ASSESSMENT OF MOTIVES FOR SPORTS BETTING AMONG YOUTH IN TANZANIA:

A CASE STUDY OF KINONDONI DISTRICT
ASSESSMENT OF MOTIVES FOR SPORTS BETTING AMONG YOUTH IN TANZANIA:
A CASE STUDY OF KINONDONI DISTRICT

BY

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A Dissertation Submitted in Partial/Fulfilment of the Requirements for Award of Degree of Masters of Marketing Management (MSc. Marketing) of Mzumbe University

2019
CERTIFICATION
We, the undersigned, certify that we have read and hereby recommend for acceptance by the Mzumbe University, a dissertation entitled “Assessment of Motives for sports betting among youth in Tanzania: The Case study of Kinondoni district” in partial fulfilment of the requirement for award of the Degree of Master of Marketing Management (Msc.Marketing) of Mzumbe University.

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DEDICATION

I dedicate this work to my wife, my son Brighton and my daughter Brightness who encouraged me through their prayers at all times of my study.
LIST OF ABBREVIATIONS AND ACRONYMS

BCL  Betting Control and Licensing Board
CET  Cognitive evaluation theory
GBT  Gaming Board of Tanzania
ICSS International Centre for Sport Security
KMCKinondoni Municipal Council
NBS  Nation Bureau of Statistics
NRC National Research Council
SDT  Self-Determination Theory
SEU  Subjective Expected Utility (SEU)
SPSS Statistical Package for Social Science
UK  United Kingdom
UN  United Nations
UNESCO United Nations Educational, Scientific and Cultural Organization
US  United State
USA United State of America
ABSTRACT

Sports betting as an act of putting a fiscal wager on the result of a sporting match usually on events that happen in the match. Recent there has been a rapid rise in betting shops and bettors in different areas in Dar es Salaam. This has been particularly the case for young males and females, who are also more likely to participate in sports betting. Therefore, this study aimed to know the motives for sports betting among youth in Tanzania.

The study used a descriptive research design with a quantitative approach. The target population for this study was sports bettors found in sports betting stations or shops in Kinondoni. The purposive sampling method was used to select a sample size of 81 bettors from Kinondoni.

Findings of the study revealed that social, psychological, financial, and winning or rewards motives were the chief motives for sports betting. Findings also showed the majority of the participants indicated that bettors engaged in sports betting due to copying motives, escaping from the problems such as financial problems, and worries. Moreover, some of the bettors were motivated to engage in betting activities because of excitement or relaxation as well as winning back the previous losses.

The study concludes that sports’ bettors were driven by financial motives to have financial freedom. Social motives enhance the relationship sought by the sports’ bettors. Moreover, the study concludes that psychological motives enhance decrease negative emotions of the bettors and winning or rewards motives prompt bettors to have addictive behaviour of betting as they continuing betting until they win back previous loses or getting rich as bettors perceived.

The GBT should provide education about the impacts of sports betting on the youths so that they can bet responsibly. This education also should put emphasize on the bettors to have a budget for sports betting to prevent them from money loss which may disturb their families as well as their reputations. In addition, the government should provide funds for researching and giving education to the people about the risks associated with betting addictions, and about available treatment programs.
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CHAPTER ONE
PROBLEM SETTING

1.0 Introduction
This section comprises of the study background regarding the motives for sports betting among youth in Tanzania, statement of the problem, research objectives, research questions, scope, limitations, significance, and organization of the study.

1.1 Background of the study
According to the Oxford of Living Dictionary, betting is an action of gambling money, time, properties, or something else on the outcome of something, such as a game or race. Therefore, sports betting is a form of gambling that involves betting on the outcome of an event (e.g., a football game) or contingencies that occur within larger events (e.g., who will kick the first goal in a football game) (Hing & Breen, 2001). Sports betting draws some attention to causative bettors, professionals, and even scholars. The bookmakers have a solitary objective of making a benefit out of the odds they offer. This objective guarantees the bookmakers to make the odds sufficiently high to be attractive and competitive to bettors, however not so high that they end up unbenevolent. Consequently, the odds offered by bookmakers can be seen as their probabilistic evaluations, or a forecast of the outcome of an event (Xu, 2011).

Marketing and advertising spend on sports betting have significantly improved over the last five years in Europe (Lopez-Gonzalez, Estévez, & Griffiths, 2017). The development of sports betting and betting advertising during sporting events is a relatively current phenomenon. The Industry of sports betting is a solid and rapidly rising sector of the world economy. According to Milner, Hing, Vitartas, and Lamont (2013) dependency on sports betting income provided by the betting industry have recent increasing.

Sports and betting have always been connected and, historically, various sports have been affected and influenced by the betting industry. Betting was a fundamental factor in formal structures development in sports around the eighteenth century (Forrest & Simmons, 2003). For example, the codification of cricket’s rules was influenced by bookmakers in 1744 to guarantee uniformity in rules across matches,
as well as introducing a governing body to resolve disputes on the bets’ payment. Though this may have been a step forward in cricket and sports, in general, the presence of betting has been found to negatively influence the sporting integrity (Forrest & Simmons, 2003).

A recent report from the European Gaming and Betting Industry shows that sports betting grows at a rate of 5.4% every year crosswise over Europe (Foley-Train, 2014). Development of the internet and the increase of interactive media since the mid-1990s have been substantial catalysts in the growth of the betting industry, and more specifically the sports betting trade (Humphreys, 2011; Reiche, 2013).

The International Centre for Sport Security (ICSS) (2014) argues that the Internet has been instrumental in developing an array of betting options, including betting exchanges, live betting and the opportunity to bet on less publicized sporting events. Sports betting, particularly in the context of football, has traditionally been an asynchronous experience wherein game watching served, among other things, as a verification of the outcome of a bet placed hours or days before the game. Sports betting is more prevalent among young men and people aged under 45 (Abbott, Stone, Billi, & Yeung, 2016). Fans have become more familiarised with sports competitions, their involvement with sport has grown (Griffiths & Lopez-Gonzalez, 2018). The development of telecommunication technologies and the reduced cost of transmitting sports events worldwide have brought competition and fans together in unprecedented ways. Consequently, it comes as no surprise that sport is frequently among the most viewed television programmes in every country and among every age group.

According to Griffiths and Lopez-Gonzalez (2018), betting operators have been wise enough to capitalize on the massive amount of televised sport available to consumers. Television has made spectators integrate sports into their everyday life experiences, and enhance their knowledge, awareness, loyalty, team identification, and belonging. Over the last couple of decades, the progressive transformation of sport into a commodity would not have been possible without the fundamental contribution of mass-mediated sport. Given this context, sports betting is arguably a
predictable ramification of the complex co modification process traversing sport today (Griffiths & Lopez-Gonzalez, 2018).

According to the Gaming Board of Tanzania (2017), Tanzania is one of the nations where betting is prominence has soared and has turned into a huge source of government revenue. Over the last six years, the number of betting stations has increased abruptly, the increase it might be accelerated by various factors such as financial difficulties and development of technology. GBT (2017) sports betting topped the list by contributing 17.9 billion, trailed by casinos, which contributed 7.8 billion to the government budget, in 2016/2017 financial year. From 2014 up to 2017, the nation delighted in huge growth in collections of tax, with gaming practices producing 15.3 billion in taxes in 2014/15. The tax amount expanded progressively to 24.4 billion and 36.8 billion in 2015/16 and 2016/17, respectively. The increase of betting tax collection was because GBT has been linked with an electronic information system that empowers GBT to monitor every single betting transaction.

After establishing formal betting stations particularly in Dar es Salaam, sports betting moved toward becoming a source of individual income for some Tanzanians. Today the most widely known and most noteworthy bet offers are set on football (soccer). Betting is for not only the youthful or the jobless but instead for individuals of all ages, religions and fiscal status.

Betting behavior is partly the result of varied motivations leading individuals to participate in betting activities. Specific motivational profiles are found in bettors, and betting motives are closely connected to the development of cognitive distortions. Cognitive ideology to sports betting assumes that the desire to win money motivates sports bettors to bet.

1.2 Problem statement
Sports betting is the only form of gambling for which participation rates have increased significantly in recent years due to the simultaneous growth in the availability of online gambling technologies as well as intensive marketing and promotional strategies (Armstrong, Thomas, & Abbott, 2018). Sports betting has become one of the activities the youth are engaging themselves into and as a result,
they are wasting time and many resources such as money, which should have been used in other areas for their development. It has also led to financial constraints amongst the youth in Tanzania simply because they use a lot of money in the betting games and sometimes they are forced to borrow money from friends in order to satisfy their interests in playing the sports betting and this has brought more debts into their life. Some bettors are committed suicide when they fail to pay back money borrowed from friends or financial institutions. This, in turn, causes emotional torture to the family and friends of the one who commits suicide. This simply shows how this type of gambling has affected youth in various ways.

Sports betting has seen increasing levels of participation over recent years, in contrast to other forms of gambling. Recent there has been a rapid increase in shopsof sportsbetting and bettors in different areas in Dar es Salaam. This has been particularly the case for young males, who are also more likely to participate in sports betting. Recently, religious leaders in Tanzania have pushed for a ban on betting, saying the practice is harmful to the economy. They claimed, “The majority of the youth who make up the biggest workforce for the nation, are now taking part in sports betting instead of in productive work, while traditional and social media are used to encourage gambling through advertisements.”

Most of the studies have put the discussion on the causes, contribution of gambling on tax revenues, impact of the gambling activities, and pathological gambling behaviour such as crime and bankruptcy. However, little is known about their motivations for engaging in sports betting in Tanzania and it is from this premise that a study on “Motives for sports betting in Tanzania” was conceived.

1.3 Research Objectives

1.3.1 General objective of the study
The general objective of the study was to assess the motives for sports betting among youth in Tanzania.

1.3.2 Specific objectives
The specific objectives of the study include the following:
a) To identify the intrinsic and extrinsic motives for youth to engage in sports betting

b) To examine the negative impacts of sports betting among youth

c) To explore the perception of youth towards current regulations of sports betting in Tanzania

1.4 Research question

a) What are the intrinsic and extrinsic motives for youth to engage in sports betting?

b) What are the negative impacts of sports betting among youth?

c) How youth perceive towards current regulations of sports betting in Tanzania?

1.5 Scope of the study

The study was confined to Kinondoni, Dar es Salaam. The study focused on studying motivation for sport betting among youth in Tanzania by looking at the negative impact of sports betting among youth, drives for sports betting, and youth percept towards current regulations/legislation of sports betting in Tanzania.

1.6 Significance of the study

Findings of this study also keep a society to be informed on the negative impacts of sports betting among youth in Tanzania.

Findings of this study also provide the basis for understanding the motives for youth to engage in sporting betting.

To other researchers, this study forms a basis upon which future studies can be done by establishing a knowledge gap on the concept. In addition, current and future students can use the research findings and conclusions to enrich their knowledge on the topic, create their literature review and establish new research areas.

1.7 Limitations of the study

Sports betting was a very sensitive issue to some of the bettors whereby some of the bettors were not willing to give some of the information like questions associated with motives for sports betting. Moreover, some of the participants were not in their
best mood to interact when they lost their bet. The study managed this obstacle by elaborating on the aim and importance of this study.

The time given by the university to submit the Dissertation was not enough; thus why, the researcher put much effort and time to meet the deadline.

Moreover, the study was not funded by the university so this put a financial constraint on this study. The researcher solved this problem on his own by conducting the field study and working on hours per day.

1.8 Organization of the Dissertation

This dissertation was organized into six chapters:

Chapter one presents the study background, problem statement, objectives, and research questions. It also covers scope, significance of the study, limitations, and finally organization of the study.

