they resort to alcohol and other drugs.

### **Addiction**

Fong (2005) however saw sports betting as a profitable venture. He conducted a study on the impact of sports betting. He analysed 813 bettors where he concluded that sports betting is an addictive phenomenon. This means in the event to recoup what has been invested and to win more, bettors tend to bet more.

### **Theoretical Underpinnings of the Study**

This research is guided Albert Bandura's Social Learning theory, Adam Smith's Rational Choice Theory and Richard Jessor's Problem Behaviour Theory. These theories were chosen because of their practicability to the study. The social learning theory explains how bettors got into sports betting. Rational choice explains the motivations for sports betting as well as the benefits associated with the activity. Problem behaviour theory explains the impact of sports betting.

### **Social Learning Theory (SLT)**

Albert Bandura (1977) assimilated behavioural and cognitive models of learning and came up with the SLT to elucidate the influence of society on a person's behaviour. Social learning is the most convenient way to learn new behaviour simply by observing, imitating and modelling in a social milieu. This theory proposes that new behaviours are learned by paying attention to

the required behaviour (Bandura, 2001). Negative and positive expectancies indicated in Bandura's theory influence betting behaviours directly and indirectly. According to Owen (2001), one can acquire a new behaviour through the media channel. Bruner et al. (1990) suggested that human beings are capable of learning new behaviour for themselves. The development of social learning consequently occurs through observing others engage in an activity and observing the result of that behaviour. If the behaviour is pleasing, then it is most likely to be copied (Jones, 1981).

In applying SLT theory to sports betting, the addictive behaviour of sports betting is learned by observing other people betting. This includes observational learning, imitation and modelling the desired attitude like betting to get money. The required behaviour is fortified if there is an inducement and money generated from sports betting becomes the reinforcer. However, if there are loses, the sport bettor becomes sad but will bet again hoping that he or she wins next time. The imitator will not be encouraged to model the activity but understands that it is a game. It is either win or not. This theory stresses that certain environmental characteristics inspire a bettor to imitate behaviours in the surroundings. Consequently, in the betting environment, people influence and are influenced by their surroundings. That is what goes on in the betting environment.

However, the SLT could not explain the whole phenomenon of sports betting given the account of the objectives set for the study. The theory addresses the initiation into sports betting and when one is initiated, the benefit can be explained using the RCT.



### **Rational Choice Theory**

Rational choice theory (RCT) was first introduced by Cesare Beccaria in the 18<sup>th</sup> Century. It was later developed by the Scottish economist, Adam Smith. The RCT is premised on the postulation of participation of normal actors who are the individuals in an economy making coherent choices which are dependent on logical estimations and reasonably accessible information. This theory presupposes that individuals are normal actors using logical information to enthusiastically maximize their benefits in any circumstances and are constantly striving to decrease their losses.

In applying the RCT to sports betting, sports bettors continue to engage in the activity after comparing the money to be used to stake the bet to the likely 'pay-out' or reward which will be accrued from the bet. The addictive behaviour continues after a person wins a bet and wants to win more. However, if a person fails to win a bet, he or she will continue to engage in it because of the aspiration of winning big to recoup what has already been invested.

However, the rational choice theory could not explain the other aspects of sports betting taken into consideration the objectives set for the study. The theory addresses the perceived benefits from sports betting and when one is into sports betting, he is likely to have negative effects of sports betting and this can be explained using the problem behaviour theory.

### **Problem Behaviour Theory**

The Problem Behaviour Theory (PBT) was developed by Richard Jessor (1968). This theory was originally launched to study addictive behaviours like alcohol abuse within the society (Jessor, 1968). This theory



elucidates how problem behaviours occur. The theory's notions were taken up from Rotter's Social Learning Theory (1954) and Robert Merton's (1957) concept of anomie. Jessor, Chase and Donovan (1980), therefore, explain problem behaviour as any behaviour which digresses from legal norms and social standards and meets social control response such as social rejection. This theory presumes that behaviour is as a consequence of interaction between individuals and their environment (Lewin, 1951). The maladaptive behaviour is required to the individual who describe it and observes it as vital and useful enough. Thus, posturing a blind eye to lawful or social sanctions (Jessor et al., 1980). In this respect, sports betting is a required effect resultant in social acceptance by the youth. Consequently, sports betting behaviour is useful, purposive and involving to the subscribers which is not likely to be discarded without options.

In applying problem behaviour theory to sports betting, the subscribers believe that they do not have any other option than to engage in sports betting. This is because, the reward associated with it is very enormous and no other activity fetches more money than sports betting. This makes the sports bettors continue to bet with the hope to stop betting whenever better opportunities are presented to them, they become addicted to the activity and becomes very difficult to stop even with better opportunities available to them. They will continue to bet even when it will take away all their properties.

### **Conceptual Framework**

The conceptual framework of the study is based on the issues identified in the literature review as factors responsible for sports betting and

issues identified in the social learning, rational choice and problem behaviour theoretical perspectives on ideological orientations of sports bettors.

Sports betting are initially explained by socio-demographic factors which include sex, age, level of education, occupation, level of income, marital status, residence, religion and the number of dependents of the sports bettor. (Griffiths & Delfabbro, 2001). There are other factors that lead to sports betting. These factors are sociological factors which include socialization, peer pressure, curiosity and media adverts. Once the person has been initiated into sports betting, there are two possible outcomes. These outcomes include positive outcomes and negative outcomes. The positive outcomes are the factors that one gets after being initiated into sports betting. These factors include monetary gains, social relations, amusement and satisfaction. However, the negative outcomes which are the effect of sports betting in this study are addiction, resorting to drugs and loss of property and life.

In this conceptual framework, the consequences of socio-demographic characteristics and sociological factors led someone into sports betting. After the person is initiated into the activity, there are two possible outcomes (negative and positive). Barnes, Welte, Tidell and Hoffman (2015) proposed that socio-demographic characteristics and sociological factors are likely to influence sports betting directly. This current study was grounded on this conceptual framework (see Figure 1).

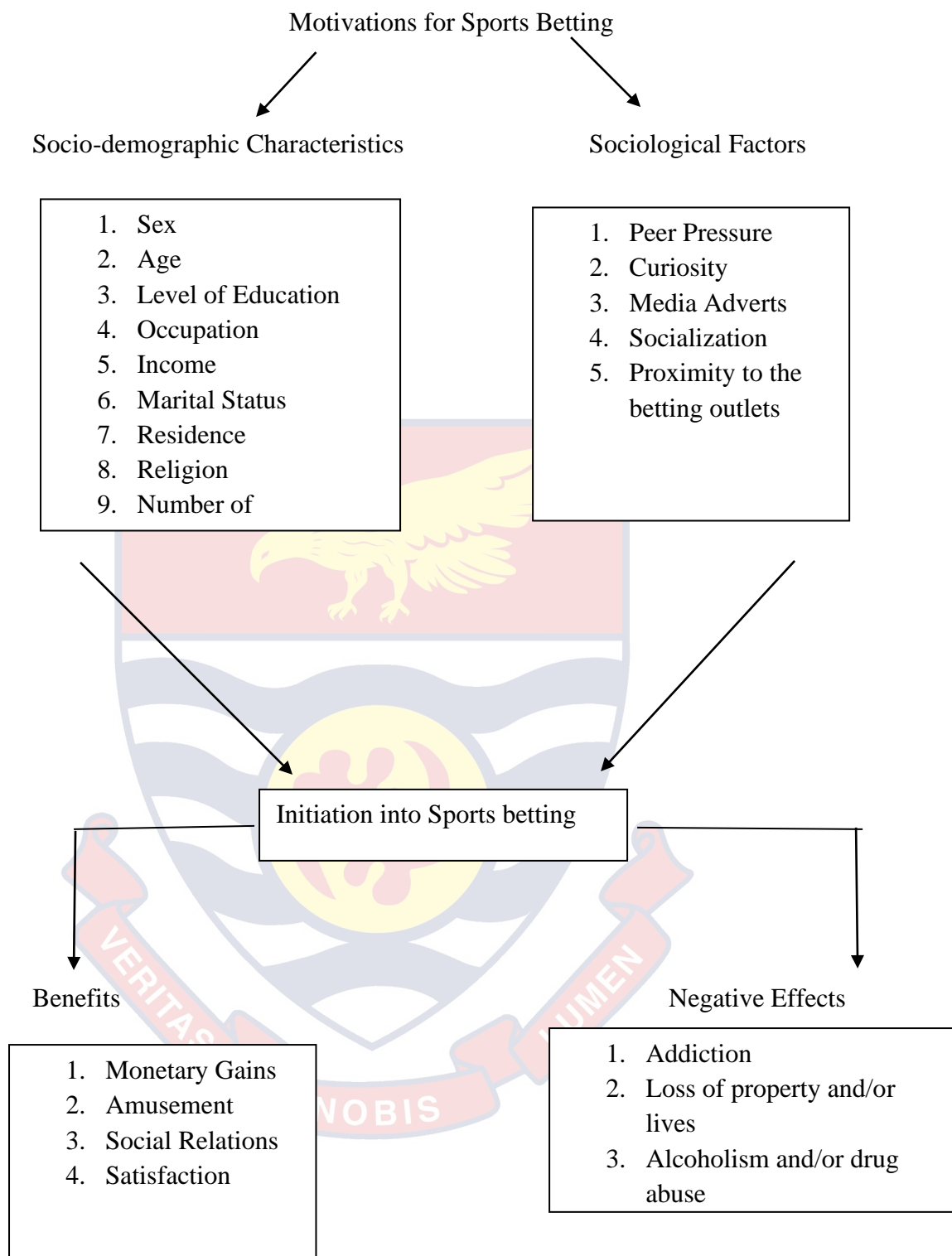


Figure 1: A Conceptual Framework on Sports Betting (Adapted from Barnes et al., 2015)

This framework is premised on four basic descriptive domains: socio-demographic factors (age, level of education, occupation, income levels,

marital status, residence, religion and dependents), sociological factors (peer pressure, curiosity, media adverts and socialization), perceived benefits (money, satisfaction, social relations and amusement) and effects on the subscribers (loss of property, alcoholism and/or drugs and addiction).

First of all, socio-demographic factors like dependents can influence betting behaviour. Accordingly, there is a likelihood that the youth having so many dependents are most likely to engage in sports betting as it would offer them more money to cater for their dependents.

Secondly, sociological factors such as peer pressure, curiosity, media adverts and socialization influence the motivations for sports betting. There is a possibility that peers who are conscious of imminent youthful activities about their opinions on whether or not sports betting is ethically satisfactory for their progenies (as also a protected activity) and therefore the youth would learn that there are benefits in sports betting, which in turn, could broaden the act.

Thirdly, perceived benefits like monetary gains and amusement motivates people especially the youth to bet. This is because, the youth being aware of the possible benefits like money, satisfaction and amusement in sports betting, they will engage in the act in order to access to these benefits.

Fourthly, effects of sports betting like alcoholism as a way of coping with the sports betting motivate influence people decision to engage in sports betting. This is because, they think that once a person is engaged in such activity and you are depressed as a result of a loss bet, there is something (drugs, alcohol) to keep you to forget about your problems. However, they are less informed about the negative consequences of alcoholism and drug abuse.

The conceptual framework is important to this study because it factors in the theories used in this study. The initiation of sports bettors into sports betting can be influenced by the social learning theory. This is made practical when potential sports bettors observed the sports bettors betting and model them when they find the activity desirable. The perceived benefits of sports betting can be influence by the exchange theory. This is when the sports bettors identify certain benefits like huge sums of money associated with sports betting, use a lesser amount of money to get the huge money associated with sports betting. The problem behaviour theory analyses the effects of sports betting where the sports bettors are being addicted to the act in order to have a better living. These addicted sports bettors may resort to alcohol or drugs as a coping mechanism for a lost bet.

### **Chapter Summary**

Chapter 2 reviewed relevant literature on why the youth engage in sports betting. It further explained the socio-demographic characteristics of the sports bettors, how they are initiated into the activity and its perceived outcomes. The chapter ends with the theoretical and the conceptual frameworks surrounding on the motives of sports betting.

Chapter 3 presents the research methodology of the study including the design, population and sampling, data collection, research procedures and data analysis.

## CHAPTER THREE

### RESEARCH METHODS

#### Introduction

This chapter focuses on the philosophical justification for the study, research design, the study area, target population, sources of data collection, sample and sampling procedures, research instrument, pre-testing of instrument, data collection procedures, data processing and analysis.

#### Philosophical Justification

The views on how research should be conducted, whether to choose positivism, interpretivism or a blend of the two, have been the dilemma of social researchers, especially those in the field of Sociology. Buchanan (1998) observed that positivism is a powerful philosophy but it is not the only process for gaining legitimate knowledge, thus the concentration on testing and measuring of variables can account for the limited success of the positivist methodology in describing human behaviour.

