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ABSTRACT

This study sought to determine the main attributes of the frequency of participation by gamblers in different types of lotteries (i.e., traditional vs. instant). The results are based on a survey of occasional or regular buyers of lottery tickets. The data were collected from 748 voluntary respondents while they were gambling in stores.

The present study used the fuzzy-set qualitative comparative analysis method to examine gambling participation. The research model focused on how gamblers' motivations and demographic and socioeconomic profiles combine to form different configurations affecting gambling activities. The analysis revealed that lotteries should not be treated as a homogeneous product. For instance, instant lotteries are popular among younger individuals, females, and individuals from lower income and educational groups with self-esteem motivations. National lottery gamblers are older and driven by safety motivations. The Euromilhões game attracts males with financial motivations. Therefore, different types of lotteries appeal to heterogeneous demographics and motivations.

1. Introduction

The gambling industry has expanded significantly in recent years and attracted increased attention from academia, business managers, and policymakers (Fang & Mowen, 2009). From a policymaking perspective, gambling legalization and regulation have rapidly spread as a way to both reduce illegal gambling and increase tax revenues (Ariyabuddhiphongs, 2011). However, the legalization of gambling by governments has intensified the controversy surrounding gambling's costs and benefits (Lam, 2007). Nonetheless, gambling is still considered a recreational activity that can significantly support national economies despite its various troubling social implications (Fang & Mowen, 2009; Griffiths & Wood, 2001; Vergura & Luceri, 2015).

Gaming services are part of the entertainment sector, in which product and marketing innovations are necessary to adapt and renovate offers to match customers' preferences and remain competitive and attractive (Fang & Mowen, 2009). Strategies have been developed and implemented that encourage consumers to buy lottery tickets, visit casinos, and gamble in various ways (Lam, 2007). Therefore, understanding the participation in and frequency of gambling for different products is of utmost importance to managers seeking to keep up with market needs (Gandolfo & De Bonis, 2015).

The sector's structural characteristics (i.e., types of games and places of purchase) differ across countries (Vergura & Luceri, 2015), and the sociocultural characteristics of each population play a crucial role in the development and maintenance of gambling behaviors (Abt, McGurrian, & Smith, 1985). Thus, this field of research must include investigating gambling patterns in specific countries. According to Ariyabuddhiphongs (2011, p. 25), “studies on demographic and psychological characteristics of lottery gamblers ... still needed to update [the information on] patterns of behaviors of lottery gamblers.”

Previous studies have reported that the impact of socioeconomic variables and motivations vary according to the type of gambling (Welte, Barnes, Wiczorek, Tidwell, & Parker, 2002). Rogers and Webley (2001) claim that the notion that the “typical” national lottery player “could be anybody” has been challenged by the existing studies on lotteries. Thus far, this research has apparently still not considered different types of lotteries offered by the same distribution channel. Most researchers have studied the gambling behaviors of lottery players in aggregate on a regional level (e.g., a study in Portugal by Kaizeler, Faustino, & Marques, 2014), or attempted to compare lotteries with other skill games (e.g., Gandolfo & de Bonis, 2015). These approaches do not consider the individual motivations of lottery consumers.

The present study focused on the specific European country of

Abbreviations: SCML, Santa Casa Misericórdia de Lisboa; fsQCA, fuzzy-set qualitative comparative analysis

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Portugal. Lotteries are extremely popular in Portugal. They have registered fast sales growth that were around €2775.2 billion in 2016, which was more than double the sales figures for 2010 (Santa Casa Misericórdia de Lisboa [SCMLJ], 2017). One of the more interesting phenomena in the Portuguese market is the increased interest in instant lotteries (compared to traditional lotteries) in which players find out immediately whether they have won. Instant lotteries represented only 7.6% of the market in 2010 but accounted for 49% of total sales in 2016.

The present study sought to provide a deeper understanding of the typical behaviors in lotteries by studying the consumption patterns of both traditional and instant lotteries. This research contributed to the existing literature by examining whether demographic, socioeconomic, and motivational data are linked to different types of lotteries (i.e., traditional vs. instant) offered by the same type of retail outlet (i.e., offline) and promoted by the same agency.

The structure of this paper is as follows. The literature review provides an overview of the theoretical and empirical studies of lottery gambling. The data collection and analysis procedures are described next. Then, the results section discusses the major findings for each lottery product. The study's conclusions and theoretical and managerial implications are presented in the last section.

2. Literature review

The following subsection provides an overview of the main theories of gambling. This subsection discusses the correlates of gambling activities, with a specific focus on lotteries.

2.1. Theories of gambling

Lotteries have two distinctive features: an extremely low probability of winning and a high but rare return. This results in a low payout ratio. Despite this expected loss, individuals continue to buy lottery tickets. The recent literature on lottery gambling provides three tentative explanations of this behavior (Ariyabuddhipongs, 2011). First, people may not behave rationally while gambling (Sevigny & Ladoucer, 2003). Second, lottery gambling may be done for fun. Last, lotteries may be so common that they are not viewed as a vice or form of gambling (Lange, 2001). They have instead become a leisure activity and refuge for women from a sense of alienation (Casey, 2006), a forum providing social support for older adults (Vander Bilt, Dodge, Pandav, Shaffer, & Ganguli, 2004), and a general social and recreational activity (McNeilly & Burke, 2001).