Chapter two indicates a literature review. In this chapter also the theoretical review on motives for sport’s betting among youth was discussed. Moreover, this chapter debates on the empirical literature that has been done on the topic and conceptual framework.

Chapter three indicates the research methodology. It shows research area, research design, sampling methods, data collection methods, data analysis, validity, reliability of data and finally the issue of ethical consideration.

Chapter four devoted to the analysis of data and presentation, as well as research findings.

Chapter five included a discussion of findings.

Chapter six comprised the summary, conclusion and suggestions or recommendations of the study and recommendations for further studies. Finally, list of references and appendices was presented.
CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction
This chapter discusses the opinions, findings from different studies, reports, journals, publications, websites, and all other possible sources, which underlay the foundation for this research study. It is divided into the definition of the key concepts, theoretical reviews, empirical studies, research gap, and conceptual framework.

2.1 Definition of the key concepts

2.1.1 Motives
Motives are defined as the ultimate desires of an individual that explains its existence, or some feature of it. Motives are certain desires, and to cite the motive for performing an action is to explain that action in a distinctive way (Sverdlik, 2011).

2.1.2 Sports betting
Palmer (2013), defined sports betting as an act of putting a fiscal wager on the result of a sporting match usually on events that happen inside the bigger match. Sports betting is a form of gambling that involves betting on the outcome of an event (e.g., a football game) or contingencies that occur within larger events (e.g., who will kick the first goal in a football game) (Hing & Breen, 2001). The wagering market comprises of bookmakers, who have a solitary objective of making a benefit out of the odds they offer. Therefore, sports betting involves the habit of an individual to put some sorts of money or properties on the expected result of a game or race.

2.1.3 Youths
There are different definitions of youth across various countries. UNESCO (2015), referred to youth as the transition period from childhood dependence to adulthood dependence. The UN, for example, considers youths are those people under the age group between 15–24 years. In Botswana, youth refers to all people in the age group between 18 to 29 years. In Zambia, a young person is a male or female aged between 15-35 years of age (Akinkugbe, 2015). In South Africa, youths are viewed as the people with the age group 15-34 years (Oluwajodu et. al, 2015). In Nigeria youth is
from 18 to 35 years, while in Uganda it is somewhere in the range of 12 and 30 years (Awogbenle & Iwuamadi, 2010).

The National Youth Development Policy of Tanzania (2007) refers to youth as every single young man and woman from the age group of 15 to 35 years. Therefore, to operationalize the concept of youth, term youth in this research, refers to all people age 15 to 35 years. This is inconsistent with the national meaning of youth as stipulated in the Labour and Employment Relations Act of 2004 as well as the Tanzania Youth Policy.

2.2 Motivation for Sport betting

Clarke (2004), refers motives for sports betting as a combination of internal influences, which openly reinforce a certain behaviour. The factors of internal motives are connected to some desires whereas external factors of motives are the product of some environmental, cultural as well as social factors (Chantal, Vallerand, & Vallieres, 1995). Betting might be motivated by psychological, social, and economic factors (Binde, 2009).

Betting motivations fall into intrinsic and extrinsic factors. Intrinsic motivation factors comprising of feeling seeking, individual achievement, societal recognition, and desire of getting knowledge in something new (Clarke et al., 2007). These intrinsic motivators identify the theory of Self Determination as a convenient theory in clarifying how betting intrinsically motivated (Chantal et al., 1995). The theory of Self-determination states that when people interacting with the environment need to be self-motivated. This theoretical approach to betting is stated in a three-way model of intrinsic motivation. The first factor represents those who are motivated by the experience. These bettors betting for fun and excitement. The second factor is called motivation to know and is represented by bettors who desire to learn, explore and understand new things. Lastly, the third factor includes the motivation to accomplish. Betting to exceed previous best outcomes exemplifies this kind of motivation (Chantal et al., 1995).
Intrinsic motivators also consist of a distorted sense of control over the outcomes of uncertain events (Goodie, 2005; Lam, 2007). A study by Goodie (2005), grounded on the theory of cognitive and research, a study used the South Oaks Betting Screen and targeted tasks to assess frequent bettors' sense of control and confidence. The findings showed that problem gamblers exhibit significantly greater confidence and a greater sense of control over the outcomes of gambling activities. This results in a reduced perception of risk and a distorted perception of the probability of winning (Goodie, 2005). Cognitive research studies appear to back up this connection among betting behaviour and a sense of control and overconfidence (Lam, 2007). Lam reports that bettors show a faulty sense of control over the outcomes of their betting investments and feel as though the probability of winning is significantly greater than the reality of the situation. The motivation for betting may also be attributed to the influence of the parents and peers who participate in betting activities (Deans, Thomas, Derevensky, & Daube, 2017).

Another factor of motivation includes extrinsic motivators, which are more traditionally connected with betting because of the possibility for financial reward, and winning is still nominated as the primary motivation for people to bet (Clark et al., 2007). The irony of this desire for financial success is that betting is a poor financial change and a small number of bettors are financially successful (Chantal et al., 1995). Lam (2007) indicated that financial motivation to bet reflects the desire to ‘get rich quick’ and ‘get something for nothing’. The potential for financial rewards appears to be the most highly reported motivation to bet (Lam, 2007).

According to Blaszczyński and Nower (2002), most studies have concurred that monetary gain is a vital factor affecting all betting actions. In a broad view of the researcher, majority of the bettors specifically in developing countries like Tanzania have a financial motive for betting especially now most of the people claim that economic situation of the country is not good, so they are looking for any possible way to increase their income capacity and achieve economic development (Blaszczyński & Nower, 2002).
A five-factor model (socialization, financial motives, excitement, amusement, avoidance) for betting motivation gives a complete understanding of what motivates pathological gamblers (Lee, Chae, Lee, & Kim, 2007). These motives were all identified by other studies. The model includes both intrinsic and extrinsic factors and serves as a summary of the key factors, which motivate persons to bet.

2.3 Theoretical review

2.3.1 Negative impact of sports betting among youth

Betting is a risk-taking action with the expectation of receiving anticipated results. These actions can be done with money or other valuable items. Betting has become a common gambling trend in the 21st century and is in most cases connected with the youth. What starts as a fun activity when done so often can become addictive and results in negative effects on the player. The youth, having a tendency for high expectations and low effort can become susceptible to betting (Gupta & Derevensky, 2005).

There is no doubt that betting over individually affordable levels results in a huge number of damages at society, family and individuals. These consist of mental illness (affective disorders, substance abuse, and stress-related symptoms), marital or family dysfunction (domestic violence, conflict, separation or divorce), debts, unemployment, and falling of productivity and criminal (Association American Psychiatric, 2013).

According to Hanrahan (2013), it is well known that bettors are most liable to experience financial failure because of their betting behaviour. Their desire to win more prize money prompts them to be insolvent. Since funds are the main driver for betting actions, a key financial problem that bettors are faced with is a liability, and money owing frequently result in insolvency (Nichols, Stitt, & Giacopassi, 2000).

A number of the people who have been involved in criminalities allegedly do so precisely to acquire funds for betting or to compensate betting debts (Blaszczynski & Nower, 2002). As admittance to funds turns more restricted, bettors frequently result in criminality in order to compensate for their debts, settle bookies, sustain arrivals,
and gather more funds to bet (National Research Council (NRC), 1999). Uncontrolled gambling can cause suicidal effects (Gupta & Derevensky, 2005).

2.3.2 Betting Regulations
Littler (2007) national policies normally regulate the number and quality of the betting activities. Thus, some forms of gambling may be prohibited or the number of gambling forms may be limited. Different countries have various betting regulations depending on the priorities and economic situations of a particular country.

2.3.2.1 Betting regulations in Great Britain and the USA
The association between betting and sports has been in existence for a long time and undergo quick development during the twentieth century. In the twenty-first century, there was explosion of betting activities with the advent of online betting combined with the globalization of live sports broadcasting, leading to a radical shift of business from high-street betting shops to online platforms that enable betting on sports events from remote locations 24 hours a day (Lewis & Taylor, 2014). Betting in Great Britain is developed and highly competitive market that has been liberalized for many years. The industry generated over £14 billion (approximately US$19 billion) in revenue and employed over 100,000 people between October 2016 and September 2017.3 Over £4.9 billion (approximately US$6.5 billion) of this revenue was generated from the remote betting sector, which has a 35% market share of the gambling industry (Lewis & Taylor, 2014).

Betting is legalized throughout Great Britain; though its ability and operation of betting companies to advertise are controlled under the Gambling Act 2005, licensing and advertising Act 2014, and the National Lottery Act 1993 (Lewis & Taylor, 2014). The Gambling Act 2005 “significantly loosened gambling laws,” authorizing online gambling and permitting gambling firms to run advertisements (Britain, 2018). The 2005 Act describes, “Gambling” as betting, gaming, or participating in a lottery and offers the Gambling Commission with the authority to issue and supervise gambling licenses and ensure compliance with the 2005 Act (Clare, 2005). In that ability, the Gambling Commission has the authority to investigate suspected breaches of the Act, revoke licenses, impose fines, and initiate
prosecutions under the Gambling Act. The Gambling Commission must regulate gambling in the public interest while ensuring its statutory duties are fulfilled.

In the United States (US), a legal sports betting occurs in a few states, and an illegal sports betting extensively exists in all states where a sports betting is banned. In Nevada, where sports betting is fully allowed, the betting industry has grown substantially over time. According to Humphreys (2017) not the federal government, nominally exercise control over the regulation of U.S sports betting. In spite of this nominal state control, the federal government heavily regulates sports betting and betting on individual sporting events in areas where sports betting is legal.

About 183 licensed sports betting were running operations in Nevada in 2012 (Statistia, 2016). The sports betting industry in Nevada has grown-up extensively over the past twenty years where only 90 bookmakers were in Nevada in 1990, and 119 were in operation in 1995. In sport events of 2012, about 3.45 billion dollars were betted with Nevada bookmakers. Some efforts to increase sports betting to include betting on individual games in other states where parlay betting is currently existing, or to make sports betting legal in states where it is currently banned, have been stopped by opposition from professional sports leagues and legal actions (Humphreys, 2017).

2.3.2.2 Betting regulations in Africa

In Africa, the legislation question remains vague, non-adaptive and stagnant. Recently, industry of sports betting in Uganda has grown rapidly. The growth has formed worries that due to the high addiction of bettors, particularly amongst young individuals (Owuor, 2019). According to Ahaibwe, Lakuma, Katunze, and Mawejje, (2016) in Uganda many laws and regulations relating to betting activities had become obsolete and are not sensitive to the current forms of betting and its rapid growth. According to Owuor (2019) two years ago Uganda’s National Lotteries and Gaming Regulatory Board introduced a 35% revenue tax on gambling activities, however, the growth rate of betting activities was increasing regardless of the increased tax.
Mwadime (2017) betting in Kenya is legal. The Betting Control and Licensing Board (BCL) through the Betting, Lotteries and Gaming Act of 1966 control the majority of industries. Nevertheless, currently, the law has been in a battle with growth in technology as it was enacted before the time of mobile phones and the internet. Since its enactment in 1966, the Betting, Lotteries and Gaming Act, Chapter 131 Laws of Kenya (herein the Act) has provided the overall regulatory regime governing betting practices in Kenya. The objectives of this statute are to control and license premises on which betting and gaming activities are carried out, impose and recover a tax on these and other related activities and authorization of public lotteries and other connected purposes (Mutuku, 2013). The Betting Control and Licensing Board established under Part two of the Act is the body permitted by law to scrutinize applications, demand for security, and issue at its prescribed fee, suspend gaming operations, prohibit the transfer, demand display and surrender of gaming licenses and permits. It also sets out the terms and conditions of licenses, the books of accounts to be kept by an operator and the submission of accounts as well as keeping a lookout on behalf of the Kenya public the conduct and operations of gaming operators and take the necessary action to protect them from their actions. Its role is executory, it executes the regulations set out by the Act (Mutuku, 2013).