On the other hand, sociologists like Max Weber, George Herbert Mead and Alfred Schutz favoured an approach which eschewed the positivistic method, discussing that people and their social organizations are very dissimilar from the subject matter of the natural sciences. As such, there is the need to have an approach known as interpretivism which is more receptive to the unique characteristics of people and their social institutions. Interpretivism, unlike positivism, rejects the notion that reality is fixed and measurable. On the contrary, the experiences and views of individuals are socially constructed, historically embedded and construed in different ways (Greig, Taylor & Mackay, 2007).



## **Paradigm of the Study**

The qualitative paradigm was most appropriate for this research because it adopts the ontology of interpretivism which is premised on the fact that social phenomena can be comprehended through explanation of individuals' prejudiced experiences. The approach was more effective in revealing salient insights into the motives why people, especially the youth, engage in sports betting. The aim of the qualitative approach is not to forecast, direct or change anyone, but to intensify our understanding of the human life. Bolstering the justification for the use of the qualitative approach, Holloway and Wheeler (2009) argued that betting related issues, to a large extent, have been studied by the use of the quantitative design. The authors further noted that there have been difficulties in implementing the results in betting and one reason for this is that quantitative tools are not designed to capture what is unique in sports bettors' experiences. They added that the quantitative approach has the tendency to omit important issues that sports bettors may have expressed. Hence, the need to study sports betting using a qualitative approach.

## **Research Design**

According to Bryman (2012), research design is a structure, plan and scheme of examination that finds answers to the research questions or fills the lacuna that the research problems have created. Design dictates what is needed to answer research questions. Sports betting among the youth in the Cape Coast Metropolis was studied adopting an exploratory design. Exploratory design was chosen in order to establish the nature of the problem and help the researcher to have a better understanding of the phenomenon. The study also



used a qualitative research design. According to Creswell and Creswell (2018), a qualitative research design is a form of orderly empirical inquiry grounded in understanding of how people make sense of their experiences. Bryman (2012) also indicated that qualitative research stresses on the holistic, dynamic and individual parts of human experiences and tries to explain these experiences in their entirety, within the circumstances of those experiencing them.

This design was adopted to explore the experiences of sports betting subscribers. Information on the socio-demographic characteristics of the sports bettors, reasons for sports betting, how the subscribers got into sports betting, its benefits and its impact on the subscribers was obtained.

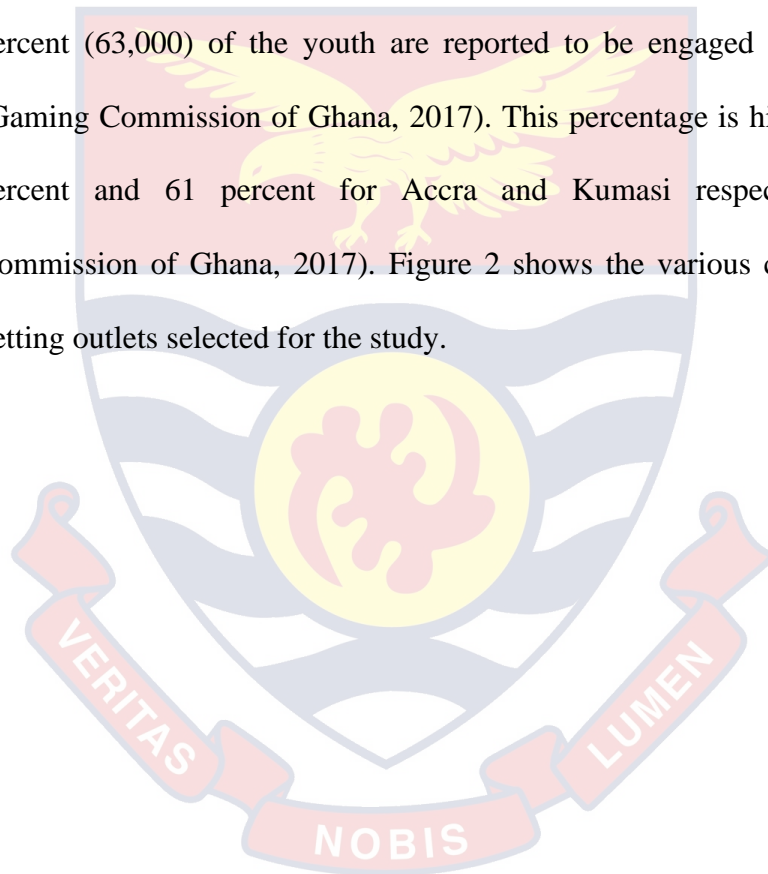
### **Study Area**

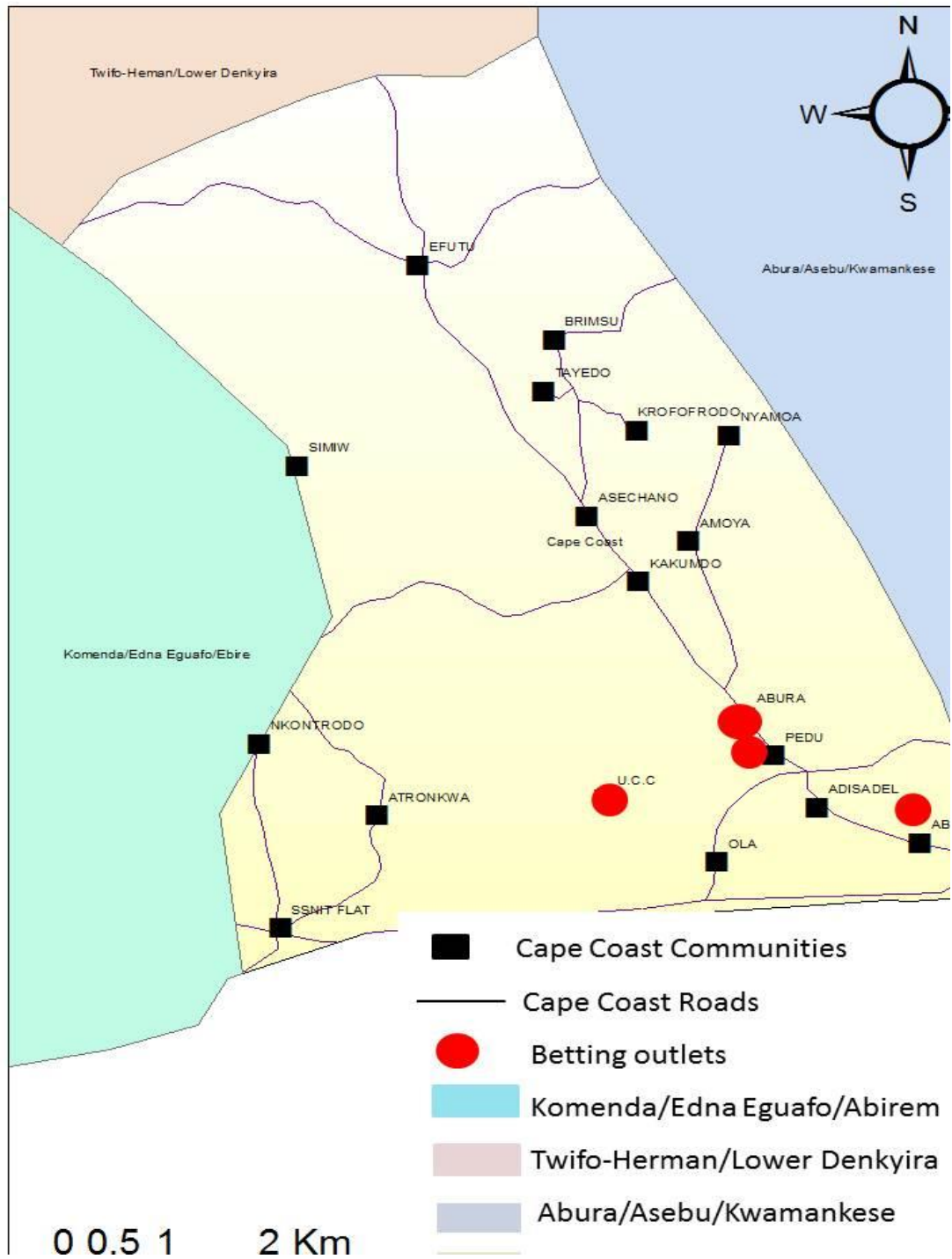
The study was conducted in the Cape Coast Metropolis. Cape Coast is the regional capital of the Central Region of Ghana. Cape Coast Metropolis is one of the six metropolises in Ghana and the only one among the twenty-two districts and municipalities in the Central Region. The Metropolis is bounded on the south by the Gulf of Guinea, on the west by the Komenda Edina Eguafo-Abrem Municipality, on the east by Abura Asebu Kwamankese District and on the north by the Twifo – Hemang Lower Denkyira District.

According to the Ghana Statistical Service report (2012), it covers an area of 122 square kilometres and is the smallest metropolis in Ghana. The report further stated that Cape Coast Metropolis has a population of 169,894 people, comprising 49 percent males and 51 per cent females. The majority of the inhabitants (77%) live in urban areas. Seventy eight percent of the population constitute the active working force (15-59 years). Out of the 78

percent of the active force, 58 percent (90,000) are youth (18-35 years). Seventy two percent of the population (122,323) are Christians, 24 percent are Muslims and four percent represent other religions. The main occupations for the inhabitants in the Metropolis include farming, fishing and trading with a few people working in the production and service sectors (Ghana Statistical Service [GSS], 2012).

This Metropolis was appropriate for the study because about 70 percent (63,000) of the youth are reported to be engaged in sports betting (Gaming Commission of Ghana, 2017). This percentage is higher than the 63 percent and 61 percent for Accra and Kumasi respectively (Gaming Commission of Ghana, 2017). Figure 2 shows the various communities and betting outlets selected for the study.





*Figure 2: Various communities and betting outlets in Cape Coast Metropolis*  
 Source: Department of Geography and Regional planning, University of Cape Coast, 2020

According to the Gaming Commission of Ghana (2017), there are four bookmakers operating in Cape Coast Metropolis namely, Winnabet, Mybet, Premierbet and Soccabet. These bookmakers have various outlets that people visit to bet and watch matches. A betting outlet is an enclosed area with television sets for watching live matches and computers for placing and checking the statuses of placed bets. There is a long counter in all the outlets where sports bettors visit to make their payment for a placed bet and/or collect their returns. In front of the outlet is a security post where the securities, popularly called bouncers, stay to oversee the activities of the outlet (see Figure 3



*Figure 3.* Soccabet Betting Outlet in Abura, Cape Coast

Source: Fieldwork conducted in 2020 by the researcher.

The Winnabet betting outlet is in Apewosika along the School Bus Road closer to the University of Cape Coast, the Premierbet betting outlet in Abura, Soccabet betting outlet also in Abura and Mybet betting outlet at Coronation junction all in Cape Coast were selected for this study.



**Table1: Selected Betting Outlets for the Study**

	Mybet betting outlet	Winnabet betting outlet	Premierbet betting outlet	Soccabet betting outlet
Location	Coronation Junction opposite the GCB Bank Ltd	Apewosika, opposite the Town Park	Abura, Kofi Appoh's Building opposite the Abura Market	Abura, opposite Doctors in service Clinic
Number of Workers	10 workers within 2 working shifts (morning and afternoon)	6 workers within 2 working shifts (morning and afternoon)	8 workers within 2 working shifts (morning and afternoon)	8 workers working within 2 shifts (morning and afternoon)
Working hours	7:00am to 10:30pm	7:00am to 10:00pm	7:30am to 10:00pm	7:00am to 10:00pm
Capacity of the centre	300 people at a time	100 people at a time	150 people at a time	200 people at a time
Number of Computers	30 computers	11 computers	14 computers	15 computers
Number of Television sets	7 television sets	4 television sets	5 television sets	6 television sets
Services Provided	Betting on incoming soccer matches, Jackpot, Spin to win, Keno, Bingo, Live bets Promotions which includes bet to win Water, refreshment and breakfast is served there during weekend	Jackpot, Betting on incoming matches, Spin to win, Keno, Bingo, Live bets	Betting on incoming matches, Jackpot, Spin to win, Live bets	Betting on incoming matches, Jackpot, Spin to win, Keno, Bingo, Live bets

Source: Fieldwork by the researcher in 2020

## Target Population

According to Polit and Hungler (1999), population is the total number of people, objects or subjects within a stipulated period of time. The main population of this research comprised individuals who visit the selected bookmakers to bet. According to the Gaming Commission of Ghana (2017) report, there were about 60,000 youth who engaged in sports betting in Cape Coast as at 2016. These 60,000 constituted the population for the study.

## Sample

As stated by Teddlie and Yu (2007), the sample size for qualitative research is typically small and this helps the researcher to learn the most from the participants. Walliman (1996) also buttressed the above assertion that at least a sample size of 30 or less is an appreciable number for any kind of qualitative study.

The study had twenty-four participants as its sample size. Six bettors were selected from each of the four betting outlets listed above. This sample selection and size permitted the exploration of diverse views of bettors on the phenomenon under investigation. In addition saturation was reached, as participants gave no new information.