The main theories of lottery gambling are the cognitive theory of gambling, the theory of judgment under uncertainty, and the theory of demand for gambles (Ariyabuddhipongs, 2011). The first, cognitive-based theory is the most comprehensive and popular model of gambling (Rogers, 1998). It emphasizes gamblers' faulty or flawed reasoning at different stages of their activities. That is, gamblers behave as if they can control the outcome of unpredictable events and/or think that an event is more predictable than it actually is (Miyazaki, Brumbaugh, & Sprott, 2001). These erroneous beliefs have been discussed thoroughly by a number of authors. Gamblers' beliefs are often used by researchers to explain gambling motivations and describe behaviors, such as why individuals gamble despite losses (Miyazaki et al., 2001; Rogers, 1998).

The main types of cognitive distortions are entrapment, the gamblers' fallacy, and the near miss or failure that comes close to winning (Rogers, 1998). All of these have been found to influence gambling frequency and the volume of lottery gambling (Ariyabuddhipongs & Phengphol, 2008). Another cognitive distortion is a belief in "hot" and "cold" numbers, including those perceived as being drawn with regularity (i.e., hot) versus those that have seldom been drawn in recent games (i.e., cold) (Rogers, 1998). Other distortions are unrealistic optimism or perceived luckiness (Gibson & Sanbonmatsu, 2004), superstitious beliefs that increase involvement in lottery gambling

(Ariyabuddhipongs & Chanchalermporn, 2007), illusions of control, and the roll-over effect (Forrest, Gulley, & Simmons, 2008).

The second model is the theory of judgment under uncertainty (Tversky & Kahneman, 1981). It explains lottery participation in terms of gamblers' perceptions of patterns of numbers and probabilities of winning. This theory suggests that lottery gamblers use different heuristics (mental shortcuts that usually involve focusing on one aspect of a complex problem and ignoring others) to select their lottery numbers. Some of the heuristics used by gamblers are representativeness, availability, framing of decisions, and anchoring and adjustment (McMullan & Miller, 2009).

The last model is the theory of demand for gambles. It is based on the premise that individuals gamble to obtain potential income that they do not have to work to get, thus adding to the utility of winning the belief that costs are saved by not having to work to earn that additional income (Nyman, Welte, & Dowd, 2008). This theory suggests that gambling should be particularly appealing to economically vulnerable people. This consequently lays a disproportionate burden of paying gambling taxes on those who are the most disadvantaged and vulnerable in the job market.

2.2. Empirical research on gambling

Studies of gambling correlates vary according to their research context (e.g., target countries and games), level of analysis (i.e., macro or micro), statistical methods, measures of gambling activity and involvement, and correlates of gambling activity. Several countries have been analyzed in previous studies of lotteries, such as the United States (Horváth & Paap, 2012; Lam, 2007; Welte et al., 2002), Australia (Layton & Worthington, 1999), the United Kingdom (Casey, 2006; Coups, Haddock, & Webley, 1998; Forrest & Gulley, 2009), Portugal (Kaizeler et al., 2014), Thailand (Ariyabuddhipongs, 2006), Italy (Bastiani et al., 2013), and China (Zhou & Zhang, 2017). With respect to the level of analysis, some studies have analyzed macro data (Blalock, Just, & Simon, 2007; Forrest & Gulley, 2009; Kaizeler et al., 2014), while others have focused on micro data (Casey, 2006; Forrest & Gulley, 2009; Layton & Worthington, 1999; Welte et al., 2002). Macro data research has examined gambling correlates at the national or regional level (e.g., Kaizeler et al., 2014).

A broad number of gambling products have been covered by previous studies. Layton and Worthington (1999) researched lotteries, the lotto and instant lotto, Totalisator Agency Board racecourse betting, poker machines, and casino-type games. Welte et al. (2002) analyzed 15 different games. Forrest and Gulley (2009) examined national lotteries. Lam (2007) focused on six types of games (lottery, bingo, racing, casino, charitable and card rooms) and different scenarios (private, store, bar, restaurant, and unlicensed gambling). Barnes, Welte, Tidwell, and Hoffman (2011) studied lottery products including instant scratch-off tickets. Gandolfo and De Bonis (2015) researched skill and luck games. Vergura and Luceri (2015) investigated lottery, lotto, bingo, sports betting, slot machines, horse racing poker, and football pools, while Zhou and Zhang (2017) studied sports lotteries. The results have been presented and models were estimated for specific types of games (Lam, 2007) or at an aggregate level (Vergura & Luceri, 2015).

Different variables of gambling activities have been considered, such as the likelihood to gamble (Layton & Worthington, 1999; Welte et al., 2002), frequency (Barnes et al., 2011; Welte et al., 2002), expenditures (Forrest & Gulley, 2009; Horváth & Paap, 2012; Kaizeler et al., 2014; Vergura & Luceri, 2015), and wins and/or losses (Welte et al., 2002). The statistical methods applied correspond to the specifications of the dependent variable, including correlation analysis (Coups et al., 1998), regression analysis (Forrest & Gulley, 2009; Kaizeler et al., 2014; Lam, 2007; Vergura & Luceri, 2015), probit regressions (Forrest & Gulley, 2009), negative binomial regressions (Barnes et al., 2011), logistic regressions (Layton & Worthington, 1999), and covariance analysis (Welte et al., 2002). Empirical research

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