According to Mutuku (2013), the fifth Part of the Act legislates gaming, creates offenses and penalties, and specifically outlaws illegal gaming. It also creates offenses relating to licensed gaming premises and criminalizes gaming in public places. The Act outlaws gaming with young persons and provides for taxation of gaming activities. It also provides for small gaming parties, gaming in clubs and at entertainments not held for private gain and finally, it also confers the board with powers to authorize the use of gaming machines. This Act has underpinned the operations of gaming in Kenya since the first Casino opened its doors to the gaming public in 1969.

2.3.2.3 Betting regulations in Tanzania

Under the Gaming Act Cap. 41, the Gaming Board of Tanzania (GBT) was established. This board regulates betting or gaming activities, it officially became
effective on 1st July 2003. It has an obligation to monitor, oversee, and regulating the operations of gaming activities in Tanzania. Formerly, in Tanzania, the gaming industry activities were controlled under the Pools and Lotteries Act, 1967 and the National Lotteries Act, 1974. Until the beginning of economic reforms in 1985, the only national lottery was performed as a major gaming activity in Tanzania by the defunct National Lotteries (GBT, 2017).

As indicated by East African Newspaper Article (2019) in the course of recent years, Tanzania has recorded monstrous development in tax collections from betting activities, because of expanding numbers of bettors and more tightly controls. During the last parliamentary budget meeting, Minister of Finance and Planning Philip Mpango announced a proposal to expand a rental tax on sports betting, SMSs and digital casinos from 10% to 25%. However, on 23 January 2019 GBT stopped all Television and Radio adverts of betting activities. This step took place as a result of cleric push for sports betting ban due to the increased motivated adverts of betting practices through Televisions and Radio, which prompt the majority of adolescence to fall into betting activities without precautions.

2.3.3 Betting Theory
Before diving into the empirical debates, it is essential to put the argument inside a theoretical context for direct the study and it is from the theories that the researcher will have the ability to address theories operating on motives for sports betting among youth. To understand the betting activities, the underlying theories must be well known. In this study two theories are going be discussed, these include; Self-DeterminationTheory, Cognitive evaluation theory, and Subjective Expected Utility.

2.3.3.1 Self-Determination Theory
The Self-Determination Theory (SDT) refers to the theory that connects optimal functioning, personality, and human motivation. This theory postulates that there are two main types of motivation; intrinsic and extrinsic motivation, and both motivations are powerful forces in moulding our internal identity and our behaviors(Deci & Ryan, 2008). SDT is a theory that developed out of researchers Edward L. Deci and Richard M. Ryan’s work on motivation around1970s and 1980s.
However, it has grown-up and extended since then, the basic views of the theory come from Deci and Ryan’s seminal 1985 book on the topic.

SDT is based on human behaviours and has the assumption that persons contain a basic psychological desire for relatedness, competence, autonomy (Ryan & Deci, 2000). SDT has recently been analyzed in connection to material usage, treatment, and risky sexual behaviour (Knee & Neighbors, 2002).

SDT might be observed through different levels of generalization (Vallerand, 1997). SDT has been assessed by evaluating over-all angles of life desires and engage in particular behaviours, like going to university, seeking treatment, drinking, and gambling (Knee & Neighbors, 2002).

2.3.3.2 Cognitive evaluation theory
Cognitive evaluation theory (CET) refers to the theory that is intended to clarify the psychological effects of external costs on the internal motivation of some individuals (Deci et al., 1981). Specifically, CET is a sub-theory of SDT that emphasizes on capability and self-sufficiency while inspecting how intrinsic motivation is affected by external drives. The study Deci et al. (1981) indicated that intrinsic motivation happens when individuals participate in behaviour since it is fundamentally sufficient. The behaviour of intrinsic motivation comprises of activity for prizes that are not the same from the particular activity. CET suggests that an activity can be intrinsically gratifying, offering intangible and internal contentment. The satisfaction of activity is an outcome of a complete commitment or participation in that specific activity (Vansteenkiste, Niemiec, & Soenens, 2010).

This explanation is indifference to extrinsic motivation, whereby the apparent optimistic feelings experienced by activities such as drinking or eating are unconnected to the gratification of vital psychological desires (Vansteenkiste et al., 2010). Likewise, intrinsic motivation is weakened in the existence of anticipated exterior rewards (e.g. fiscal prizes) accompanied by behaviours since anticipated rewards are experienced as regulatory (Deci, Koestner, & Ryan, 1999).
2.3.3.3 Subjective Expected Utility (SEU) Theory

The theory was established by the US theorist Leonard J Savage (1917–71). Subjective Expected Utility (SEU) is a technique to decision-making under risk that permits for subjective assessment of both the factors under contemplation and the chances linked with them. Fundamental ideas in SEU are decision-making under risk, value, and probability. Savage (1954) established the axiomatic subjective expected utility (SEU) theory in which a decision-maker selects between alternatives (approaches) in the existence of risk. Savage takes advantage of the assumption that the decision-maker will always tend to search for pleasure or preference and evade aching and as such, individuals will make the following calculations: i) Subjective utility that accounts on the individuals judged weightings of utility, rather than on objective criteria. ii) The subjective probability that accounts on the individual's estimates of probability, rather than on objective statistical computations (Shanteau, Pingenot, & Kattan, 2009).

Therefore, SEU indicates that an individual chooses to bet based on subjective utility that accounts for the individuals betting effect, rather than the aim of the bettor. Moreover, the individual chooses to bet based on the subjective likelihood that accounts on the individual's estimates of probability where the individual bet in expectations of winning. The more the probability of winning and getting reach, the more, the motives of engaging in betting activities.

2.4 Empirical Reviews

Lostutter, Cronce, and Larimer (2007) conducted a study titled “Exploring College Student Gambling Motivation” at North Dakota State University in the US. Both qualitative and quantitative approaches were used in studying the motives for gambling among college students. The study used a sample size of 184 college students whereby 123 were men and 59 were women whilst 2 students did not indicate their sex. Findings exposed that the majority of college students’ gamble for social reasons, competition, excitement, drinking, interest, risk-taking, just have something to do, boredom, luck, chasing, excitement, fun, escape or coping, win
money, and conformity. Generally, the results recommend the need for an eclectic bio-psychosocial approach with regard to the aetiology of college student gambling.

Lamont and Hing (2018) studied sports betting motivations among Young Men in Australia. The vulnerable group for participating in harmful gambling behaviours is young men group, however little is known around drivers of their sports betting involvement. In this research, focus group discussion and in-depth interviews were used to collect qualitative data with Australian men ages 18–34. Sports betting was motivated by individualized and interrelated webs of motives reflecting five SDT behavioural regulations, geared around satisfying innate psychological needs of relatedness and competence. Although autonomous motivation was marked, environmental factors generating controlled motivation occurred significantly in motivating the sports betting of young men, as they wanted to build social personalities in the setting of hegemonic Australian cultural ideals. Furthermore, this study adds significant insights towards young men’s sports betting motivations and sets out a future research agenda.

Chikotora (2016) performed a study on motives for gambling in sports betting among Gweru residents. The study aimed to find out the individual characteristics of gamblers and the results they expect from gambling practices. The rapid growth of gambling activities in Zimbabwe encouraged the researcher to conduct the research. The study likewise applied descriptive survey design. This study used probability random sampling known as simple random sampling to select a sample size of 120 participants. The major findings of the study were that gambling is motivated by three fundamental motives, which are social motives, enhancement motives, and coping motives. The study similarly found out that gamblers hope to get rich through gambling. This study furthermore indicated that gambling is a motivational result, which is influenced by high expectations of getting rich.

Mwandim (2017) studied the assessment of sports betting impact in Kenya. The population of the study involved 2 million people participating in sport betting activities. The study used probability random sampling technique in which stratified random sampling method was used. Yamane’s formula was used to calculate a
sample size of 100 participants. Findings showed that mobile money, ease of use and access to mobile money, consistency, sport betting platforms, and reliability were the main influencer of sports betting. Furthermore, the study indicated that Facebook, WhatsApp, Instagram, and Twitter had a positive effect on sports betting. Finally, the study concluded that the government has not taken precautions on the exposure or growth of betting activities and solicitation of vulnerable groups.

In Tanzania, there is a lack of literature review on motives for sports betting. Though, Seraphine (2000) from Open University Tanzania studied on the legality of television channels and mobile phone remote gambling in Tanzania. In this Study face to face, the interview approach was employed. The study showed that 100 percent of the individuals conceded that they have gotten short back rubs welcoming them to buy into the different amusements. This category consisted of adults, teenagers, and middle age. This study showed that 49% of the participants have at least one subscribe to the play, 21% of them denied that they have never subscribed for the remote betting. Moreover, 30% of them could not recall whether they have ever subscribed in for the mobile betting, 80% of them did not know about the result of the play and when particularly the draw was made and 20% of them knew about the draws through media.

2.7 Research gap
A considerable number of literature reviews parallel to this study contain patterns of Euro-centrism. The motives for sports betting are different across the different geographical areas; thus, the motives for sports betting cannot be generalized. A betting motive in Europe, America or Asia can be different from that in Africa. These differences in motives are results of differences in economy, traditional norms, as well as technological influences. In Tanzania, none of the studies attempted to study on motives for sports betting among youths, though Seraphine (2000) from Open University Tanzania attempted to study on legality of television channels and mobile phone remote gambling in Tanzania. Therefore, to cover the gap this study intends to study motives for sports betting among youth in Tanzania.

2.8 Conceptual Framework
The conceptual framework clarifies the concepts specifically variables and proposes relationships among those concepts in the study. It encourages the development of a theory that is useful for practice. Figure 2.1 displays the conceptual framework of the study, which illustrates both independents and dependent variables. Intrinsic motivators (social motivators and psychological motivators) and extrinsic motivators (financial motivators, winning/reward motivators) are independent variables and sports betting as a dependent variable.

**Figure 2.1: Conceptual framework**

![Conceptual framework diagram]

Source: Conceptualization of the Author (2019)
CHAPTER THREE

METHODOLOGY

3.0 Introduction
This chapter presents the research design, area of the study, population of the study, sample size and sampling techniques, types and sources of data, data collection methods, data analysis, reliability and validity of data and ethical consideration.

3.1 Study Area
This study was performed at the Kinondoni district. The KMC is one of the five Municipalities in the City of Dar es Salaam in Tanzania. This area of study is selected since most youth sports bettors as well as betting stations or shops are found in this city. Hence, accessibility of required information was ease as a researcher was also based in Kinondoni.

3.2 Research Design
A descriptive research design was employed in this study with a quantitative approach. A descriptive research design is a design, which involves data gathering with the aim of describing the phenomenon, case, and trends (Bryman & Bell, 2011). According to Orodho (2004), it is a method of gathering information by interviewing or questionnaire method from the selected sample. In this light, therefore, a descriptive research design was deemed the best design to fulfil the objectives of the study as it describes the affairs state without manipulation of the variables as the results this method is suitable to provide an insight in understanding the motives for sports betting among youth.