## Sampling Procedure

Sampling is a procedure or method of choosing a sub-group from a population to participate in a study. The non-probability sampling technique was used in this study. Creswell and Creswell (2018) argued that the use of non-probability sampling is most suitable where the study aims at offering an in-depth comprehension of the world as seen through the eyes of the people



being studied. It is a technique for obtaining in-depth responses about what people think and how they feel about a phenomenon.

Convenient sampling technique were used to select participants for this research. Convenient sampling is where participants are willingly accessible and concur to participate in a study (Latham, 2007). The convenient sampling technique was adopted due to the nature of participants and setting of the study. Sports betting is a subtle phenomenon and it is difficult getting subscribers in a “pool” at once. This is because, there are no stipulated days in the week where bettors go to the outlets to bet. Subscribers go to the betting outlet as and when a game is being played. As such, the selection was based on the readiness of the available bettors to participate in the study.

In getting to the sample size, certain criteria were adopted. The participants should be in the process of betting or have a proof of betting. After that the participants should have betted for at least six months. This criterion was adopted because it will presupposes that they might have gained knowledge and experience in sports betting. This criterion reduced the bettors who are likely to be selected for the study from 60,000 to 1,542 bettors by eliminating the less experience ones. After that, the participants should be willing to participate in the study. This further reduced the sports bettors from 1,542 to 24 bettors.

### **Recruitment Procedure of Research Participants**

As indicated earlier, the research participants were conveniently and purposively selected for the study. Sports bettors, aside being available and ready to participate in the study, were selected based on some criteria or characteristics. The inclusion criteria for this study were sports bettors who

had experience to share. Sports bettors who had no experience on sports betting to share were not selected for the study. In addition, the sports bettors ought to be in the act of betting or having betted as at the time the researcher got to a betting outlet. This was done by vetting their betting tickets to ensure that participants were selected premised on the fact that they were sports bettors and they could give a vivid account on the knowledge and experiences of sports betting.

### **Data Collection Instrument**

Interviewing was the data collection instrument found most appropriate for this study. According to Oppong (2013), an in-depth interview is seen as the best method for exploring and collecting empirical data. In-depth interview is most suitable where comprehensive insights are needed from individual participants (Teddlie & Yu, 2007). In-depth interviews gave participants the opportunity to narrate their experiences as sports bettors. They gave accounts of their own stories in their own words.

The instrument allowed the researcher to probe answers to ensure consistency in responses given. The interview guide used in this study had five sections which included socio-demographic characteristics, why bettors engage in sports betting, how they got into it, its perceived benefits and how it affected them. The interviews were done on a one-on-one basis. A digital audio recorder was utilized to record the interviews. However, consent was sought from the participants before recording.

### **Interview Procedure**

The researcher started the data collection from Winnabet betting outlet in Apewosika from 1<sup>st</sup> to 3<sup>rd</sup> May, 2020. The researcher then continued at

Premierbet betting outlet from 5<sup>th</sup> to 7<sup>th</sup> May, 2020. The researcher moved to Mybet betting outlet from 9<sup>th</sup> to 11<sup>th</sup> May, 2020 and finished with Soccabet betting outlet from 13<sup>th</sup> to 15<sup>th</sup> May, 2020. Altogether, the interviews spanned 15days (1<sup>st</sup>May to 15<sup>th</sup> May, 2020). Six participants were interviewed within each betting outlet. There was no separate note-taker or translator involved in the study. Before the start of any interview, the researcher established rapport to gain participants' trust and open up lines of communication with them. In some cases, the researcher had to wait for the participants to finish betting or watching a football match before scheduling dates for an interview.

In getting to the various betting outlets for the data collection, the researcher visited the security and the managers to make his intention known to them. After that, He stood next to the counter where the sports bettors make and receive their payment for a bet stake. The researcher invited the subscribers to participate in the research voluntarily. Upon getting the participants to participate in the research, the researcher fully disclosed the intention of the study, benefits they were likely to derive from it, the possible associated risks.

The demographic data included names of the participants to ensure that a bettor was not selected more than once. Also, the names of the participants aided the researcher to locate them to validate the recordings. Pseudonyms were used for such participants in order to protect their identities. The research participants were interviewed in Twi, Fante and/or English. Also, conducting the exercise in their own language made it possible for the researcher to provide explanation on the issues to their understanding. Questions that were asked included reasons for sports betting, perceived benefits of sports betting,

how the subscribers got into betting and its impacts. Probes and prompts formed part of the interviews.

The challenge with this method was that some of the participants deviated from the topic but the researcher politely redirected the conversation to the topics under investigation. The interview for each participant lasted between 30 and 40 minutes depending how the participant responded to the questions.

### **Reliability and Validity**

According to Cresswell and Cresswell (2018), reliability is a measure of a particular procedure, applied continually to the same object. Validity, on the other hand, is when the instrument accurately or actually measures concepts it seeks to measure.

Also, Bryman (2012) argued that establishment of validity and reliability of a qualitative research is about the trustworthiness of the data. Qualitative research is reliable, when it precisely signifies the experiences of the study participants. The following conditions were adhered to for the data to be trustworthy.

**First**, all participants were taken through the same questions being asked. **Second**, the researcher interviewed the participants to the point of data saturation (where no new information was raised by the participants). **Third**, the interviews were tape-recorded and played back to participants to authenticate the information given.

### **Pre-testing of Instrument (Pilot Study)**

A pilot study is used to refine an instrument (questionnaire or interview guide) design and identify mistakes which can only be obvious to

the population concerned (Reynolds, Diamantopoulous, Schlegelmilch, 1993). The pre-test was done to test the effectiveness of the instrument and address any ambiguities. In addition, the pre-test presented an opportunity to check consistency of questions. It gave a fair picture of what the actual data collection was going to be. The pre-testing of the instrument was done on 28<sup>th</sup> April, 2020 between the hours of 8:00 am to 6:00 pm at Elmina, about 10 kilometres west of Cape Coast. It involved five participants. Their selection was premised on the fact that they had similar characteristics as the population under study. Each interview lasted between 30 and 45 minutes depending on how the participants responded to questions.

Participants were taken through the same questions. Overall, the participants did not have difficulty responding to the questions in the instrument. This notwithstanding, there was the need to rephrase a particular question under the socio-demographic characteristics of sports bettors. The question, “how much income do you earn in a day” was revised to “how much income do you earn in a month.” This revision became necessary because most participants intimated to the researcher that they are within the formal sector of the economy for which they receive monthly salary not daily wage. This will make it difficult to calculate for a daily earnings. The interview guide was further modified as a result of the pilot study. Questions on how sports bettors understood the phenomenon and how they felt protected from bookmakers or government needed to be asked.

The experience with participants on the pilot study also prepared the researcher for the main study. The attitudes, behaviour and expressions of the actual study participants were not too distinct from the pre-test participants.

The researcher knew when to ask a question, how to probe, and to pause, among others. Lastly, the pre-test, gave the researcher clues about the duration of the interviews.

### **Data Analysis and Interpretation**

As indicated earlier, a digital audio recorder was used to record the interviews. Nine interviews that were recorded in Fanti and Twi were transcribed and translated verbatim into English. The transcription of the interviews was done immediately after data collection for each day. Conducting the interviews, transcribing and translating them brought the researcher closer to the data. The researcher became conversant with the stories of sports bettors, making it possible to identify key issues as well as the similarities and differences in their accounts. The researcher developed the themes manually. Working manually allowed the researcher to delve much more into the data and be familiar with the emerging themes. The researcher further adopted Braun and Clarke's (2006) the thematic data analysis. This approach has six stages namely, familiarising with the data, generating preliminary codes, searching for themes, reviewing themes, defining and naming themes, and lastly producing the write up from the data.

The analysis was done using the objectives of this study. After the fieldwork, all the transcripts and field notes were read through systematically. After the transcription, themes were generated. These themes were further group into sub-themes to improve the researcher's comprehension of the data.

These objectives were allocated a particular colour, which in this case was blue. For example, perceived benefits of sports betting which was an analytical theme was coloured with blue. The researcher then went back to



each transcript and coloured blue what the participants said concerning this theme. As the key themes were picked, sub themes and other striking issues such as subscribers resorting to alcohol as a coping mechanism whenever they lose a bet were being identified. These sub themes and striking issues were coloured with red. The colouring was done on the computer screen. A word document was opened for each key theme, where statements (which were coloured with purple) addressing the themes were placed. The analysis was more data driven, and therefore, inductively inclined. Analysis of the data consequently comprised reading the transcripts to identify commonly occurring issues to allow patterns and themes to surface.

### **Ethical Considerations**

Ethical principles are a set of moral rules, which are adhered to in order to prevent harming or wronging others, especially in the field of research. Since the study involved human beings, the appropriate ethical protocols were followed in collecting the data. Ethical clearance with reference number UCC/IRB/A/2016/738 was granted by the Institutional Review Board (IRB) of the University of Cape Coast to protect the participants (see appendix for details). An introductory letter was also obtained from the Department of Sociology and Anthropology, University of Cape Coast to seek permission from the research participants before embarking on the research.

The consent of participants was sought before the interviews were conducted. Participants were informed about the research and its objectives. Participants offered oral agreement to participate in the research. This strategy ensured that participation was informed and voluntary, which was premised on



the comprehension of what the research was about, what its risks and benefits were, how the benefits would be used and the fact that participants could pull out of it at any time. Confidentiality was also strictly adhered to. Information provided by participants was managed as private communication. No one outside the study will have access to the data collected. Participants' actual names and any other identifiable characteristics were eliminated from the data. Pseudonyms were used to protect the identities of the participants.

### **Chapter Summary**

The chapter described the methodology used for the study. The study used an exploratory research design. The qualitative research approach to research was used. The target population for the study included all the youth who engage in sports betting within the Cape Coast Metropolis. In all, 24 youth were selected for this study. Convenient and purposive sampling techniques were used to select six participants each from the four betting outlets. The study used an interview guide to collect data from the 24 participants. The qualitative data were analysed manually in relation to the selected themes. The next chapter presents the analysis of the findings.

## CHAPTER FOUR

### RESULTS AND DISCUSSION

#### Introduction

This chapter covers the results and discussion of data collected from the field based on the research of the study. The chapter is divided into five sections. The first section looks at the socio-demographic characteristics of the sports bettors who participated. The second section focuses on the motivations for sports betting. The third section discusses the initiation into sports betting. The fourth section looks at the perceived benefits obtained from sports betting and the fifth section discusses how sports betting affects the subscribers.

#### Socio-demographic Characteristics of Research Participants

This section presents the socio-demographic characteristics of research participants in the study. The key socio-demographic characteristics were sex, age, educational attainment, occupation, marital status, residence, religion and dependents of the participants. The socio-demographic information of sports bettors was key to the presentation of the results of the study. Table 2 gives the breakdown of the socio-demographic characteristics of the research participants.

**Table 2: Socio-demographic Characteristics of Research Participants**

Serial Number	Variables	Categories	Number of Participants	Percentage
1	Sex	Males	22	91.6%
		Females	2	8.4%
2	Age	19 – 22 years	6	25%
		23 – 26 years	4	16.6%
		27 – 30 years	12	50%
		31 – 34 years	2	8.4%
3	Level of Education	No formal Education	1	4.2%
		Basic Education	1	4.2%
		N.V.T.I.	2	8.4%
		S.H.S.	10	41.6%
		Post-secondary	10	41.6%
4	Occupation	Unemployment	7	29.2%
		Students	8	33.3%
		Employed	9	37.5%
5	Income	Above 450 Cedis	16	66.67%
		Below 450 Cedis	8	33.33%
6	Marital Status	Unmarried	18	75%
		Married	6	25%
7	Residence	Closer to a betting Outlet	15	62.5%
		Far from the outlet	9	37.5%
8	Religion	Muslim	2	8.4%
		Christians	22	91.6%
9	Dependents	No dependents	5	20.8%
		With dependents	19	79.2%

Source: Fieldwork Conducted in 2020 by the researcher

With reference to the sex of sports bettors, 22 out of the 24 participants (91.6%) were males while two participants (8.4%) were females. It is evident from the data that the majority of the sports bettors were males. Literature shows that males tend to love sports more than females (Thrasher, 2006). This finding is

similar to Warde et al.'s (2011) study that men were between three to five times more likely than women to engage in sports betting. This finding also corroborated Humphrey and Perez's (2010) assertion that sports bettors were more likely to be young males

Six out of the 24 participants (25%) were between 19-22 years, four (16.6%) were between 23-26 years, 12 (50%) were between 27-30 years while two (8.4%) were between 31-34 years. It is evident from the data that most of the sports bettors fell within the ages of 27-30 years. This finding is consistent with Engwall et al.'s (2004) study where they concluded that the majority of the sports bettors were aged between 27 and 30 years. This finding also harmonises with Thrasher's (2006) research where they concluded that betting was common among the youth within 27 and 30 years of age. This implies that the youth between the ages of 27 and 30 are more likely to bet than any group within the youthful population. However, the finding contradicts Mao et al.'s (2015) conclusion that sports betting is mostly characterised by the youth between the ages of 18 and 22 years. This contradiction was as a result of the geographical scope of the participants involved in Mao et al.'s study. This is because, the researchers studied Asians engaging in gaming activities who have different socialization and training as compared to Ghanaians for on whom this study was conducted. Based on this finding, it can be concluded that sports bettors are mostly between 27 and 30 years of age.