3.3 Population
Kothari (2004) defined a population as a collection of individuals or items possessing a common characteristic. It also refers to the collection of items or things of interest in which the researcher wishes to study. The target population for this study, in particular, included people who bet in betting stations or shops in Kinondoni, Dar es Salaam.
3.4 Sample size and sampling procedure

3.4.1 Sample size

Kothari (2004) sample size denotes to a number of items to be selected from the universe (population) to constitute a sample. The sample size should be optimum sample, which fulfils the requirements of consistency and efficiency; the study used a sample size of 81 individuals. Cochran formula is used to calculate optimum sample size of the study. This formula was developed by Cochran (1977) to calculate a desirable sample size of the infinite population. The Cochran formula is given by;

\[ n = \frac{Z^2pq}{e^2} \]

Where: \( n \) = Sample size, \( Z \) = Desired confidence level
\( p \) = is the estimated proportion of an attribute that is present in the population
\( q \) = \( p - 1 \) and \( e \) is the desired level of precision, \( e \) = Level of precision

Assuming the maximum variability is equal to 70% (\( p = 0.7 \)) and taking 95% confidence level with ±10% level of precision, the calculation for required sample size will be as follows; \( p = 0.7 \) and hence \( q = 1 - 0.7 = 0.3; e = 0.1 \) or 10%; \( z = 1.96 \)

Then,

\[ n = \frac{(1.96)^2(0.7)(0.3)}{(0.1)^2} = 80.6736 \sim 81 \]

3.4.2 Sampling procedure

Kothari (2004) sampling technique refers to a method of selecting a sample from a population. The researcher applied a non-probability sampling method known as Judgement or Purposive sampling technique to obtain the appropriate participants. Mason (2008) defined purposive sampling as a set of procedures where the researcher manipulates the analysis, approach and sampling activity interactively during the research process without performing statistical sampling.

The study applied purposive sampling to select 81 sports bettors whereby whoever is involved in betting activities in the betting stations or shops was considered for sampling. Since not every individual in Kinondoni is participating in betting activities, then, this technique was appropriate to ensure the inclusion of relevant
individuals in the sample for the study. The relevant individuals included all persons who are engaging in sport betting activities as well as those who were capable of providing useful information for the research.

3.5 Data Collection Methods
Data collection is the method of collecting information from the participants on the targeted variables in an organised method which enhances one to come up with reasonable answers about the relevant questions (Sapsford & Jupp, 1996). The primary and secondary data were used in this study. The questionnaire method was used to collect the primary data whilst secondary data was attained through a documentary review.

3.5.1 Questionnaire
The researcher administered 81 questionnaires to all sports bettors that were selected from the population. The vital reason to apply the questionnaire in the study is to enable the research to get more information from many bettors about the driving factors for sports betting, the negative impact of sports betting and perception towards current regulations/legislation of sports betting.

3.5.2 Documentary review
The data, which was obtained from the literature source, was termed as secondary data (Kothari, 2004). The researcher used secondary data to get hold of information related to the study that would not be obtained from original sources. Moreover, the researcher decided to exploit secondary data, available effortlessly, rapidly and inexpensively. The secondary data in this study was observed through the published literature review and unpublished literature review. Through documentary review information such as driving factors for sports betting, the negative impact of sports betting and perception towards current regulations/legislation of sports betting was obtained.

3.6 Reliability and Validity of data
3.6.1 Reliability
The researcher maintained the reliability of the study by ensuring confidentiality of the information from the respondent so that they can be capable and free to
provide information that was used strictly for the purpose of the study as well as confidence was generated which facilitated same results to be obtained from the same study by using the same technique.

3.6.2 Validity
To discourse the subject of validity, the investigator conducted a pilot study to make sure that the data collection tools bring out valid and expected information. Questionnaires were tried out in a small sample to check whether the questions measured what they were supposed to measure, six bettors from KMC were interviewed to check the validity of the questions.

3.7 Data Analysis Methods
Data entry, coding, and data cleaning were the initial steps before proceeding to actual analysis. During the data analysis process, the nature of the study and types of data are the major aspects to consider (Kothari, 2004). Hence, in this study quantitative data were analysed by using descriptive statistical analysis to give descriptive results. A descriptive analysis of data in the study was performed by using SPSS and Microsoft Excel where SPSS was used for data entry, and editing as well providing output in frequencies and percentages, and Excel was used for drawing graphs and creating tables.

3.8 Ethical Considerations
The human rights and national policies were observed and maintained by the researcher during the study: Therefore, consideration was paid on watching the rules and observation during the whole preparation process of the study. The researcher introduced himself to the respondent during the whole process of data collection. The participants were verbally informed on the significance of the study and for whom the findings are expected. Moreover, the investigator informed the participants that involvement during the interview is willing. Furthermore, the study made sure that the given data would not be used for some other purpose(s) and none of the participants was identified by names in the report.
CHAPTER FOUR

PRESENTATION OF FINDINGS

4.0 Introduction

This chapter attempts to analyze, present and interpret the data collected from the field. The purpose of this study was the motives for sports betting among youth in Tanzania. This chapter analyses data per specific objective including; identify driving factors for sports betting among youth; examine the negative impact of sports betting among youth; explore the perception of youth towards current regulations of sports betting in Tanzania. In addition, this chapter discusses the demographic characteristics of the participants including gender, age, marital status, income level and levels of education. The descriptive statistics like frequencies, percentages, tables, and graphs were used to analyze and present the data.

4.1 Demographic Characteristics of the Participants

This section presents and discusses the analysis of the demographic characteristics of participants from the study. The section summarizes the background characteristics of participants, which include gender, age, marital status, education levels, and work status. The demographic characteristics information of participants were analysed and presented in Table 4.1.

The study examined the gender distribution of participants in different sports betting stations. The aspect of gender enhances the researcher to understand the distribution of males and females in the study population. Results show that most of the participants 79 % (64) were male and 21% (17) of the participants were female. The findings show that males were more than females during the study. This also shows that both males and females participated in the study. The difference in gender numbers came in because of available participants in different sport betting stations in Kinondoni.

The study sought to describe the age distribution of participants during the study. Findings reveal that most of the participants in the betting stations during the study
were in the age group of 18-29 years with 72.8% (59) participants followed by 30-41 years with 23.5% (19) participants and 42-53 years with only 3.7% (3) participants. Findings show that the vast of the participants during the study were in youth age groups. The youth age groups were vulnerable in betting activities because of motives of being rich quickly. The Youths dream to be rich with the use of small amount of money by placing a bet.

The study also indicates the distribution of marital status among the participants during the study. Findings show that the majority of participants in the study were single 72.8% (59) while the rest were married 27.2% (22).

Furthermore, Table 4.1 indicates the education level of participants during the study. Results show that the majority of participants fall in the university category with 38.3% (31) participants followed by secondary and college category with 32.1% (26) and 24.7% (20) participants respectively. Moreover, results show that participants with primary education were only 4.9% (4) participants. Thus, universities, colleges, and secondary education extensively dominated the study. Since sports betting involves some sorts of English languages, thus it eases for university, colleges and secondary education bettors to master betting games.

The study also sought to analyses the work status of participants during the study. Results show that 41% (33) of participants were employed, 26% (21) of participants were students, 17% (14) of participants were unemployed and 16% (13) were entrepreneurs. The findings by Wanjohi (2012), revealed that majority of participants in the study were employed, people. The findings further indicated that among the participants engaged in gambling, the majority were unemployed. These findings indicate that unemployment to some extent contributes to gambling among the youths, a majority of the youths engaging in gambling were not employed though they were already at the working-age and had a strong academic background.

Lastly, the study indicated the types of sports used by participants in betting activities. Results revealed that all participants 100% (81) during the study were using football for betting. These findings were also supported by the study of Lee et
al. (2007). The study found out that bettors revealed more passion for their game of interest. The majority of the bettors prefer to place a bet on the football match than another kind of sport. This is due to the fact that the majority of the bettors are familiar with the league, teams as well as footballers and therefore it will place them in a better position to win betting games.

Table 4.1: Demographic characteristics of the participants

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Category</th>
<th>Frequency</th>
<th>Percentages (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>64</td>
<td>79</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>17</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>81</td>
<td>100</td>
</tr>
<tr>
<td>Age</td>
<td>18-29 years</td>
<td>61</td>
<td>75.3</td>
</tr>
<tr>
<td></td>
<td>30-41 years</td>
<td>19</td>
<td>23.5</td>
</tr>
<tr>
<td></td>
<td>42-53 years</td>
<td>1</td>
<td>1.2</td>
</tr>
<tr>
<td></td>
<td>54 years +</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>81</td>
<td>100</td>
</tr>
<tr>
<td>Marital status</td>
<td>Single</td>
<td>64</td>
<td>79</td>
</tr>
<tr>
<td></td>
<td>Married</td>
<td>17</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>81</td>
<td>100</td>
</tr>
<tr>
<td>Education Level</td>
<td>primary</td>
<td>4</td>
<td>4.9</td>
</tr>
<tr>
<td></td>
<td>Secondary</td>
<td>26</td>
<td>32.1</td>
</tr>
<tr>
<td></td>
<td>College</td>
<td>20</td>
<td>24.7</td>
</tr>
<tr>
<td></td>
<td>University</td>
<td>31</td>
<td>38.3</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>81</td>
<td>100</td>
</tr>
<tr>
<td>Work status</td>
<td>Employed</td>
<td>33</td>
<td>41</td>
</tr>
<tr>
<td></td>
<td>Unemployed</td>
<td>14</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>Entrepreneur</td>
<td>13</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>Student</td>
<td>21</td>
<td>26</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>81</td>
<td>100</td>
</tr>
<tr>
<td>Type of sports betting</td>
<td>Football</td>
<td>81</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Basketball</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Tennis</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Cricket</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
4.2 Driving factors for sports betting among youth

This study aimed to identify the factors that drive youths to fall into sports betting practices. The driving factors for sports betting include both intrinsic and extrinsic factors. Thus, this section is going to analyse social, psychological, financial, and winning or rewards motives. The Likert scale was used to state your level of agreement or disagreement with the motives of sports betting. The study used codes 1, 2, 3, 4 or 5 (1- Strongly Agree, 2- Agree, 3-Neutral, 4-Disagree, 5-Strongly Disagree) to state the level of agreement or disagreement.

4.2.1 Social motives

The study aimed at identifying social motives for betting such as copying from friends, motives for meeting new friends, motives of celebrating, and socializing with friends or family.

4.2.1.1 Copying from friends

The study sought to study the influence of friends on joining betting practices. It looks at how different youths enter into betting practices because it is what most friends do when they get together on different issues. Table 4.2 indicates motives for copying from friends. Results from Table 4.2 indicate that vast participants 34.6% (28) strongly agreed, followed by 27.2% (22) of participants who agreed that they engage in sports betting because it is what most friends do when they get together. Findings also showed that 16% (13) of participants strongly disagreed and 13.6% (11) of participants disagreed whilst 8.6% (7) of participants neither agree nor disagree that engage in sports betting because it is what most friends do when they get together. When someone has company with friends who practicing betting, it possible to acquire betting behaviour from those friends.
Table 4.2: Motives for copying from friends

<table>
<thead>
<tr>
<th>Type of betting</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>28</td>
<td>34.6</td>
</tr>
<tr>
<td>Agree</td>
<td>22</td>
<td>27.2</td>
</tr>
<tr>
<td>Neutral</td>
<td>7</td>
<td>8.6</td>
</tr>
<tr>
<td>Disagree</td>
<td>11</td>
<td>13.6</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>13</td>
<td>16</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>81</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Field Data (2019)

4.2.1.2 Because it is a way to celebrate

The study sought to study the influence of celebrating on joining betting practices. It looks at how different youths enter into betting practices as a way to celebrate. Table 4.3 indicates motives for copying from friends. Findings from Table 4.3 show that the majority of participants 37% (30) agreed, followed by 26% (21) of participants who strongly agreed that they engage in sports betting because it is a way to celebrate. Findings also showed that 19% (15) of participants disagreed and 11% (9) of participants strongly disagreed whilst 7% (6) of participants neither agree nor disagree that they engage in sports betting because it is a way to celebrate. Findings reveal that the majority of participants claimed that they joined sports betting practices because it is a way to celebrate.

Table 4.3: It is a way to celebrate

<table>
<thead>
<tr>
<th>Type of betting</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>21</td>
<td>26</td>
</tr>
<tr>
<td>Agree</td>
<td>30</td>
<td>37</td>
</tr>
<tr>
<td>Neutral</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Disagree</td>
<td>15</td>
<td>19</td>
</tr>
</tbody>
</table>
4.2.1.3 Socializing with friends or family

Socializing with friends or family is among the factors for betting behaviour. Most of the bettors join betting activities under the influence of being part of the society or friends practicing betting. Table 4.4 indicates socializing with friends or family motives. A finding from Table 4.4 shows that the majority of participants 28% (34.6) strongly agreed, followed by 24% (29.6) of participants who agreed that they engage in sports betting as a means of socializing with friends or family. Findings also showed that 17.3% (14) of participants disagreed and 9.9% (8) of participants strongly disagreed whilst 8.6% (7) of participants neither agree nor disagree that they engage in sports betting because as a way of socializing with friends or family. Findings reveal that the majority of participants claimed that they joined sports betting practices for the motive of socializing with friends or family.

Table 4.4: Indicates socializing with friends or family motives

<table>
<thead>
<tr>
<th>Type of betting</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>28</td>
<td>34.6</td>
</tr>
<tr>
<td>Agree</td>
<td>24</td>
<td>29.6</td>
</tr>
<tr>
<td>Neutral</td>
<td>7</td>
<td>8.6</td>
</tr>
<tr>
<td>Disagree</td>
<td>14</td>
<td>17.3</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>8</td>
<td>9.9</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>81</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Field Data (2019)

4.2.1.4 Meet new friends

The study aimed to study the desire of meeting new friends whether influence on joining betting practices. Table 4.5 indicates views of participants on whether meeting new friends influenced them to join sports betting. Findings from Table 4.5 shows that the majority of participants 38% (31) strongly agreed, followed by 27% (22) of participants who agreed that they engage in sports betting by the motive of
meeting new friends. Findings also showed that 15% (12) of participants disagreed and 11% (9) of participants strongly disagreed whilst 9% (7) of participants neither agree nor disagree that they engage in sports betting by the motive of meeting new friends. Findings reveal that the majority of participants claimed that they engage in betting activities for the motive of meeting new friends.

Table 4.5: Motives for meeting new friends

<table>
<thead>
<tr>
<th>Type of betting</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>31</td>
<td>38</td>
</tr>
<tr>
<td>Agree</td>
<td>22</td>
<td>27</td>
</tr>
<tr>
<td>Neutral</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td>Disagree</td>
<td>12</td>
<td>15</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>9</td>
<td>11</td>
</tr>
<tr>
<td>Total</td>
<td>81</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Data (2019)

4.2.2 Psychological motives

The study aimed at looking at how psychological motives prompt people to join betting behaviour. Motivation prompts individuals to be engaged in betting and devote time and money in betting. Thus, through betting sometimes people find a way to relax or pass time, to forget worries or problems, to escape from feeling nervous, depressed, or alone, and find a means to excite and challenge themselves.

4.2.2.1 It is a way to relax or pass time

Betting practices are perceived as a means of relaxing or pass time especially when someone time pass through a boring time. Table 4.6 illustrates views of participants whether joined betting practices as a way to relax or pass time. Findings from Table 4.6 shows that majority of participants 36% (29) agreed, followed by 30% (24) of participants who strongly agreed that they engage in sports betting because it is a way to relax or pass time. Findings also showed that 16% (13) of participants disagreed and 11% (9) of participants strongly disagreed whilst 7% (6) of participants neither agree nor disagree that they engage in sports betting because it is
a way to relax or pass time. Findings reveal that the majority of participants claimed that they engage in betting activities because it is a way to relax or pass time.

Table 4.6: It is a way to relax or pass time

<table>
<thead>
<tr>
<th>Type of betting</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>24</td>
<td>30</td>
</tr>
<tr>
<td>Agree</td>
<td>29</td>
<td>36</td>
</tr>
<tr>
<td>Neutral</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Disagree</td>
<td>13</td>
<td>16</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>9</td>
<td>11</td>
</tr>
<tr>
<td>Total</td>
<td>81</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Data (2019)

4.2.2.2 It is a way to forget worries or problems

The researcher also aimed to know whether youths are motivated to bet as a way to forget worries or problems. People look at alternative ways of dealing with their stressing situations. Table 4.7 illustrates the views of participants on whether they bet to forget their worries or problems. Findings from Table 4.7 shows that majority of participants 33% (27) strongly agreed and 19% (15) of participants agreed that they engage in sports betting because it is a way to forget worries or problems. Findings also showed that 23% (19) of participants disagreed and 16% (13) of participants strongly disagreed whilst 9% (7) of participants neither agree nor disagree that they engage in sports betting because it is a way to forget worries or problems. Thus, Findings reveal that the majority of participants claimed that they engage in betting activities because it is a way to forget worries or problems. This was also in line with a study by Lee et al. (2006). The study suggested that people participate in betting activities because of the demand to run from certain aspects of life.
Table 4.7: It is a way to forget worries or problems

<table>
<thead>
<tr>
<th>Type of betting</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>27</td>
<td>33</td>
</tr>
<tr>
<td>Agree</td>
<td>15</td>
<td>19</td>
</tr>
<tr>
<td>Neutral</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td>Disagree</td>
<td>19</td>
<td>23</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>13</td>
<td>16</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>81</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Field Data (2019)

4.2.2.3 Because it helps when you are feeling nervous or depressed or alone

Feeling nervous, depressed, or alone prompts most of the people to engage in betting activities. Table 4.8 indicates views of participants on whether feeling nervous, depressed, or alone prompt people to bet. Findings from Table 4.8 show that majority of participants 37% (30) agreed and 21% (17) of participants strongly agreed that they engage in sports betting because it helps when they are feeling nervous, depressed, or alone. Findings also showed that 19% (15) of participants disagreed and 8% (10) of participants strongly disagreed whilst 14% (11) of participants neither agree nor disagree that they engage in sports betting because it helps when they are feeling nervous, depressed, or alone. Thus, Findings reveal that majority of participants claimed that they engage in betting activities because it helps when they are feeling nervous, depressed, or alone. It further reveals that the majority of people tend to escape from feeling nervous or alone by engaging in betting activities.
Table 4.8: Feeling nervous, depressed, or alone

<table>
<thead>
<tr>
<th>Type of betting</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>17</td>
<td>21</td>
</tr>
<tr>
<td>Agree</td>
<td>30</td>
<td>37</td>
</tr>
<tr>
<td>Neutral</td>
<td>11</td>
<td>14</td>
</tr>
<tr>
<td>Disagree</td>
<td>15</td>
<td>19</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>8</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>81</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Field Data (2019)

4.2.2.4 Because it is exciting and challenging

The researcher also aimed to know whether youths are motivated to bet as a way to get excited and challenging. Thus, Table 4.9 indicates views of participants on whether they engage in betting behaviour because it is exciting and challenging. Findings from Table 4.9 shows that the majority of participants 34.6% (28) strongly agreed and 30.9% (25) of participants agreed that they engage in sports betting because it helps when they are feeling nervous, depressed, or alone. Findings also showed that 12.3% (10) of participants strongly disagreed and 8.6% (7) of participants disagreed whilst 13.6% (11) of participants neither agree nor disagree that they engage in sports betting because it is exciting and challenging. Thus, Findings reveal that the majority of participants claimed that they engage in betting activities because it is exciting and challenging.
Table 4.9: It is exciting and challenging

<table>
<thead>
<tr>
<th>Type of betting</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>28</td>
<td>34.6</td>
</tr>
<tr>
<td>Agree</td>
<td>25</td>
<td>30.9</td>
</tr>
<tr>
<td>Neutral</td>
<td>11</td>
<td>13.6</td>
</tr>
<tr>
<td>Disagree</td>
<td>7</td>
<td>8.6</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>10</td>
<td>12.3</td>
</tr>
<tr>
<td>Total</td>
<td>81</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Data (2019)

4.2.3 Financial Motives

During the financial difficulties people, tend to look for an alternative way to combat their financial problem, as a result, they end up in betting practices. Some people are forced to participate in betting activities due to unemployment problem, they need money to combat their financial problem and this might be a reason where majority of people got into betting behaviour. Thus, this study aimed to know whether financial difficulties, expectations to raise income through sports betting have made people engage in sport betting activities.

4.2.3.1 Financial difficulties

Through financial difficulties, people tend to be motivated to participate in betting activities. Figure 4.1 indicates the views of participants on whether betting practices motivate them to engage in sports betting activities. Results in Figure 4.1 show that 28% (23) of participants strongly agreed followed by 25% (20) of participants who agreed that financial difficulties motivate them to engage in betting activities. Findings also indicate that 22% (18) of participants disagree, 10% (8) of participants strongly disagree whilst 15% (12) of participants neither agree nor disagree that financial difficulties motivate them to engage in sports betting activities. Thus,
findings reveal that the majority of bettors had the expectation to escape from financial difficulties through betting activities. Olason et al. (2017) also support these findings by revealing that those who reported financial difficulties due to the recession more likely participated in betting during the recession than those who were not financially affected by the crisis. Most bettors share a common ideology that one day will come when they will hit the jackpot and win a large amount of money.

Figure 4.2: Financial difficulties

Source: Field Data (2019)

4.2.3.2 Expectation of raising income through sport betting

People are motivated to bet because of the expectation of rising income through sports betting. According to Bandura and Walter (1977), people copy behaviours that are strongly paired with an incentive they will get in return after engaging in that specific behaviour. Figure 4.2 indicates views of participants on whether the expectation of raising income through sports betting motivates them to bet. Results in Figure 4.2 indicate that 41% (33) of participants strongly agreed followed by 31% (25) of participants who agreed that they are motivated to bet because of expectation of raising income through sports betting. Findings also indicate that 10% (8) of participants disagree, 6% (5) of participants strongly disagree whilst 12% (10) of participants neither agree nor disagree that they motivated to bet because of
expectation of raising income through sports betting. Thus, findings reveal that the majority of bettors had the expectation to raise income through sports betting. The findings can also verify that bettors do it because to them it is a safe sanctuary. Betting offers personal security for bettors, which they enjoy greatly.

4.2.4 Winning/Reward Motives
This study also intended to know whether motives of winning money or getting rewards prompt people to engage in sports betting. Thus, researcher asked the participants whether they engage in betting affairs because of expectations of getting rich or win back previous losses.

4.2.4.1 Expectations of getting rich or capital
Most of the time individuals bet with great optimism of obtaining possessions in life. Thus, the researcher asked participants to rate their level of agreement or disagreement on whether motives of getting rich prompt them to engage in sports betting. Figure 4.3 illustrates the views of participants about the motives of getting rich or capital. Findings in Figure 4.3 indicate that 32% (26) of participants strongly agreed followed by 23% (19) of participants who agreed that they are motivated to
bet because of expectation of getting rich or capita. Findings also indicate that 19% (15) of participants strongly disagree, 11% (9) of participants disagree whilst 15% (12) of participants neither agree nor disagree that they are motivated to bet because of expectation of getting rich or capital through sports betting.