On the subject of the level of education, one out of the 24 participants (4.2%) had no formal education, one (4.2%) was in Junior High School, two

(8.4%) were National Vocational Training Institute leavers, 10 (41.6%) were in the second cycle institutions and 10 (41.6%) were post-secondary students. This assertion clearly shows that the majority (95.8%) of the participants had formal education (Basic School and beyond). This assertion may be because one needs some basic skills in reading and writing in order to comprehend the terms associated with betting. This finding is similar to Mao et al.'s (2015) study where they concluded that sports betting is more popular with the youth with formal education. This finding contradicts Grote and Matheson's (2011) conclusion that the more a person is educated (beyond basic education), the less likely that individual will bet. This contradiction was as a result of the sample size involved in Grote and Matheson's study. This is because, the researchers studied South Americans using over 1500 respondents. Based on this finding, it can be concluded that sports betting is popular among the youth who have had formal education.

In the case of occupation, seven out of the 24 participants (29.2%) were unemployed, eight (33.3%) were students and nine (37.5%) were employed in various sectors, including private and public sector organisations. This assertion shows that the majority of the participants were employed in various sectors of the economy. This assertion may be because a person needs money to place a bet and the money accrued from a job can serve that purpose. This finding is similar to Humphreys and Perez's (2010) study where they concluded that sports betting is popular among those who are employed in various sectors of the economy. However, the finding is contrary to Eisenhower's (2005) assertion that because

people's with busy schedule are not likely to engage in sports betting. This contradiction likely resulted from the geographical scope of the participants involved in Eisenhauer's study. This is because, the researchers studied Europeans engaging in gaming activities who have different socialization and training as compared to Ghanaians on whom this study was conducted on. Based on this finding, it can be concluded that sports bettors are employed in various sectors of the economy (private and public).

The study sought to find out the levels of income of sports bettors. Out of the 24 participants involved in this study, 16 (66.67%) had a constant income of or above 450 Ghana cedis which is way above the minimum salary in Ghana [354.6 Ghana cedis] (Labour Commission of Ghana, 2019). This assertion shows that the majority of the participants had an income above the minimum salary in Ghana. This finding is consistent with Humphrey and Perez's (2010) assertion that sports bettors have a propensity to have greater incomes. It can be concluded that sports bettors work in profitable ventures and as a result generate more than the minimum salary.

Information on the marital status of participants depicted that 18 out of the 24 participants (75%) were not married while six of them (25%) were married. This disclosure shows that the majority of the sports bettors were not married. This finding implies that the activity of sports betting was popular among those who were not married. This finding corroborates Mao's (2013) study which examined the characteristics of sports bettors in China where he concluded that



they were single men with little responsibility in the house. Based on this finding, it can be concluded that sports betting is popular among the unmarried men.

Information on residence showed that 15 out of the 24 participants (62.5%) lived closer to the betting outlets. This means that sports bettors who live closer to the various sports betting outlets were more likely to engage in betting than those who lived far away from the outlets. This finding could be explained by Humphreys and Perez's (2010) study on socio-demographic characteristics of bettors where they concluded that sports bettors who live closer to sports betting outlets are more likely to engage in betting activities. Based on this revelation, it can be concluded that sports bettors living closer to betting outlet are likely to bet.

On the issue of religion, two out of the 24 participants (8.4%) were Muslims and 22 (91.6%) were Christians. This finding might be because some Christian denominations do not frown upon the activities of sports betting. This observation may also be a reflection of the population representation in Ghana where more than 70 percent of the people are Christians. This finding could be explained by Humphreys and Perez's (2010) study that sports bettors are very much prominent with people associated with Christianity. This finding is consistent with Mao's (2013) assertion that sports bettors belong to religious groups such as Christians. Based on this finding, it can be concluded that sports bettors are religious with Christianity leading.

Five out of the 24 participants (20.8%) had no dependents while 19 of them (79.2%) had at least one dependent. This assertion is evident that the majority of the sports bettors had dependents. This finding implies that sports



betting is popular among those who have dependents. These sports bettors are the breadwinners for their families and need to cater for them. This finding supports Ariyabuddhiphongs's (2011) and Beckert and Lutter's (2013) argument that the more dependents a person has, the more prone that individual is to engage in sports betting. This finding also corroborates Mao's et al. (2015) assertion that those with dependents are more prone to sports betting as they believe they could win and use the proceeds to cater for their dependents. Based on this finding, it can be concluded that sports bettors have dependents and that having dependents may be a motivating factor in engaging in sports betting.

### **Betting Behaviour of Research Participants**

On sports betting behaviour of participants, it was revealed that 17 out of the 24 participants (70.83%) were gambling on lotto, spin and win, scratch card, casino or bingo before the invention of sports betting in 2010. This finding implies that a gambler or a lotto player is more likely to engage in sports betting. This assertion may be as a result of subscribers seeing sports betting as similar to other gaming activities. This revelation means that there is a tendency that gambling and lotto have an impact on the livelihood of the sports bettors. Based on this finding, it can be concluded that the majority of sports bettors were gambling on other forms of gambling activities before the invention of sports betting.

Regarding how long they had been betting, 15 out of the 24 participants (62.5%) confirmed that they started betting not less than three years ago and that they had rich experience in sports betting. For some, this activity has been part of

them since it came to Ghana 10 years ago. All the 24 participants still bet irrespective of the outcome.

On the type of sports betting activity that they engage in, 21 participants (87.5%) preferred soccer to the other forms of betting. According to those participants, football is popular, accessible and easier to win. Probing further to ascertain whether the participants bet on the major European Leagues, seven out of the 21 participants (33.3%) who preferred betting on soccer matches did not bet on the major European Leagues because the other leagues had bigger odds which gave them the opportunity to win huge sums of money. Fourteen participants (58.3%) bet on the major European Leagues because they perceived these leagues as popular, workable and accessible and the results can be monitored. This disclosure implies that the majority of the participants bet on the major European Leagues.

Eight out of the 21 participants (38.1%) who bet on soccer matches did so on live matches on the big teams in Europe (Real Madrid, Barcelona, Manchester United and the Chelsea) because it takes much shorter time to determine the outcome. On the other hand, 14 out of the 21 participants (62.9%) did not bet on live soccer matches because they felt that it is not safe as they were more likely to lose the bet.

### **Reasons for Sports Betting**

In exploring the first objective which is the reasons for sports betting in this study, socio-cultural background of sports bettors, proximity to betting outlets, monetary gains and recreation were the four main factors that influenced

the reason for betting. This objective explains the rationale for sports betting. Below are the explanations given by the research participants for the various factors:

### **Socio-cultural Environment of the Sports Bettors**

One of the main themes that emerged in this study was the reasons why sports bettors continue to bet in spite of the problems associated with it. It is necessary to focus on the socio-cultural environment of the participants for a better understanding of how they viewed and understood the concept sports betting. Participants' experiences varied in terms of geographical location. As stated by Lamont and Hing (2018), the socio-cultural environment of individuals informs the orientation and attitudes towards sports betting. The socio-cultural background of the sports bettors was seen to be a major reason for betting. This is because participants from an environment that has betting within their locality see sports betting and other forms of gaming activities as normal; hence do not see any problem with it. For example, 25 year old Kwasi Mole observed that:

*I do not see anything wrong with sports betting. My family and the people within my locality see no problem with gambling. They encourage me to continue betting so long as it fetches me money. That reminds me of last week Monday when I was not feeling fine, my mother came to my room to sweep there and she found a betting slip on my table. She told my father and they all encouraged me to continue because it is lucrative.*

The revelation by Kwasi Mole could be the reasons for him to engage in sports betting. This motivation drives from the society in which he lives. This is because the society does not see anything wrong with sports betting so he is motivated to continue with the activity. This finding can be situated in Mao et al.'s (2015) study on reasons for sports betting in China where they concluded that the social environment in which people find themselves has a great influence on their lives. This assertion further confirms the aspect conceptual framework that socialization plays a role in the initiation of people into sports betting. Based on this finding, it can be concluded that sports bettors living within the society where sports betting is not considered as a problem are likely to be motivated to continue to bet.

### **Proximity to Betting Outlets**

Another reason for sports betting is the proximity to betting outlets. The location of a betting outlet has a great influence on the people within the locality. As stated by Grote and Matheson (2011), the closer a person is to a betting outlet, the more likely the individual will bet. Some of the research participants indicated that living closer to a betting outlet has a great influence on the reasons for engaging in betting. For example, 22 year old Yaw Smart asserted as follows:

*For me, I wasn't initially betting but upon living closer to this place [betting centre], I started betting. This was motivated by the jubilation from the sports bettors after a won bet. I quite remember during the period of the 2014 World Cup before Ghana played Germany, one guy had*

*won 20,000 Ghana cedis and was making noise all over. So, I got closer to him and he staked 5 Ghana cedis bet for me for which I won 700 Ghana cedis. I was very much happy where I became very enthused about sports betting and has made me to continue betting to date.*

This assertion by Yaw Smart could be explained that because he lives closer to a betting outlet and as a result, he goes there to watch soccer matches, he was initiated into sports betting. This finding could also be explained by Humphreys and Perez's (2010) study where they concluded that sports bettors within the United Kingdom got into sports betting. This is because they lived closer to the betting outlets and as a result visited there to watch a sporting activity which eventually led them to bet. One is likely to engage in sports betting after visiting a betting outlet and having been exposed to betting with a positive outcome.

This assertion further confirms aspects on the conceptual framework which states proximity to betting outlets leads to initiation of sports betting. This finding corroborates the social learning theory which states that new behaviours are learned by paying attention to a required behaviour. Participants learned how to bet by observing, imitating and modelling the activity.

### **Monetary Gains**

Sixteen out of the 24 research participants (66.7%) indicated that they engage in sports betting because of monetary gains associated with it. They bet

because of the money that they are likely to get from sports betting. Below is the response from a 27 year old Queen Cilla:

*I bet because I want to make money. This is because my husband was involved in an accident for which he could not work again. So, he sold his land and gave me the money to be sent to Togo to purchase some items with it to be sold in Ghana. At least with the trading business, I can cater for myself, my husband and the children. At the Aflao border, some gentlemen offered to help me to cross the border with ease. I was so naive that I accepted the offer to follow them. Unfortunately for me, they escaped with my bag containing the money. I couldn't tell my husband what had happened because of his condition. So, he is aware I am doing business with the money he gave me. So, the money from betting is used to cater for our feeding as though I am working.*

This assertion by Queen Cilla could be explained that because she needed money to cater for her needs and dependents, she needed to engage in sports betting. This assertion could also be explained by Grant et al.'s (2009) study where they concluded that sports bettors continue to bet because of the financial gains associated with the activity. Based on this revelation, it can be concluded that the majority of sports bettors bet because they want to win money.



Participants were asked if they would continue to bet if other sources of income were made available to them. The study revealed that they would stop betting if there were other sources of income available to them because of the risks associated with it. These risks, according to the research participants, include trauma, anxiety and stress. Queen Cilla reiterated:

*Bro [researcher], looking at the risk level of sports betting, I wish I could stop betting but I do not have any option. During this year's El Classico [game involving Real Madrid and Barcelona, all soccer teams from Spain], I nearly died because I bet so much on that match for which I lost.*

This assertion by Queen Cilla corroborates the rational choice theory that sports bettors try as much as possible to minimise cost and maximise benefits. To her, sports bettors will look for other sources of income to replace sports betting because of the risk associated with it.

The participants demonstrated that they invest huge sums of money into sports betting. Sixty-seven percent of the research participants indicated that they cannot account for money spent on sports betting. The focus of the sports bettors is that they need money to wager and as a result, they do not care about what has gone in for them to win. For example, 25 year old Kwesi Mole noted:

*I am aware that I spend money on sports betting but that is not my focus. My focus is on how much I get from the activities of sports betting.*



The participants were probed further to ascertain how much they had spent on sports betting. This disclosure was to ascertain whether the activity is a profitable venture or not. It was revealed that the majority of the participants have spent more money than what they had gained from sports betting but they still bet because they hope they will win the jackpot one day. For instance, 22 year old Yaw Smart indicated that:

*Boss [researcher], to tell you the truth, I have lost so much bet than what I have gain. This is because, I feel that I am very much addicted to the act. I cannot go one day without betting but I know my time will come one day that I will hit the jackpot.*

The loss of income by the participants could be further attributed to addiction to the act. This revelation could be explained by Rockloff and Dyer's (2006) study that sports bettors lose so much money to sports betting and in the quest to recoup what has already been invested, will invest more and eventually become addicts.