**Figure 4.4: Motives for getting rich**

<table>
<thead>
<tr>
<th>Motives of getting rich</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly disagree</td>
<td>19</td>
</tr>
<tr>
<td>Disagree</td>
<td>11</td>
</tr>
<tr>
<td>Neutral</td>
<td>15</td>
</tr>
<tr>
<td>Agree</td>
<td>23</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>32</td>
</tr>
</tbody>
</table>

Source: Field Data (2019)

### 4.2.4.2 Wining back previous losses

Sports Betting involves winning and losing habit where bettors have a chance either to win or lose. When people lose money they tend to fight back to cover the lost money in betting activities. Figure 4.4 indicates views of participants on whether people are motivated to bet because of winning back previous losses. Findings in Figure 4.3 indicate that 26% (21) of participants strongly agreed followed by 22% (18) of participants who agreed that they are motivated to bet because of winning back previous losses. Findings also indicate that 23% (19) of participants disagree, 20% (16) of participants strongly disagree whilst 9% (7) of participants neither agree nor disagree that they are motivated to bet because of winning back previous losses. Bettors lose money every day however the great optimism of winning large and receiving rich motivate people to continue with sports betting.
Figure 4.5: To win back previous losses

4.3 Negative effect of sport betting

Betting is a risk-taking action with the expectation of receiving anticipated results. These actions can be done with the use of money or other valuable items. What starts as a fun activity when done so often can become addictive and results in negative effects on the player. Likewise, bettors start sports betting as a fun activity but in a time being, bettors become addictive and face the negative results. The Likert scale was used to state the level of agreement or disagreement on the negative effects of sports betting. The study used codes 1, 2, 3, 4 or 5 (1-Strongly Agree, 2-Agree, 3-Neutral, 4-Disagree, 5-Strongly Disagree). Table 4.10 indicates views of participants on the negative effects of sports betting.

Findings from Table 4.10 revealed that 40(49.4%) of participants agreed and that 18(22.2%) of participants strongly agreed that sport betting strains the family relationship. Findings also show that 10(12.3%) of participants disagree and 5(6.2%)
of participants neither agree nor disagree that sports betting strains the family relationship. Thus, the findings show that the majority of participants claimed that sports betting strains the family relationship. Tremayne, Masterman-Smith, and McMillen (2001) obtained similar findings in their report of a survey of the nature and extent of gambling and problem gambling. Findings showed problem gamblers stated a much higher level of relationship breakup in within a year. The findings of this study also reported that the majority of gamblers spent less time with their families and prompt them to experience relationship breakdown. Findings also show that 35(43.2%) of participants strongly disagreed and 32(39%) of participants agreed that through betting people tend to lose a lot of money. Findings also show that 5(6.2%) of participants disagreed and 4(4.9%) of participants strongly disagreed whilst 5(6.2%) of participants neither agreed nor disagreed that through betting people tend to lose a lot of money. Thus, findings reveal that the majority of participants argued that through betting people tend to lose a lot of money.

Findings also indicate that 39(48.1%) of participants disagreed and 25(30.9%) of participants strongly disagreed that betting pressurizes bettors to obtain money illegally. Furthermore, findings show that 9(11.1%) of participants agreed and 3(3.7%) of participants strongly agreed whilst 5(6.2%) of participants neither agreed nor disagreed that betting pressurizes bettors to obtain money illegally. The majority of the participants reveal that betting pressurizes bettors to obtain money illegally.

Results in Table 4.10 also show that the majority of participants disagreed and strongly disagreed by claiming that they had not sacked from a job because of sports betting with 45(56%) and 31(38%) respectively. Findings also show that 5(6%) of participants neither agreed nor disagreed that they had sacked from a job because of sports betting. Tremayne, McMillen, and Masterman-Smith (2001) obtained similar findings where the majority of gamblers lost their work because of gambling within a year. The results of their study also exposed that gambling affected the performance of the majority of gamblers.

Findings also indicate that 16(20%) of participants strongly agreed and 15(19%) of participants agreed that they had suffered from depression because of sports betting.
Moreover, 19(24%) of participants strongly disagreed, 17(21%) of participants disagreed whilst 14(17%) of participants neither agreed nor disagreed with the statement on whether they had suffered from depression because of sports betting.

Findings also indicate that 15(18.5%) of participants strongly agreed, 5(6.2%) of participants agreed that sports betting affected their reputation. Findings also show that 33(40.7%) of participants disagreed, 24(29.5%) of participants strongly disagreed whilst 4(4.9%) of participants neither agreed nor disagreed that sports betting affected their reputation. Findings show that the majority of participants claimed that sports betting did not affect their reputation. This group of participants might include those who did not lose much in betting practices or those who have betting budgeting. The bettor lost money through betting and fail to take care of their selves or their families, their reputation in the society is affected. This is why to some bettors betting is the secret activities where people tend to hide their character of betting to retain their reputations.

Moreover, Table 4.10 indicates that the majority of participants agreed and strongly agreed that sports betting made them careless of the welfare of themselves or their family with 42(51.9%) and 31(38.3%) respectively. Moreover, findings show that only 1(1.2%) of participants disagreed while 7(8.6%) of participants neither agreed nor disagreed that sports betting made them careless of the welfare of themselves or their family. These findings were different from Ahaibwe et al. (2016) where the majority of the bettors (63.4%) indicated that betting did not have any impact on their household welfare. This group included bettors who had budgetary behaviour in betting. These findings reveal that betting practices affect the affairs of the families for the bettors who betted irresponsibly.

The study also intended to know whether sports betting debts have caused bettors to be declared bankrupt. The majority of participants 23(28.4%) agreed and 13(16%) of participants strongly agreed that sports betting debts have caused bettors to be declared bankrupt whilst 21(25.9%) of participants disagreed and 16(19.8%) of participants strongly disagreed. The findings also indicate that 8(9.9%) of
participants neither agreed nor disagreed. Therefore, findings show that sports betting debts have caused the majority of participants to be declared bankrupt.

Findings by Ahaibwe et al. (2016) showed that 41% of the gamblers do not budget for their expenditure on gambling. These were likely to be the individuals who might gamble until they lose their last shilling or gamble longer than planned. This practice, if left unattended to, might finally cause a problem or addictive gambling. Their findings also showed that budgetary behaviour was positively correlated with the education level where gamblers with higher levels of education were more likely to budget for their expenditure on gambling compared to their less-educated gamblers. The bettors who lack budgetary behaviour in betting practices tend to face betting debts and declared bankrupt.

**Table 4.10: Negative effect of sport betting**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sport betting strains family relationship</td>
<td>18(22.2%)</td>
<td>40(49.4%)</td>
<td>8(9.9%)</td>
<td>10(12.3%)</td>
<td>5(6.2%)</td>
</tr>
<tr>
<td>Through betting people tend to lose a lot of money</td>
<td>35(43.2%)</td>
<td>32(39%)</td>
<td>5(6.2%)</td>
<td>5(6.2%)</td>
<td>4(4.9%)</td>
</tr>
<tr>
<td>Betting pressurize you to obtain money illegally</td>
<td>3(3.7%)</td>
<td>9(11.1%)</td>
<td>5(6.2%)</td>
<td>39(48.1%)</td>
<td>25(30.9%)</td>
</tr>
<tr>
<td>I have sacked from a job because of sport betting</td>
<td>-</td>
<td>-</td>
<td>5(6%)</td>
<td>45(56%)</td>
<td>31(38%)</td>
</tr>
<tr>
<td>I have suffered from depression because of sport betting</td>
<td>16(20%)</td>
<td>15(19%)</td>
<td>14(17%)</td>
<td>17(21%)</td>
<td>19(24%)</td>
</tr>
<tr>
<td>Sport betting affected my reputation</td>
<td>15(18.5%)</td>
<td>5(6.2%)</td>
<td>4(4.9%)</td>
<td>33(40.7%)</td>
<td>24(29.5%)</td>
</tr>
<tr>
<td>Sports betting made me careless of the welfare of myself or my family</td>
<td>-</td>
<td>1(1.2%)</td>
<td>7(8.6%)</td>
<td>42(51.9%)</td>
<td>31(38.3%)</td>
</tr>
<tr>
<td>Sport betting debts have caused me to be declared bankrupt</td>
<td>13(16%)</td>
<td>23(28.4%)</td>
<td>8(9.9%)</td>
<td>21(25.9%)</td>
<td>16(19.8%)</td>
</tr>
</tbody>
</table>

**Source:** Field Data (2019)
4.4 Youths perception towards current regulations of sports betting in Tanzania

In Tanzania, the regulation question remains vague and stagnant. The industry of sports betting in Tanzania has grown rapidly in recent years. Different countries practice different regulations on betting depending on the priorities, economic, and political status of a particular country. Therefore, the researcher intended to understand youth perception towards current regulations of sports betting in Tanzania.

4.4.1 Legality of sports betting in Tanzania

The researcher intended to know whether betting is legal in Tanzania. The participants were asked to point out their opinion on whether the betting practices are legal in Tanzania by using Likert scale questions. Table 4.11 indicates the views of participants on the legality of sports betting in Tanzania. Findings in Table 4.11 reveal that 51% (41) of participants agreed, 27% (22) of participants strongly agreed and 22% (18) of participants neither agreed nor disagreed that participants betting is legal in Tanzania. Findings reveal that majority of participants claimed that betting is legal in Tanzania. However, on 23 January 2019 GBT stopped all Television and Radio adverts of betting activities. This step took place as a result of cleric push for sports betting ban due to the increased motivated adverts of betting practices through Televisions and Radio, which prompt the majority of adolescence to fall into betting activities without precautions.

Table 4.11: legality of sports betting in Tanzania

<table>
<thead>
<tr>
<th>Type of betting</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>22</td>
<td>27</td>
</tr>
<tr>
<td>Agree</td>
<td>41</td>
<td>51</td>
</tr>
<tr>
<td>Neutral</td>
<td>18</td>
<td>22</td>
</tr>
<tr>
<td>Disagree</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>81</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Field Data (2019)
4.4.2 The government efforts in controlling the sports betting advertisements

The study also aimed to know whether the government is doing enough to control the sports betting advertisements. Table 4.12 indicates the views of participants on the government efforts in controlling sports betting advertisements. Findings in Table 4.10 also show that 30% (24) of participants agreed and 6% (5) strongly agreed by claiming that the government is doing enough to control the sports betting advertisements. Moreover, 44% (30%) of participants disagreed and 11% (9) of participants strongly disagreed. Findings also show that 11% (7) of participants neither agreed nor disagreed that the government is doing enough to control the sports betting advertisements.

However, the government had some efforts in controlling the influence of advertisements whereby on 23 January 2019 GBT stopped all Television and Radio adverts of betting activities. This step took place as a result of cleric push for sports betting ban due to the increased motivated adverts of betting practices through Televisions and Radio, which prompt the majority of adolescence to fall into betting activities without precautions. The banning of these betting advertisements was because of the increased betting promotion advertisements through media. Youths are exposed to the influence of advertisements and in the end; these advertisements push youths to bet irresponsibly. Thus, the banning of advertisements indicates government plays some parts to control the sports betting advertisements although much of law is to cover for taxation of betting premises than to protect end-users as claimed by majority of the participants 78% (63) during the study.

Table 4.12: The government efforts in controlling the sports betting advertisements

<table>
<thead>
<tr>
<th>Type of betting</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Agree</td>
<td>24</td>
<td>30</td>
</tr>
<tr>
<td>Neutral</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td>Disagree</td>
<td>36</td>
<td>44</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>9</td>
<td>11</td>
</tr>
</tbody>
</table>
These findings of whether the government is doing enough to control the sports betting advertisements are also supported by findings in Figure 4.5 where the majority of participants 40% (32) agreed 12 strongly agreed that the government is doing enough to protect vulnerable users. The rest of the participants disagreed 19% (15), 7% (6) strongly disagreed, and 22% (18) neither agreed nor disagreed that the government is doing enough to protect vulnerable users.

Figure 4.6: The government is doing enough to protect vulnerable users

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>40% (32)</td>
<td>12%</td>
<td>7%</td>
<td>22%</td>
<td>19% (15)</td>
</tr>
</tbody>
</table>

Source: Field Data (2019)

4.4.3 There are not many controls to prevent underage users

In most cases, the governments controlling oversight for the sports betting activities such as underage betting. The researcher intended to know whether there were many controls to prevent underage users. Figure 4.6 illustrates the views of participants on whether there were many controls to prevent underage users. Findings in Figure 4.6 indicate that majority of respondents 37% (30) strongly agreed followed by 22% (18) of participants who agreed that there were many controls to prevent underage users to engage in betting activities. Moreover, the findings indicate that 20% (16) of participants disagreed and 9% (7) of participants strongly disagreed that there were many controls to prevent underage users. Besides, 12% (10) of participants neither
agreed nor disagreed that there were many controls to prevent underage users. Thus, based on the views of participants the findings reveal that there were many controls to prevent underage users.

Figure 4.7: Control of betting to prevent underage users

![Control of betting to prevent underage users](image)

**Source:** Field Data (2019)

Although, findings in Figure 4.6 reveal that there were many controls to prevent underage users as argued by majority of participants, however majority of participants in Table 4.13 reveal that there was no a system of recognizing the sports betting age users where 32% (26) of participants disagreed and 17% (14) strongly disagreed. Findings in Table 4.13 also indicate that 15% (12) of participants strongly agreed, 19% (15) of participants agreed and 17% (14) of participants neither agreed nor disagreed that there was a system of recognizing the sport betting age users.

Table 4.13: There is a system of recognizing the sport betting age users

<table>
<thead>
<tr>
<th>Type of betting</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Disagree</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Neutral</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Agree</td>
<td>22</td>
<td></td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>37</td>
<td></td>
</tr>
<tr>
<td>Type of betting</td>
<td>Frequency</td>
<td>Percentage (%)</td>
</tr>
<tr>
<td>------------------</td>
<td>-----------</td>
<td>----------------</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>12</td>
<td>15</td>
</tr>
<tr>
<td>Agree</td>
<td>15</td>
<td>19</td>
</tr>
<tr>
<td>Neutral</td>
<td>14</td>
<td>17</td>
</tr>
<tr>
<td>Disagree</td>
<td>26</td>
<td>32</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>14</td>
<td>17</td>
</tr>
<tr>
<td>Total</td>
<td>81</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Data (2019)

4.4.4 Fund for researching and educating the public about the risks associated with betting addictions, and about available treatment programs

The researcher intended to know whether there is a fund for researching and educating the public about the risks associated with betting addictions, and about available treatment programs. Table 4.14 indicates the views of participants whether there is a fund for researching and educating the public about the risks associated with betting addictions, and about available treatment programs. Findings in Table 4.14 indicate 44% (36) of the participants strongly disagreed and 36% (29) of participants disagreed on the statement, which states that there is a fund for researching, and educating the public about the risks associated with betting addictions, and about available treatment programs. Moreover, findings indicate that 20% (16) of participants neither agreed nor disagreed. Thus, the findings reveal that majority of the participants claimed that there is no fund for researching and educating the public about the risks associated with betting addictions, and about available treatment programs.

Table 4.14: Funds for researching and educating the public betting about betting risk
CHAPTER FIVE

DISCUSSIONS OF FINDINGS

5.0 Introduction
This section comprises a discussion of the findings. The discussion of results is based on specific objectives, which comprised; driving factors for sports betting among youth; the negative impacts of sport betting among youth; explore the perception of youth towards current regulations of sports betting in Tanzania. In addition, this chapter will discuss the findings of the demographic characteristics of the participants including gender, age, marital status, income level and levels of education.

5.1 Demographic characteristics of the participants
The study examined the gender distribution of participants in different sports betting stations. The findings in Table 4.1 show that males were more than females during the study. The difference in gender numbers came in because of available participants in different sport betting stations in Kinondoni. Likewise, a study by Mwadime (2017) on the impact of robust growth of the sports betting industry in Kenya showed that males dominated a sports betting than females as the majority of males were found during the study. Moreover, the study by Ahaibwe et al. (2016), and Humphreys and Humphreys and Perez (2012) came up with the same findings where their studies were dominated by young male’s gamblers.

The study described the ages of participants during the study. Results indicate that the majority of the participants during the study were in youth age groups of 18-29 years. A study by Ahaibwe et al. (2016) also showed that the youth age group of between 18-30 years were found to dominate a study. According to Ahaibwe et al. (2016), this majority of youth age was because in the current world youth are the first exposed

<table>
<thead>
<tr>
<th>Strongly disagree</th>
<th>29</th>
<th>36</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>81</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field Data (2019)
group to experience the modern high levels of accessibility and acceptability of sports betting. Moreover, the desire to generate quick money is another leading motive of sports betting amongst the youth.

Results in Table 4.1 indicate that the majority of participants during the study were single. The study by Gainsbury, Parke, and Suhonen (2013) also came up with similar results. The findings showed that sports gamblers appear to be single. Momodu (2014) also obtained similar results in a study of perceived social impacts of legalized betting. Therefore, these findings reveal that single bettors were dominating the betting activities and this is because of the fact that single bettors are not in family responsibilities.

According to Ahaibwe et al. (2016), participants with post-secondary education were more likely to be participants in casino gambling compared to the less educated ones. This could be clarified by the fact that most of the gambling instructions for these gambling activities are presented in the English language, which might not be well understood by those with no formal schooling or less educated.

The findings further indicated that among the participants engaged in gambling, the majority were unemployed. These findings indicate that unemployment to some to gambling among the youths, a majority of the in gambling were not employed though they were already at the working-age and had a strong academic background. Integrated Labour force Survey of 2014 revealed that young individuals were more exposed to unemployment compared to the rest of the group (National Bureau of Statistics, 2014). The unemployment problem prompts the majority of the youths to fall into betting practices with the perception of escaping from financial difficulties. Momodu (2014) obtained different results whereby students were the most bettors in Famagusta compared to the employed and unemployed group. The findings by Mwadime (2017) came out with the different results were full time employed people were the majority in betting while entrepreneurs and temporary employer were the least betters. These differences in findings might be attributedto the nation’s economic condition as well as the scope of the study.
5.2 Driving factors for sports betting among youth

The study analyzed social, psychological, financial, and winning or rewards motives and came up with the findings in terms of frequencies and percentages.

Results from Table 4.2 expose that the vast of participants engage in sports betting because it is what most friends do when they get together. Similar, findings from Chikotora (2016) showed that the majority of Gweru residents joined betting practices after copying from their friends. The participants strongly agreed that they betted to be sociable. The social learning theory supported these findings, which guided the research.

Findings also reveal that the majority of participants claimed that they joined sports betting practices because it is a way to celebrate. For stances, results from Table 4.3 indicate that the vast of participants 37% (30) agreed, followed by 26 % (21) of participants who strongly agreed that they engage in sports betting because it is a way to celebrate. The majority of participants during the study claimed that betting is a part of their celebration. Similar, findings from Chikotora (2016) showed that majority of the gamblers were motivated to engage in betting practices because it is a way of celebrating. Moreover, Resultsexpose that the vastof participants claimed that they joined sports betting practices for the motive of socializing with friends or family other participants ofparticipants claimed that they engage in betting activities for the motive of meeting new friends.

The study also looked at psychological motives prompt people to join betting behavior. Findings in Table 4.6 revealed that bettors engage in betting activities because it is a way to relax or pass time. This shows that bettors engage in betting as a way to escape from their life depression. In line with that, the majority of participants supported these findings in Table 4.7 by claiming that they engage in betting activities because it is a way to forget worries or problems. Rockloff and Greer (2010) also support these findings by indicating that, bettors in sports betting use betting to run from bad emotions they experience from work zones. This is also the same with the findings in Table 4.8 where the majority of participants claimed that they engage in betting activities as it provides assistance when they are
feeling nervous, depressed, or alone. It further reveals that the majority of people tend to escape from feeling nervous or alone by engaging in betting activities. The study findings by Chikotora (2016) in Gweru Zimbabwe revealed that most predictors of gambling include enhancement motives where the majority of bettors gamble for fun and excitement.

The study also discussed financial motives, which prompts people to engage in betting activities. Results in Figure 4.1 reveal that the vast of bettors had the expectation to escape from financial difficulties through betting activities. According to Dow-Schüll (2012) who took a traditional sight supported that betting is eye-catching for the majority of individuals since it gives bettors a chance to gain money. Gustavsson and Svanell (2012), furthermore state that winning cash is the chief faith for bettors though betting shops make sure the bettors lose all their money.

Findings in Figure 4.3 indicate that the majority of bettors had the expectation to raise income through sports betting and that prompt them to continue with betting behaviour by hoping that one day the door of heaven would be opened for them.

The study also looked at the motive of expectation of getting rich were the majority of the participants as revealed in Figure 4.3 that they were motivated to bet because of expectation of getting rich or capital through sports betting. The study by Binde (2007) indicated that the chief vision of bettors is getting further than they would have actually given. Lee et al. (2006) also indicated similar findings where great faiths of acquiring rich were general amongst casino bettors.

5.3 Negative effects of Sports betting

What starts as a fun activity when done so often can become addictive and results in negative effects on the player. Likewise, bettors start sports betting as a fun activity but in a time being, bettors become addictive and face the negative results.

Findings in Table 4.10 reveal that the majority of participants claimed that sports betting strains the family relationship. Betting is associated with the investment of time and money, thus when sports betting becomes an addiction to the people, bettors tend to waste a lot of money as well as the time where they could take care of their family or their selves. This was supported by the majority of participants by argued
that sports betting made them careless of the welfare of themselves and their families. Wanjohi (2012) studied the influence of unemployment on youth gambling in Nairobi, Kenya and obtained different findings. The findings showed that sports betting did not strain the family relationship of the gamblers as the majority of the bettors argued. The findings by Ahaibwe et al. (2016) also showed different results where the majority of the bettors (63.4%) indicated that betting did not have any impact on their household welfare. This group of participants included bettors who had budgetary behaviour in betting practices. These findings reveal that betting practices affect the affairs of the families for the bettors who betted irresponsibly.

Findings also in Table 4.10 reveal that the majority of participants argued that through betting people tend to lose a lot of money. This is due to the fact that the majority of gamblers do not budget for their expenditure on gambling as indicated by findings of Ahaibwe et al. (2016) where the majority of gamblers do not budget for their expenditure on gambling. This practice, if left unattended to, might finally cause a problem or addictive gambling which results in the majority of participants to be declared bankrupt as claimed by the majority of participants in the study.

5.4. The Legality of sports betting in Tanzania

The study also focused to know the legality of sports betting in Tanzania. Findings in Table 4.11 reveal that the majority of participants claimed that betting is legal in Tanzania. The government of Tanzania recognized the betting activities in the country that is why there is a regulating body known as the Gaming Board of Tanzania (GBT), which regulates all activities of gambling in the country. However, as indicated by the East African newspaper (2019), on 23 January 2019, GBT stopped all Television and Radio adverts of betting activities. This step took place as result of cleric push for sports betting ban due to the increased motivated adverts of betting practices through Televisions and Radio, which prompt the majority of adolescence to fall into betting activities without precautions. This revealed that the government is doing enough to control the sports betting advertisements as the majority of the participants in Table 4.12 argued it.
The situation is different in the US where the study by Humphreys (2017) indicated that in the US, legal sports betting occurs in a few states, and illegal sports betting is extensively existing in all states where sports betting is banned. In Nevada, where sports betting is fully allowed, the betting industry has grown substantially over time. The study showed that not the federal government, nominally exercise control over the regulation of U.S sports betting. In spite of this nominal state control, the federal government heavily regulates sports betting and betting on individual sporting events in areas where a sports betting is legal.