### **Recreation**

Some participants indicated that they engaged in sports betting because of many reasons, including boredom, to pledge support and, for their teams and to make them happy. Some of the participants intimated as follows:

*I bet because of the love I have for my soccer team. I am a Chelsea [a soccer club in England] fan and as a way of showing loyalty and commitment to my club is to bet in*

*favour for my club. So, for me I only bet on Chelsea match and pray that they will win (Michael Figaro, 26 year old participant).*

*I bet because I feel like betting. I feel relieved and relaxed whenever I bet and even if I am bored, I become happy immediately I engage in sports betting. I am always happy when I see these guys [sports bettors] coming here [betting outlet] to bet. So, for me I bet solely for recreation. (Adwoa Sparty, 20 year old participant).*

A follow-up question was asked to ascertain whether winning money is their aim and even if they do not win, how they would behave. It was revealed that they lose so much money to sports betting and this might be as a result of they not paying so much attention to work on the teams to win. For instance, 20 year old Adwoa Sparty indicated as that:

*I do not have time to work on the form guide of the teams.*

*I just place a wager on the team that I feel. This makes us sometimes lose the money I invested in it. But you see I benefit from something more than money and that is relaxation*

Adwoa Sparty's assertion could be explained that because sports bettors feel bored over an activity, their source of recreation is betting. This assertion can further be explained by the conceptual framework that one of the benefits of sports betting is amusement. Chantel and Vallerand confirms Adwoa Sparty through their work on the by Chantel and Vallerand's (1996) study on reasons for

sports betting where they concluded that sports bettors engage in betting for amusement, satisfaction and pleasure. Based on this finding, it can be concluded that sports bettors do not only bet for money but also for satisfaction and amusement.

The participants were probed further to ascertain if they would continue to bet if an alternative form of entertainment is made available to them. The participants asserted that when other source of entertainment are introduced to the sports bettors, they will go for it. For example, 22 year old Yaw Smart intimated as follows:

*For me betting makes me happy so any other thing that can be used as a substitute, I am all for it. I wasn't betting sometime back, but I was introduced to betting and I have kept betting till date.*

This finding could be explained that for now sports betting is participants' source of entertainment they will continue to bet. This finding confirms Collins and Barr's (2000) study conducted in South Africa on the attitudes and behaviour of sports bettors where they concluded that the majority of people in that country engage in sports betting because it is thrilling and fun.

### **Initiation into Sports Betting**

The second objective of the study sought to evaluate how sports bettors got into betting. Participants gave varied explanations about how they got into sports betting. These reasons included peer pressure, curiosity and media influence. The section that follows takes this up for discussion.

## Peer Pressure

Peer influence is one of the ways in which sports bettors got into betting, according to the study. Out of the 24 participants interviewed, 12 (50%) indicated that they were introduced into sports betting through their peers. For example, 25 year old Formidable intimated:

*On 25<sup>th</sup> January, 2012, when Ghana was playing the African Cup of Nations, I was in a car coming from school from Achimota to Mallam [suburbs in Accra] Junction. There was heavy traffic at Lapaz [suburb in Accra] so I was curious to ask the driver why that traffic because that was unusual on the N1 highway [Tetteh Quarshie roundabout to Mallam Junction road]. It was a float that Supabet, the first betting company to come to Ghana and they were creating awareness. I saw a friend in the float so I alighted to join them. After the float we were educated on how to bet and were given free betting coupons to bet. I won huge sums of money on that bet for I have been till date.*

This assertion by Formidable could be explained that he got into sports betting because his friend introduced him to it. This clearly shows that some of the sports bettors are led into betting by their peers. This finding explains the conceptual framework that people are led into sports betting by their peers. It corroborates Humphreys and Perez's (2010) assertion that the youth in Canada

got into sports betting out of peer pressure. The finding is in consonance with Mao et al.'s (2013) study that the youth are into sports betting mainly out of peer pressure. Thus, the youth were introduced into sports betting because their friends or peers are into and as a result introduced them into the act. Based on this finding, it could be concluded that the majority of the sports bettors were initiated into sports betting through their peers.

### **Curiosity**

Curiosity is another way through which people are led into sports betting. According to this study, some sports bettors got into betting because of curiosity. Eight out of the 24 participants (33.3%) indicated that they got into sports betting out of curiosity. They were curious to try new things. For example, 28 year old Emmanuel Biggy noted:

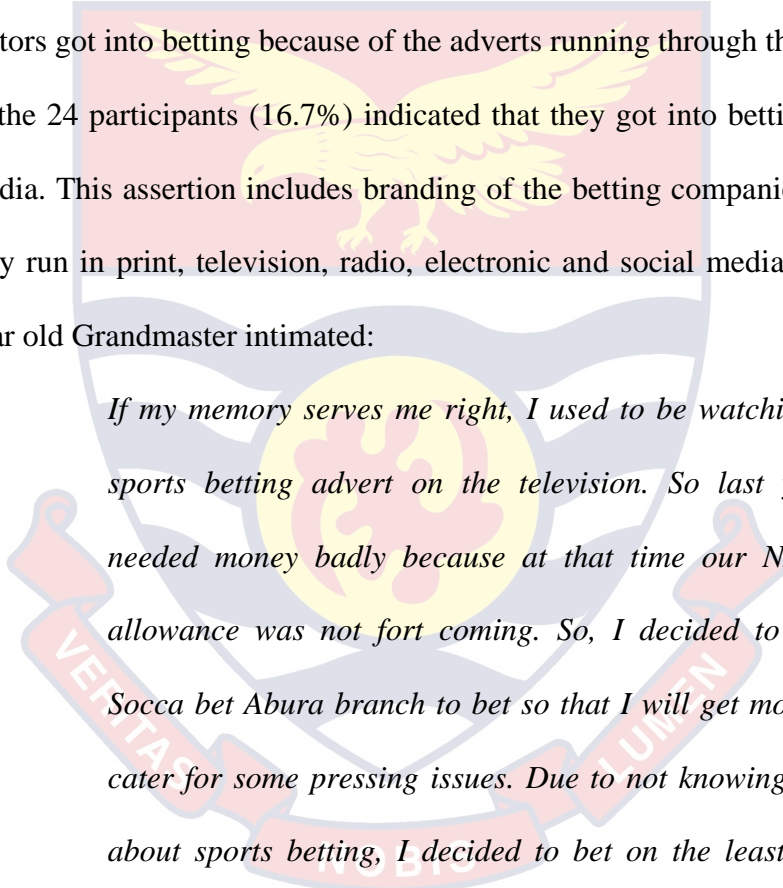
*Five years ago, when I was living at Accra- New Town, I was living close to Mybet [a betting centre]. So, during the 2015 UEFA Champions League final, people were happy they had won huge sums of money from sports betting so I decided to bet since I also needed money. I betted 10 Ghana cedis that day on Barcelona to take the last corner kick in the game. Fortunately, I won 600 Ghana cedis. I became happy and I have been betting since.*

This assertion by Emmanuel Biggy could be explained that some sports bettors try new things out of curiosity. This assertion could be explained by Berkert and Lutter's study (2013) of 1,508 betting players in Germany. The

authors employed sociological approaches to conclude that the youth in Germany got into sports betting out of curiosity. Based on this finding, it could be concluded that some sports bettors are led into sports betting out of curiosity.

### **Media Adverts**

Participants are also led to sports betting through the adverts running through the media (social, print or electronic). The study revealed that some sports bettors got into betting because of the adverts running through the media. Four out of the 24 participants (16.7%) indicated that they got into betting because of the media. This assertion includes branding of the betting companies and the adverts they run in print, television, radio, electronic and social media. For instance, 27 year old Grandmaster intimated:



*If my memory serves me right, I used to be watching the sports betting advert on the television. So last year I needed money badly because at that time our NABCO allowance was not fort coming. So, I decided to go to Socca bet Abura branch to bet so that I will get money to cater for some pressing issues. Due to not knowing much about sports betting, I decided to bet on the least odds. Fortunately, I won the bet for which I became very happy and have been betting since that time.*

According to Grandmaster, he was led into sports betting because of how the media package the activity. This finding corroborates both the conceptual and theoretical frameworks that one is led into sports betting through the media.



People observe what is being done in the media and model the activity. This finding could further be explained by Hedenus's (2011) finding that sports bettors got into betting after they were exposed to the adverts running in the media. Based on this finding, it could be concluded that some sports bettors are initiated into sports betting because of exposure to the media adverts on sports betting.

### **Perceived Benefits from Sports Betting**

Initiation into sports betting is linked with outcomes. This brings in the third objective of the study which sought to find out the perceived benefits from sports betting. There were four themes that were generated under this objective. These themes were monetary benefits, social relations, source of entertainment and satisfaction. The themes are discussed below:

#### **Monetary Benefits**

One of the main themes that emerged from perceived benefits was monetary benefit that sports bettors gain when they engage in sports betting. It is necessary to focus on the monetary benefits one gets after going through a laborious process to bet. Monetary value was seen as a major benefit from sports betting. For example, 25 year old Kwasi Mole indicated as follows:

*I bet because I gain so much money from the activity. I am not like the people who bet for fun. I mean business so I bet huge sums of money of money for which I aimed at reducing the risk level by lowering my expectations. You see I am betting now. I am betting on live basketball and it is left with 5 minutes to end the game. I have betted 70*



*cedis on this match and if I win this bet, I will get a possible return of 200 cedis because I do not bet on highly risk bet (big odds) ones like spin and win.*

This assertion by Kwasi Mole could be explained that sports betting activity is a business venture to them and once they engage in it, monetary outcome cannot be discounted. To them, the main focus for betting is to get money. This assertion could be explained in aspects of the conceptual framework as one of the possible outcomes from sports betting. This could be elucidated that because there is a monetary benefit associated with sports betting, sports bettors engage in the activity to get money. This could motivate potential sports bettors to bet mainly because they perceive it is as lucrative venture. This disclosure could be situated in Lee et al.'s (2006) study to develop a theory with the factors for sports betting in Korea. The authors concluded that high aspirations of getting rich were the main benefit among sports bettors. This is also corroborated by Gustavsson and Svanell's (2012) study on how to get more money through sports betting in Sweden. They concluded that winning huge sums of money is a possible benefit from sports betting. The likelihood of winning money and getting rich is the highest aspiration of achievement that sports bettors have. Based on this finding, it can be concluded that sports bettors are in sports betting because they see it as a lucrative venture and as such hope to get more money from it.

### **Social Relations**

Another theme that emerged under perceived benefits was social relations among sports bettors. It is necessary to focus on the social relations because some

of the participants see themselves as a community and it is an avenue to meet new people. For instance, a 28 year old Joe Shortingo noted:

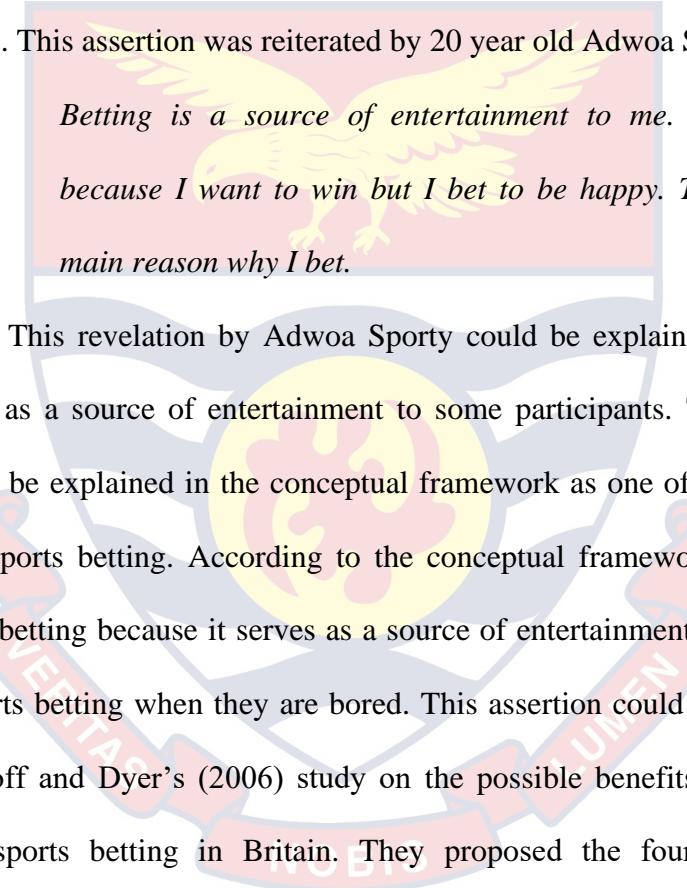
*I have benefited so much from sports betting. The benefit is not limited to only money but connections and links. Let me disclose this to you, I met a big man from the Education office here. He had come here to bet but didn't know how to go about it. He approached me for some betting for which I gave it to him odds and fortunately, he won and he has since become my friend. He was the one who even helped me to have my teaching posting.*

This revelation by Joe Shortingo could be explained that sports betting serves many purposes, including an avenue to meet new people. Participants go to betting outlets to bet and in the course of betting, new people approach them and they eventually become friends. This finding could further be explained in the conceptual framework as one of the possible benefits from sports betting. According to the conceptual framework, people, particularly the youth, engage in sports betting because there is a social orientation that is associated with it. The sports bettors visit the betting outlets to bet and in turn build social relations. This disclosure could be situated in Grant et al.'s (2009) study on the possible benefits that can be obtained from sports betting. They concluded that sports bettors are into betting because of the social interaction and relation they can have with one another. This assertion is further confirmed by Dechant and Ellery's (2011) study on the benefits of sports betting in Europe. They concluded that sports betting is

an avenue to meet new people. Based on this finding, it can be concluded that some sports bettors go to betting centres to bet as well as meet new people.

### **Entertainment**

Entertainment is another theme that emerged under the perceived benefits from sports betting. This is necessary because, sports bettors view sports betting as an activity that makes them happy. They are simply happy so long as they are betting. This assertion was reiterated by 20 year old Adwoa Sporty:



*Betting is a source of entertainment to me. I bet not because I want to win but I bet to be happy. This is the main reason why I bet.*

This revelation by Adwoa Sporty could be explained that sports betting serves as a source of entertainment to some participants. This revelation could further be explained in the conceptual framework as one of the possible benefits from sports betting. According to the conceptual framework, people engage in sports betting because it serves as a source of entertainment to them. They resort to sports betting when they are bored. This assertion could further be situated in Rockloff and Dyer's (2006) study on the possible benefits that can be derived from sports betting in Britain. They proposed the four E's which include entertainment as a possible benefit from sports betting. This assertion is further corroborated by Svensson et al.'s, (2011) study where they concluded that people engage in sports betting because of the excitement associated with it. Based on this finding, it can be concluded that some sports bettors go to the betting centres to bet in order to be entertained.

## Satisfaction

Satisfaction is the last theme that emerged under the perceived benefits from sports betting. Sports bettors view sports betting as an activity that makes them satisfied and relaxed. They are simply satisfied so long as they are betting. This assertion was reiterated by 20 year old Yaw Smart:

*I bet because I feel like betting. I become satisfied and relax anytime I bet.*

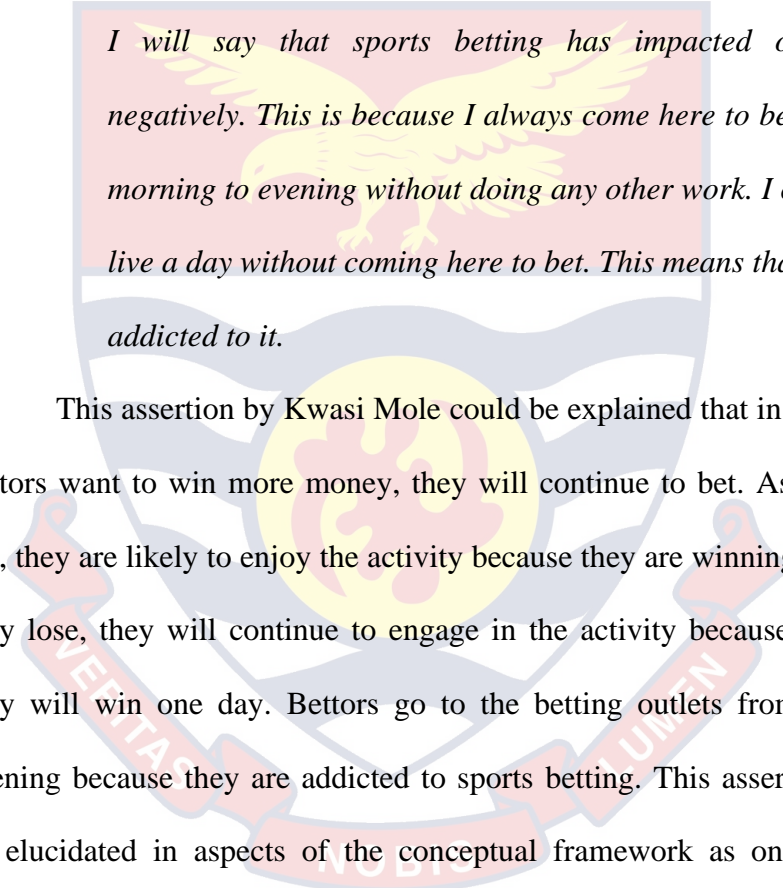
This revelation by Yaw Smart could be explained that sports betting serves as a source of satisfaction to some participants. This revelation could further be explained in the conceptual framework as one of the possible benefits of sports betting. According to the conceptual framework, people engage in sports betting because it serves as a source of satisfaction to them. This assertion could further be situated in Chantal and Vallerand's (1996) study on a motivational analysis of gambling involvement in Europe. They concluded that sports bettors engage in betting for satisfaction and pleasure. Based on this finding, it can be concluded that some sports bettors go to betting centres to bet in order to be satisfied.

## Impact of Sports Betting on the Bettors

There are possible inputs of sports betting on subscribers. This introduces the fourth objective which sought to explore the impacts of sports betting on the subscribers. There were three themes generated under this objective. These themes were addiction, loss of property and/or lives and alcoholism and/or drug use. The themes are discussed below:

## Addiction to Sports Betting

One of the main themes that emerged from the impact of sports betting on subscribers was addiction. It is necessary to focus on the addiction to sports betting as it makes one crave for it without weighing the pros and cons of it. Addiction was seen as a major impact of sports betting. This assertion was reiterated by 25 year old Kwasi Mole in the following narrative:



*I will say that sports betting has impacted on me negatively. This is because I always come here to bet from morning to evening without doing any other work. I cannot live a day without coming here to bet. This means that I am addicted to it.*

This assertion by Kwasi Mole could be explained that in as much as sports bettors want to win more money, they will continue to bet. As they continue to bet, they are likely to enjoy the activity because they are winning. However, when they lose, they will continue to engage in the activity because of the hope that they will win one day. Bettors go to the betting outlets from morning to the evening because they are addicted to sports betting. This assertion could further be elucidated in aspects of the conceptual framework as one of the possible impacts of sports betting. This could be explained as though people wanting to win more money, they tend to bet more and as they do that, they will bet frequently hoping to win more money. This revelation could further be situated in Gainsbury et al.'s (2014) study on the effects of sports betting in Australia. They concluded that in the quest for sports bettors to win more money, they put in more

in order to make more. This, in a long run, makes them addicted to the activity. Based on this finding, it can be concluded that sports betting is an addictive behaviour, the more one expects to win, the more the person is likely to be addicted to the activity.

### **Loss of Property and/or Lives of Sports Bettors**

One of the main themes that emerged from the impacts of sports betting was loss of property and/or lives. It is necessary to focus on the loss of property and/or lives because some of the sports bettors' lose their lives and/or properties to betting. Unfortunately, sports bettors do not consider this because they feel they need money to bet and anything that will offer them money to do so will be considered. This observation was underscored by 29 year old Asante Taller:

*Bro [Researcher], I have lost so much money to sports betting. Hmmm, that reminds me of the saddest day in my life where I sold my tricycle to engage in sports betting to get more money to buy a taxi. I came here with the money and hmmm [started weeping] by the time I realised all the money was gone to the betting company. Look here, I don't have any option than to kill myself because this is all that I had and it is gone.*

Hoping to earn more money to purchase a taxi, Asante Taller sold his property (tricycle) to enable him engage in sports betting. However, he lost all the money he accrued from selling his property to sports betting. The loss makes him feel like committing suicide. His narration is not so different from other sports



bettors, who out of frustration or loss of a property, commit suicide. This revelation could further be explained in the conceptual framework as one of the possible impacts of sports betting. People hoping to win more money, tend to bet more and in so doing, they lose their properties and as a result, they commit suicide. This revelation could be situated in Binde's (2009) study on the impacts of gambling activities in Europe. He concluded that sports bettors are negatively affected by the activities of sports betting. He further stated that this is because, sports bettors sell their properties to finance their sporting activities and out of frustration, they commit suicide. Based on this finding, it can be concluded that in the quest to win more, sports bettors sell their properties to finance their sports betting activity but this could eventually lead them to commit suicide.

#### **Alcoholism and/or Drug Use**

Alcoholism and/or drug use is the last theme that emerged under the impacts of sports betting on subscribers. It is necessary to focus on alcoholism and/or drug use because some sports bettors resort to it as a coping mechanism when they lose a bet. This coping mechanism was reinforced by 27 year old Kwasi Nkoto when he asserted that:

*I have been coping with sports betting normal. I become very happy whenever I win a bet and very sad for which I resort to taking of alcohol to forget that painful incident.*

This revelation by Kwasi Nkoto could be explained that he becomes very happy when he wins a bet and very sad when he loses. Alcohol is the only way that can make him forget about this painful experience. His narration is not distinct from



other sports bettors who think that the sports betting experience could only be managed by alcohol and/or drugs. This assertion could further be situated in Binde's (2009) study on the impacts of gambling activities in Europe. He concluded that sports bettors are negatively affected by the activities of sports betting. He further stated that sports bettors sell their properties to finance their sporting activities and out of frustration they resort to alcohol as a coping mechanism. This assertion is corroborated by Gainsbury et al.'s (2014) study on the effects of sports betting in Australia. The authors concluded that sports betting makes bettors sell their properties thereby rendering them very poor. As a result, they will resort to drugs as a coping mechanism. Based on this finding, it can be concluded that sports bettors engage in alcohol and/or drugs as a coping mechanism.

### **Chapter Summary**

The chapter examined the demographic characteristics of the youth engaging in sports betting, the perceived benefits of sports betting and how it affects the subscribers. From the above discussion, males who fall between the ages of 27 and 30 years are more likely to engage in sports betting. These youth are initiated into sports betting through peers, media and curiosity which confirms existing literature in social learning theory that sports bettors are initiated into sports betting through friends, advertisement and curiosity. The youth get money and satisfaction for engaging in sports betting. This confirms existing literature in social exchange and rational choice theory that sports bettors get money as a reward for sports betting. However, in an event that sports bettors do not win a

bet, they resort to alcohol and drugs as a coping mechanism which confirms existing literature, problem behaviour theory and the conceptual framework guiding this study. The next chapter presents the summary of key findings, draws relevant conclusions from the findings and, based on the findings, recommendations are made.



## CHAPTER FIVE

### SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

#### Introduction

This chapter provides a summary of key findings, conclusions and makes recommendations premised on the findings of the study.

#### Summary

The main objective of this research was to explore the motivations for sports betting among the youth in Cape Coast Metropolis. The study specifically investigated the socio-demographic characteristics of the youth who engage in sports betting; how the participants got into it; its perceived benefits and how sports betting affects the subscribers. The interpretivism philosophy informed the study which led to the employment of the qualitative research design. Convenient and purposive sampling techniques were used to select and interview 24 sports bettors as participants within four betting outlets (Mybet, Premierbet, Soccabet and Winnabet) in the Cape Coast Metropolis. The data was analysed using the thematic analysis approach. The themes that were derived were based on the research objectives that guided the study.

#### Key Findings

The study established that the majority of the sports bettors were youthful males between the ages of 27 and 30 years. In addition, the majority of them had employed in either private or public sectors of the economy and received more remuneration than the minimum salary set by the government of Ghana. The

study further reported that the majority of the sports bettors who were engaged in the study were Christians, had dependents and were not married.

Also, the study discovered that the majority of the sports bettors were led into betting through their friends and peers. The study further revealed that sports bettors are initiated into betting because of the socialization they had, proximity to the betting outlets, media adverts and curiosity.

The study disclosed that the majority of sports bettors bet because of the monetary gains associated with it. Nonetheless, some were still in it because of the social relations they had built as well as viewing the activity as a form of entertainment and satisfaction. Lastly, the study divulged that the majority of the sports bettors had become addicted to betting thereby making them bet continuously. The study reported that some sports bettors lose their properties, huge sums of money, and even their lives. As a result, some sports bettors engage in alcohol and drug use as a coping mechanism whenever they lose a bet.

### **Conclusions**

Sports bettors in this study generally experienced difficulty and distress, but it is worth noting that they did not have uniform experiences. Their experiences were influenced by their socio-demographic characteristics, how they got into sports betting, perceived benefits from sports betting and effects of sports betting on them. Therefore, the study concludes as follows:

The first research question investigated the personal characteristics of the sports bettors. Information derived from the demographic data provided answers to this question. It is thus, rational to conclude that sports betting is primarily a

male dominated activity as it is basically characterised by the males, within the ages of 27 and 30 who are not married. Sports betting is also done by educated youth who are employed and have sought consolation in sports betting to escape from their problems.

The second research question looked at the initiation of sports betting. Data obtained from how the research participants got into betting revealed that sports bettors are initiated into betting through their peers, media adverts and out of curiosity.

The third research question looked at the perceived benefits of sports betting. The data obtained for this research question led to the conclusion that sports bettors are motivated by high aspirations to amass wealth. Sports betting also acts as a source of entertainment and satisfaction for some bettors.

The fourth research question looked at the impact of sports betting on the bettors. It can be concluded from the study that that sports betting has a negative impact on its subscribers. The impact, among others, includes addiction to betting and selling of properties to finance betting. In order to cope with sports betting, some sports bettors resort to the use of alcohol and drugs as a coping mechanism.

### **Recommendations**

Having analysed the research findings on the socio-demographic characteristics of sports bettors, initiation of sports betting, perceived benefits from sports betting and the effects of sports betting on bettors, the researcher made the following recommendations:

1. Betting is a major cause of concern for men aged between 27 and 30 years, especially those who are religious and employed either part-time or full-time basis. Consequently, this study recommends that the religious bodies educate the youth to bet responsibly.
2. Since sports bettors are initiated into sports betting through their peers, guardians should take interest in the friends that their relatives socialize with.
3. Since sports bettors has perceived benefits especially monetary gains to the bettors, it is recommended that the existing legislation be amended in order to tax these bettors for national development.
4. The study further recommends that the Gaming Commission should initiate a mass education targeted on the effects of sports betting.

### **Recommendation for Further Research**

In profiling the sports bettors, it came out that 15 out of the 24 research participants resort to drugs and/or alcohol as a coping mechanism when they lose a sports bet or are unable to engage in that activity. There is therefore the need to investigate how sports bettors use drugs and/or alcohol as a coping mechanism whenever they lose a bet.

In addition, because this study adopted a qualitative method approach, it came with its own challenges such as the findings cannot be generalize. It is therefore suggested that future research can adopt a quantitative or mixed method to cater for the weakness of the qualitative approach and to give a holistic picture of sports betting as a global concern.

## REFERENCES

- Abdi, A., Robert, A., & Tamirie, A. (2015). Personal, social and environmental risk factors of problematic gambling among high school adolescents in Addis Ababa, Ethiopia. *Journal of Gambling Studies*, 31(1), 59–72.
- Abott, M., Binde, P., Hodgins, D., Pereiira, A., Volberg, R., & Williams, R. (2013). *Conceptual framework of harmful gambling: An international collaboration*. Ontario Problem Gambling Research Centre (OPGRC).
- Aflakpui A., & Abayie-Oteng, F. (2016). The demand for sports lottery: Evidence from the city of Kumasi in Ghana. *Journal of Gambling Business & Economics*, 10(2), 21-39.
- Ahaibwe, G., Lakuma, C., Katunze, M., & Mawejje, J. (2016). Socio-economic effects of Gambling: Evidence from Kampala City, Uganda. *Journal of Gambling Business and Economics*, 8(3), 126-140.
- American Psychiatric Association (2013). *Diagnostic and statistical manual of mental disorders*. Washington, D.C.: American Psychiatric Publications.
- Amofa, A. (2012). Man hangs himself at Lapaz after losing bet on Barcelona. Retrieved from <http://newsghana.com.gh>
- Appiah, M., & Awuah, F. (2016). Socio-cultural and environmental determinants of youth gambling: Evidence from Ghana. *British Journal of Psychology Research*, 4(4), 12-23.
- Ariyabuddhiphongs, V. (2011). Lottery gambling: A review. *Journal of Gambling Studies*, 27(1), 15-33.



- Bandura, A. (1977). Self-efficacy: Towards a unifying theory of behavioural change. *Psychological Review*, 84(2), 191-215.
- Bandura, A. (2001). Social cognitive theory: An agentic perspective. *Annual Review of Psychology*, 52(1), 1-26.
- Barnes, G., Welte, J., Tidell, M., & Hoffman, J. (2015). Gambling and substance use: Co-occurrence among adults in recent general population study in the United States. *International Gambling Studies*, 15(1), 55-71.
- Beckert, J., & Lutter, M. (2013). Why the Poor Play the Lottery. Sociological Approaches to Explaining Class-Based Lottery Play. *Sociology*, 47(1), 1152-1170.
- Binde, P. (2007). Gambling and religion: Histories of concord and conflict. *Journal of Gambling Issues*, 20(1), 145-165.
- Binde, P. (2007). The cultural meanings of newspaper reporting on jackpot winners. *International Gambling Studies*, 213-232.
- Binde, P. (2009). Exploring the impact of gambling advertising: An interview study of problem gamblers. *International Journal of Mental Health and Addiction*, 7(4), 541-554.
- Bjelic, P. (2005). Trade Policy of the European Union as a Factor of Regional Trade integration in Southeast Europe. *Centre for the Study of Global Governance, Discussion Paper*.
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77-101.

- Brooks, G. (2012). Online gambling and money laundering. *International Gambling Studies*, 5(2), 44-88.
- Bruner, T., Moore, D. & Diedra, L. (1990). Adolescent gambling research: Futures at stake. *Youth, Gambling and Society*, 39(5), 228-247.
- Bryman, A. (2012). *Social research methods*. (4th Ed.). New York: Oxford University Press.
- Buchanan, D. R. (1998). Beyond positivism: Humanistic perspectives on theory and research in health education. *Health Education Research*.13(3), 439-450.
- Busso, A., & Detotto, C. (2013). *The effects of socio-economic and emotional factors on gambling behaviour*. Working papers, 2013/05. Cagliari and Sassari: Crenos. <http://crenos.unica.it/crenos/publications/effect-socio-economic-and-emotional-factors-gambling-behaviour>.
- Carter, T, Shinaprayoon, T., & Goodie, A. (2017). The modified gambling motivation scale: Confirmatory factor analysis and links with problem gambling. *Journal of Gambling Issues*, 2(1), 12-56.
- CSLAC. (2012). *Sales Report of China Sports Lotteries, 2011*. China. Retrieved June 7, 2012 from <http://www.lottery.gov.cn/news/10018632.shtml>
- Chantal, Y., & Vallerand, R. (1996). Skill versus luck: A motivational analysis of gambling involvement. *Journal of Gambling Studies*, 12(4), 407-418.
- Chikitora, P. (2016). *Motives for gambling in sports betting among Gweru residents*. Gweru: Zimbabwe Midlands State University.

- Collins, P., & Barr, G. (2000). *An investigation into the understandings, attitudes and behaviours regarding gambling amongst the people of the Western Cape*. Research Report. Faculty of Commerce, University of Cape Town.
- Conlisk, J. (1993). The utility of gambling. *Journal of Risk and Uncertainty*, 6(3), 255-275.
- Cotte, J. (1997). Gambling motives and consumption experience. *Journal of Leisure Research*, 380–406.
- Creswell, J. W. & Creswell, J. D. (2018). *Research Design: Qualitative, quantitative, and mixed methods approaches* (5<sup>th</sup>ed.). Thousand Oaks, CA: Sage Publications Ltd.
- Dechant, K., & Ellery, M. (2011). The effect of including a monetary motive item on the gambling motives questionnaire in a sample of moderate gamblers. *Journal of Gambling Studies*, 27(2), 331-344.
- Delfabbro, P & Trupp, L. (2003). The social determinants of the youth gambling in South. *Journal of Adolescence*, 26(3), 313-30.
- Derevensky, J. L. (2015). Adolescent gambling: Twenty-five years of research. *The Canadian Journal of Addictions*, 6(2), 37–45.
- Derevensky, J., & Gupta, R. (2004). Adolescents with gambling problems: A synopsis of our current knowledge. *Journal of Gambling Issues*, 10(2), 1–22.
- Derevensky, J., Gupta, R., & Winters, K. (2003). Prevalence rates of youth gambling problems: Are the current rates inflated? *Journal of Gambling Studies*, 19(4), 405-425.

- Dewar, L. (2012). Regulating Internet gambling: The net tightens on online casinos and bookmakers. *Journal of Gambling Studies*, 11(3), 24-98.
- Dickerson, G., Dickerson, M. & O' Connor, J. (2006). *Gambling as an addictive behaviour: Impaired control, harm minimisation, treatment and prevention*. Cambridge, United Kingdom: Cambridge University Press.
- Dunstan, R. (1997). *Gambling in California*. Sacramento, CA: California Research Bureau.
- Ellenbogen, S., Bergevin, T., Gupta, R., Derevensky, J., & Lussier, I. (2005). Youth gambling behaviours: An examination of the role of resilience. *Psychology of Addictive Behaviours*, 21(2), 165-198.
- Eisenhauer, J. G. (2005). How Prevalent are Friedman-Savage Utility Functions, *Briefing Notes in Economics*, 66-80?
- Engwall, D., Steinberg, M., & Hunter, R. (2004). Gambling and other risk behaviours on University Campuses. *Journal of American College Health*, 52(6), 245-256.
- Fang, X., & Mowen, J. (2009). Examining the trait and functional motive antecedents of four gambling activities: slot machines, skilled card games, sports betting, and promotional games. *Journal of Consumer Marketing*, 1, 10-25.
- Fong, T. W. (2005). The vulnerable faces of pathological gambling. *Psychiatry (Edgmont (Pa Township))*, 2(4), 34-42.
- Friedman, M. & Savage L. J. (1948). The utility analysis of choices involving risk. *Journal of Political Economy*, 56(1), 279-304.

- Gainsbury, S., Russell, M., Hing, N., Wood, R., Lubman, D., & Blaszczynski, A. (2014). The prevalence and determinants of problem gambling in Australia: Assessing the impact of interactive gambling and new technologies. *Psychology of Addictive Behaviours*, 28(3), 769-784.
- Ghana Gaming Commission (2017). Annual Report on Gaming and Related Activities. Accra, Ghana: Ghana Gaming Commission.
- Ghana Labour Commission (2019). Annual Report on Wages and Movement in Ghana. Accra, Ghana: Labour Commission of Ghana.
- Ghana Statistical Service (2012). 2010 Population & Housing Census Summary Report Of Final Results. Accra: Ghana Statistical Service.
- Gonzalez, H., Estevez, A., & Griffiths, M. (2019). Internet-based structural characteristics of sports betting and problem gambling severity: Is there a relationship. *International Journal of Mental Health and Addiction*, 17(6), 1360-1373.
- Gordon, R., Gurrieri, L., & Chapman, M. (2015). Broadening an understanding of problem gambling: The lifestyle consumption community of sports betting. *Journal of Business Research*, 68(10), 2164-2172.
- Grant, J., Donahue, C., Odlaug, B., Suck, W., & Miller, N., (2009). Imaginal desensitisation plus motivational interviewing for pathological gambling: Randomised controlled trial. *The British Journal of Psychiatry*, 195(3), 266-267.

- Grant, J., & Kim, S. (2002). Effectiveness of pharmacotherapy for pathological gambling: A chart review. *Annals of Clinical Psychiatry, 14*(3), 155-161.
- Greig, A. D., Taylor, J., & MacKay, T. (2007). *Doing research with children: A practical guide*. London: Sage Publications Ltd.
- Griffiths, M. (2013). Gambling technologies: Prospects for problem gambling. *International Gambling Studies, 15*(3), 265–283.
- Grinols, E. (2011). *The hidden social costs of gambling*. Centre for Christian Ethics at Baylor University.
- Grote, K. R. & Matheson, V. A. (2011). *The Economics of Lotteries: A Survey of the Literature*. Working Paper.
- Gustavsson, A., & Svanell, A. (2012). *How the dream of easy money made Sweden addicted to gambling*. Stockholm: Stockholm University Press
- Hartley, R. & Farrell, L. (2002). Can Expected Utility Theory Explain Gambling? *American Economic Review, 92*(3), 613-624
- Hedenus, A. (2011). Finding prosperity as a lottery winner: Presentations of self after acquisition of sudden wealth. *Sociology, 45*(1), 22-37.
- Hing, N., Russell, A., Tolchard, B., & Nower, L. (2014). A comparative study of men and women gamblers in Victoria. *International Gaming Studies, 5*(4), 41-83.
- Hodgins, D. (2008). What we see depends mainly on what we look for? *International Gaming Studies, 21*(4), 53-77.



- Holloway, I., & Wheeler, S. (2009). *Qualitative research in nursing and healthcare*. (3rd Ed). London: Wiley, Blackwell.
- Humphreys, B.& Matheson, V. (2012). Books, Busts, and Gambling. Can Gaming Revenues Reduce Budget Volatile? *International Gaming Studies* 18(7), 51-98.
- Humphreys, B.&Perez, L. (2010). A Microeconometric Analysis of Participation in Sports Betting Markets. *International Consumer Marketing*, 43(5), 41-76.
- Ignatin, G. (1984). Sports Betting. *Journal of the American Academy of Political and Social Science*, 474(5), 168-177.
- Jacques, C., &Ladouceur, R. (2003). DSM-IV-J Critical: A scoring error that may be modifying the estimates of pathological gambling among youths. *Journal of Gambling Studies*, 19(4), 427-431.
- Jessor, R. (1968). Society, personality, and deviant behavior: A study of tri-ethnic community. *Journal of Gambling Studies*, 14(6), 49-81.
- Jessor, R., Chase, J., & Donavan, J. (1980). Psychosocial correlates of marijuana use and problem drinking in a national sample of adolescents. *American Journal of Public Health*, 70(6), 604-613.
- Jones, L. (1981). Behaviouralmodelling-training by demonstration. *Emerald Insight*, 23(2), 39-41.
- Ladouceur, R. (2004). Gambling: The hidden addiction. *The Canadian Journal of Psychiatry*, 49(8), 11-25.

- Latham, B. (2007). Sampling: What is it? Quantitative Research Methods. *International Gaming Studies*, 31(9), 24-57.
- Leblond, J., Ladouceur, R., & Blaszczynski, A. (2003). Which pathological gamblers will complete treatment? *British Journal of Clinical Psychology*, 42(2), 205-209.
- Lee, C., Lee, Y., Bernhard J., & Yoon, Y. (2006). Segmenting casino gamblers by motivation: A cluster analysis of Korean gamblers. *Tourism Management*, 27(5), 856-866.
- Lee, R. M., & Renzetti, C. (1995). *Dangerous fieldwork*. Thousand Oaks, CA: Sage Publications Ltd.
- Lewin, K., (1951). Field theory in social science: Selected theoretical papers. *Hampers*, 32(8), 126-151.
- Littler, A. (2007). The Regulation of Gambling at European Level, *International Gambling Studies* 3(1), 357-371.
- Mao, L. L. (2013). Sports gambling as consumption: An econometric analysis of demand for sports lottery. *International Gambling Studies* 8(7), 210-259.
- Mao, L. L., Zhang J. J. & Connaughton, D. P., (2015). Determinants of demand for sports lottery: Insights from a multilevel model. *Asian Economic and Financial Review*, 5(8), 973-987.
- Matheson, V., & Grote, K. (2008). *The economics of lotteries: A survey of the literature*. Working Paper.
- Merton, R. (1957). *Social theory and social structure*. Philadelphia, USA: Free Press.

- Mikesell, J. L., & Pirog-Good, M. A. (1990). State Lotteries and Crime: The Regressive Revenue Producer Is Linked with a Crime Rate Higher by 3 Percent. *American Journal of Economics and Sociology*, 49(1), 7-19.
- Monaghan, S., & Derevensky, J. (2008). An appraisal of the impact of the depiction of gambling in society on youth. *International Journal of Mental Health and Health*, 6(4), 537-50.
- Neal, P., Delfabbro, H., & O'Neil, M. (2005). Problem gambling and harm: Towards an national definition. *Gaming and Racing, Victorian Government Department of Justice*, 43(2), 19-49.
- Neighbors, C., Lostutter, T., Crouce, J. & Larimer, M. (2002). Exploring college student gambling motivation. *Journal of Gambling Studies*, 32(7), 43-67.
- Oppong, S. H. (2013). The problem of sampling in qualitative research. *Asian Journal of Management Sciences and Education*, 2(2), 202-210.
- Paton, D., Siegel, D. S., & Williams, L. V. (2016). A Policy Response to the E-Commerce Revolution: The Case of Betting Taxation in the UK. *Journal of Leisure Research*, 23(4), 118-312.
- Platz, L., & Millar, M. (2001). Gambling in the context of other recreation activity: A quantitative comparison of casual and pathological student gamblers. *Journal of Leisure Research*, 33(4), 383-395.
- Polit, D., & Hungler, B. (1999). *Nursing research: Principles and research*. Philadelphia, Pa: JB Lippincott.
- Potenza, M. (2001). Pathological gambling. *Jama*, 28(2), 141-144.

- Reith, G. (2002). The age of chance: Gambling in Western cultures. *Psychology Press*, 10(2), 29-57.
- Reith, G. (2006). Beyond addiction or compulsion: The continuing role of environment in the case of pathological gambling. *Addiction*, 107(10), 1736–1747.
- Reynolds, N., Diamantopoulous, A., & Schlegelmilch, B. (1993). Pre-testing in questionnaire design: a review of literature and suggestions for further research. *Journal for Market Research Society*, 35(2), 1-11.
- Ricijas, N., Dodig, D., & Huic, A. (2016). Predictors of adverse gambling related consequences among adolescent boys. *Children and Youth Services Review*, 67(1), 168–176.
- Robson, C. (2002). *Real world research*. Swanson, Australia: Blackwell.
- Rockloff, M., & Dyer, V. (2006). The four E's of problem gambling: A psychological measure of risk. *Journal of Gambling Studies*, 6(3), 101–120.
- Rotter, J. (1954). *Social learning and clinical psychology*. Prentice-Hall Inc.
- Samuelson, P. A. (1971). *Economics*, 10th ed. New York: McGraw-Hill.
- Schull, N. (2012). *Addiction by design machine gambling in Las Vegas*. Princeton: Princeton University Press.
- Silverman, D. (2006). *Interpreting qualitative data: Methods for analysing talk, text and interaction*. London, Sage Publication.
- Steinberg, M. (2004). Gambling and other risk behaviours on university campuses. *Journal of American College Health*, 52(6), 245-255.

- Stewart, S., & Zack, M. (2008). Development and psychometric evaluation of a three-dimensional gambling motives. *Addiction, 103*(7), 1110-1117.
- Svensson, J., Romild, U., Nordenmark, M., & Mansodotter, A. (2011). Gendered gambling domains and changes in Sweden. *International Gambling Studies, 11*(2), 193-211.
- Tagoe, V., Yendork, S., & Asante, O. (2018). Gambling among youth in contemporary Ghana: Understanding, initiation, and perceived benefits. *Africa Today, 64*(3), 53-69.
- Teddle, C., & Yu, F. (2007). Mixed methods sampling: A typology with examples. *Journal of Mixed Methods Research, 1*(77), 13-51.
- Thomas, S., Moore, S., Kyrios, M., Bates, G., Meredyth, D., & Jessop, G. (2012). *Problem gambling vulnerability: The interaction between access, individual cognitions and group beliefs/preferences strategies*. Victoria State, Australia: Victoria State Government.
- Thomas, S., Jackson, A., Wynne, H., Dowling, N., & Tomnay, J. (2010). Using the CPGI to determine problem gambling prevalence in Australia: Measurement issues. *International Journal of Mental Health and Addiction, 8*(4), 570-582.
- Thomas, S., & Lewis, S. (2012). Conceptualisation of gambling risks and benefits: A socio-cultural study of 100 Victorian gamblers. *International Gambling Studies, 9*(5), 140-161.
- Thrasher, R. (2006). Using the theory of reasoned action to examine the gambling behaviours of college athletes and other students.

- Vallerand, J., Mageau, G., & Rattelle, F. (1993). Passion and gambling: Investigating the divergent affective and cognitive consequences of gambling. *Journal of Applied Psychology*, 35(1), 100-118.
- Walker, G., Hinch, T., & Weighill, A. (2005). Inter-and intra-gender similarities and differences in motivations for casino gambling. *Leisure Sciences*, 27(2), 111-130.
- Wardle, H., Moody, A., Spence, S., Orford, J., Volberg, R., Jotangia, D., & Dobbie, F. (2011). British Gambling Prevalence Survey 2010. Gambling Commission. *International Gambling Studies*, 4(8), 73-103.
- Wiebe, J., Single, E., & Falkowski-Ham, A. (2001). Measuring gambling and problem gambling in Ontario. *Canadian Centre on Substance Abuse*, 9(2), 54-91.
- Williams, R., Volberg, R., & Stevens, G. (2012). *The population prevalence of problem gambling: Methodological influences, standardized rates, jurisdictional differences, and worldwide trends*. Toronto, Ontario: Ontario Problem Gambling Research Centre and Ontario Ministry of Health and Long-Term Care.
- Willmann, G. (1999). The History of Lotteries. *International Gambling Studies*, 5(7), 98-109.
- Zhou, L. J. & Zhang, J. J. (2015), Variables Affecting the Market Demand of Sports Lottery Sales in China: The Case of Guandong Province. *American Gambling Studies*, 5(2), 58-79.



## APPENDICES

### APPENDIX A

#### UNIVERSITY OF CAPE COAST

#### DEPARTMENT OF SOCIOLOGY AND ANTHROPOLOGY

#### INTERVIEW GUIDE

#### SPORTS BETTING AMONG GHANAIAAN YOUTH IN CAPE COAST

##### METROPOLIS

Dear participant,

I am Bright BediakoBoateng, a student of the University of Cape Coast conducting a study on “*sports betting among the Ghanaian youth in Cape Coast Metropolis*” in partial fulfilment of the requirements for a Master of Philosophy degree in Sociology. I would be most grateful if you could answer the following questions to the best of your ability for me to understand sports betting and profess recommendations on the subject. You are free to opt out of the interview at any point if you feel uncomfortable about participating in it. Please be assured that all information collected will be treated confidentially. Therefore, feel free and be sincere in the answers you provide.

**a. Socio-demographic information of participants**

- a. What is your name?
- b. Can you please give me your telephone number?
- c. Sex
- d. How old are you?
- e. Level of education

- f. Occupation
- g. How much do you earn a day?
- h. Marital Status
- i. Residence of bettors
- j. Religion of bettors
- k. Do you have dependents?
- l. If yes, how many people depend on you?

**2. Motivations for sports betting**

- a. Have you been betting?
- b. Why do you bet?
- c. Would you have stopped betting if your reasons for betting are meant?

**3. How bettors got into Sports betting**

- a. Can you tell me how you got into sports betting?

**4. Perceived benefits from sports betting**

- a. What have you benefitted from sports betting?

**5. Effects of betting on the subscribers**

- a. How has sports betting impacted on your life?

## APPENDIX B

### INFORMED CONSENT

Dear Participant,

I wish to invite you take part in my study on the topic “Sports betting among Ghanaian youth in the Cape Coast Metropolis”.

Before agreeing to join this study, I want to explain the following statements about the study to you. Please you are free to seek for further clarifications regarding this study before signing this form.

The purpose of this study is to gain in-depth knowledge on why the Ghanaian youth engage in sports betting. Your participation in this study will involve a face-to-face discussion lasting approximately forty minutes. The emphasis of the discussion will be on your experiences on why you engage in sports betting.

Though there are no known physical risks for taking part in this study, some emotional discomforts are expected. That is some of the questions may be sensitive and uncomfortable, in particular talking about unpleasant experiences. If you feel uncomfortable, you may refuse to answer any question or discontinue the discussion at any time. However, all necessary steps will be taken to ensure your safety and comfort during the interview.

Please note that although you may not directly from this study as a participant; your participation is very important because findings from this study may benefit other youth or sports bettors now and in the future.

All information gathered in this study will be kept confidential. It will be used for research and educational purposes only. Your identity will not be disclosed thus; you are encouraged to take pseudonyms or identification code. Please be informed that your participation in this study is completely voluntary.

Thank you.

It has been explained to me and I understand the above information regarding this study. I therefore consent to participate in the study.

---

(Participant's Pseudonym/ Code) (Signature) (Date)

I further agree that this interview will be digitally recorded and transcribed.

---

(Participant's Pseudonym/ Code) (Signature) (Date)

APPENDIX C

IRB LETTER

UNIVERSITY OF CAPE COAST

INSTITUTIONAL REVIEW BOARD SECRETARIAT

TEL: 0558093143 / 0508878309/ 0244207814

C/O Directorate of Research, Innovation and Consultancy

E-MAIL: [irb@ucc.edu.gh](mailto:irb@ucc.edu.gh)

OUR REF: UCC/IRB/A/2016/738

YOUR REF:

OMB NO: 0990-0279

IORG #: IORG0009096



3<sup>RD</sup> JULY, 2020

Mr. Bright Bediako Boateng  
Department of Sociology and Anthropology  
University of Cape Coast

Dear Mr. Boateng,

**ETHICAL CLEARANCE – ID (UCCIRB/CHLS/2020/18)**

The University of Cape Coast Institutional Review Board (UCCIRB) has granted **Provisional Approval** for the implementation of your research protocol **Sports Betting among Ghanaian Youth in the Cape Coast Metropolis**. This approval is valid from 3<sup>rd</sup> July, 2020 to 2<sup>nd</sup> July, 2021. You may apply for a renewal subject to submission of all the required documents that will be prescribed by the UCCIRB.

Please note that any modification to the project must be submitted to the UCCIRB for review and approval before its implementation. You are required to submit periodic review of the protocol to the Board and a final full review to the UCCIRB on completion of the research. The UCCIRB may observe or cause to be observed procedures and records of the research during and after implementation.

You are also required to report all serious adverse events related to this study to the UCCIRB within seven days verbally and fourteen days in writing.

Always quote the protocol identification number in all future correspondence with us in relation to this protocol.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'S. Asiedu Owusu'.

Samuel Asiedu Owusu, PhD

**UCCIRB Administrator**

-----  
ADMINISTRATOR  
INSTITUTIONAL REVIEW BOARD  
UNIVERSITY OF CAPE COAST