In Uganda, betting is legal though as indicated by Owuor (2019), Uganda’s President Yoweri Museveni ordered that no new licenses could be issued for established sports betting, gaming, and gambling companies. In addition, permits issued to existing firms will not be renewed when they expire. The situation is different in Kenya as indicated by Mwandime (2017) where betting in Kenya is legal.

Findings in Figure 4.6 also showed that there were many controls to prevent underage users as claimed by the majority of participants though the majority of the participants in Table 4.13 indicated that there was no system of recognizing the sports betting age users. It is difficult to detect the age of bettors in an online sports betting because anyone with the age above 18 years can use his or her identity to represent underage individuals. In some of the states, more underage individuals were engaging in betting affairs. For example, Research findings from Canada as indicated by Delfabbro and Thrupp (2003), the UK, US, Australia, and Norway showed that 63% to 82% of teenagers (12 to 17 years of age) gamble each year. Moreover, the findings revealed that 4% to 7% of adolescents exhibit serious patterns of pathological gambling, and 10% to 15% were at risk for either developing or returning to a serious gambling problem. Therefore, in most cases, children are so vulnerable to betting advertisements through media such as televisions, radio, and social networks.

Therefore, the government attempts to control the side effects of Betting activities in Tanzania although many laws for controlling the betting industry were for covering taxation. The government benefits a lot through the sports betting, for example,
according to GBT (2017) sports betting topped the list by contributing 17.9 billion, and trailed by casinos, which contributed 7.8 billion to the government budget, in 2016/2017 financial year. From 2014 up to 2017, the nation delighted in huge growth in collections of tax, with gaming practices producing 15.3 billion in taxes in 2014/15. The tax amount expanded progressively to 24.4 billion and 36.8 billion in 2015/16 and 2016/17, respectively.

CHAPTER SIX

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

6.0 Introduction
This chapter targets at summarizing the research findings. It briefly highlights the statement of the problem, the main objective of the study, the specific objectives, the methodology of the study, and the major of the findings of the study. Moreover, this part employs the conclusions, recommendations and proposed areas for further research.

6.1 Summary
A sports betting has become one of the activities the youth are engaging themselves into and as a result, they are wasting time and many resources such as money, which should have been used in other areas for their development. It has also lead to financial constraints amongst the youth in Tanzania simply because they use a lot of money in the betting games and sometimes they are forced to borrow money from friends in order to satisfy their interests in playing the sports betting and this has brought more debts into their life. Therefore, this study aimed to know the motives for sports betting among youth in Tanzania. Specifically, this study aimed to identify driving factors for sports betting among youth; examine the negative impact of sports betting among youth, and explore the perception of youth towards current regulations of sports betting in Tanzania.

The study used a descriptive research design with a quantitative approach. The target population for this study was sports bettors found in sports betting stations or shops
in Kinondoni. The purposive sampling technique was used to select a sample size of 81 bettors from Kinondoni. Moreover, findings of the study revealed that social, psychological, financial, and winning or rewards motives were the chief motives for sports betting. Findings also showed the majority of the participants indicated that bettors engaged in sports betting due to copying motives, escaping from the problems such as financial problems, worries. Moreover, some of the bettors were motivated to engage in betting activities because of excitement or relaxation as well as winning back the previous losses.

This study also looked at the negative effects of sports betting, findings show that the majority of the participants were vulnerable to sports betting activities. Some of the participants lost their money and ended up debts, which caused the majority of the bettors to be declared bankrupt. The findings of the study also revealed that the majority of the bettors suffered from depression because of betting activities, since most of the bettors lost their reputations. Moreover, most of the families were strained due to the participation of their members in betting activities. The members of the families tend to devote much time and money to betting affairs where at the end of the day, the majority of them were ended up wasting a lot of money.

Lastly, the study looked at the legality of sports betting in Tanzania. The findings showed that the majority of the participants argued that the betting activities in Tanzania are legal. The government of Tanzania recognized the betting activities in the country that is why there is a regulating body known as the Gaming Board of Tanzania (GBT), which regulates all activities of gambling in the country. However, on 23 January 2019, GBT stopped all Television and Radio adverts of betting activities. This step took place as a result of cleric push for sports betting ban due to the increased motivated adverts of betting practices through Televisions and Radio, which prompt the majority of adolescence to fall into betting activities without precautions. This also revealed that the government is doing enough to control the sports betting activities in Tanzania as the majority of the participants argued from the findings.
6.2 Conclusions

The study concludes that sport betting is a male associated activity as it is largely dominated by young males of the ages 18 to 29 years, and the majority of the bettors were single. Educated people who are unemployed and have been motivated to engage in betting activities to escape from their problems mainly do sport betting. The study furthermore observed that sports betting is a male associated activity as it is largely dominated by young males of the ages 18 to 29 years, and the majority of the bettors were single. Educated people who are unemployed and have been motivated to engage in betting activities to escape from their problems mainly do sport betting.

The study concludes that sports betting is motivated by social, psychological, financial and winning motives. The study concludes that sports bettors were driven by financial motives to have financial freedom. The social motives boost the relationship sought by the sports bettors. Moreover, the study concludes that psychological motives enhance decrease negative emotions of the bettors and winning or rewards motives prompt bettors to have addictive behaviour of betting as they continuing betting until they winning back previous loses or getting rich as bettors perceived. The results are sufficiently convincing to be generalized that sports bettors in Tanzania were motivated largely by social motives, psychological motives, and financial motives and winning motives. In spite of the literature absence, it is, consequently, clear to conclude that the study succeeded to strike grounds and achieve to fulfil the studying objectives.

6.3 Recommendations

Based on the results of the study on the motives for sports betting among youth in Tanzania made the following recommendations:

- The government should set the policies of sports betting is a need to set policies that address young people’s engagement in sports betting. These include setting up other activities to occupy them and create employment opportunities since it is the unemployed group sports betting.
- The findings of the study show that unemployment drives youths to engage in betting activities, therefore the government should create employment opportunities to diverge youths from focusing on sports betting.
- The GBT should provide education about the impacts of sports betting on the youths so that they can bet responsibly. This education also should put
emphasize on the bettors to have a budget for sports betting to prevent to lose money which may also affect their families as well as their reputations. In addition, the government should provide funds for researching and educating the public about the risks associated with betting addictions, and about available treatment programs.

- The results of the research likewise exposed that there was no technical system for recognizing the underage users of sports betting. Therefore, the government should introduce and emphasize the system, which will detect underage users to prevent the participation of children.

- Indeed, the regulation of online betting should serve as a thoughtful undertaking that provides bettors essential tools for regulating their sports betting through techniques like maximum loss limits for a period, or even time-of-play limits, and self-imposed bet limits.

- Furthermore, each registered sports betting operator should be able to verify that it has policies and procedures in place to identify and deal with these social concerns. If a licensee fails to implement such policies and procedures, it will likely be subject to penalty.

### 6.4 Recommendations for further studies

- There is a need for further researches on sports betting motives. This is because the sports betting motives prescribed were lacking other motives such as betting provides serving, as a safe haven and some of the motives like excitement or relaxation were weak under the Tanzania context.

- The findings indicate only the negative impacts of betting, but the piece of benefits of the sports betting was missing. Hence, more studies should focus on the benefits of sports betting to the government and bettors.
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Owuor, V. (2019, February). Uganda’s ban on sports betting was the right thing to do. The *University of Colorado.*


APPENDIX
QUESTIONNAIRE

Dear respondent,

My name is Ramadhani Habibu, a student at Mzumbe University, Dares Salaam Campus College, pursuing Master of Marketing Management (MSc. Marketing). I am conducting research on “Assessment of Motives for sports betting among youth in Tanzania.”

I am kindly requesting your participation in this study by responding to the questionnaire. This information will be confidential, and you are free to answer the questions as no name will be written in any paper to identify you. Your participation is highly appreciated.

Questionnaire No. ______

SECTION A: DEMOGRAPHIC DETAILS (Please tick whichever is relevant)

1. Gender
   a) Male [ ]    b) Female [ ]

2. Your age
   a) 0-17 years   b) 18-29 years [ ]  c) 30-41 years [ ]
d) 42-53 years [ ]  e) 54 years and above [ ]

3. Marital status
   a) Single [ ]  b) Married [ ]

4. Level of education
   a) Primary [ ]  b) Secondary [ ]
   c) College [ ]  d) University [ ]

5. What type of sport do you frequently place a bet
   a) Football [ ]  b) Basketball [ ]
   c) Tennis [ ]  d) Cricket [ ]
   e) Rugby [ ]  f) Others [ ]

6. Working status
   a) Employed [ ]  b) Unemployed [ ]
   c) Entrepreneur [ ]  d) Student [ ]

7. What is the source/sources of the money you use for betting?
   a) Salary [ ]  b) Friends [ ]
   c) Pocket money [ ]

SECTION B: MOTIVES FOR SPORT BETTING AMONG YOUTH

8. For each statement below put a tick (√) to state your level of agreement or disagreement to which of the following motives for sports betting. Use 1, 2, 3, 4 or 5 (1 strongly Agree, 2- Agree, 3 Neutral, 4-Disagree, 5-Strongly Disagree).

<table>
<thead>
<tr>
<th>Social Motives</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>a  Because it is what most of your friends do when you get together (copying from friends)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b  Because it is a way to celebrate</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c  Socializing with friends or family</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d  Meet new friends</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Psychological Motives</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>a  It is a way to relax or pass time</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b  It is a way to forget your worries or problems</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c  Because it helps when you are feeling nervous or depressed or alone</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Because it is exciting and challenging

**Financial Motives**

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>Financial difficulties have made me engaged in sport betting activities</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b</td>
<td>I am expecting to raise my income through sport betting</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Winning/Reward Motives**

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>To get rich or capital</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b</td>
<td>To win back previous losses</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**SECTION C: NEGATIVE EFFECT OF SPORT BETTING AMONG YOUTH**

9. For each statement below put a tick (✓) to state your level of agreement or disagreement to which of the following negative effect of sports betting. Use 1, 2, 3, 4 or 5 (1 strongly Agree, 2- Agree, 3 Neutral, 4- Disagree, 5-Strongly Disagree).

<table>
<thead>
<tr>
<th>Statement</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>Sports betting strains family relationship</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b</td>
<td>Through betting people tend to lose a lot of money</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c</td>
<td>Betting pressurize you to obtain money illegally</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d</td>
<td>I have sacked from a job because of sport betting</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e</td>
<td>I have suffered from depression because of sport betting</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>f</td>
<td>Sports betting affected my reputation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>g</td>
<td>Sports betting made me careless of the welfare of myself or my family</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>h</td>
<td>Sport betting debts have caused me to be declared bankrupt</td>
<td></td>
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**SECTION D: YOUTH PERCEPTION TOWARDS CURRENT REGULATIONS/ LEGISLATION OF SPORTS BETTING IN TANZANIA**
10. For each statement below put a tick (√) to state your level of agreement or disagreement to which of the following youth perception towards current regulations/legislation of sports betting in Tanzania. Use 1, 2, 3, 4 or 5 (1 strongly Agree, 2-Agree, 3 Neutral, 4-Disagree, 5-Strongly Disagree).

<table>
<thead>
<tr>
<th>Statement</th>
<th>1</th>
<th>2</th>
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</thead>
<tbody>
<tr>
<td>a  Sports betting is legal in Tanzania</td>
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<td>b  The government is doing enough to control the sports betting advertisement</td>
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<td>c  Much of law is to cover for taxation of Betting organizations than it is to protect end-users</td>
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<td>d  The government is doing enough to protect vulnerable user</td>
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<td>e  There are not many controls to prevent underage users</td>
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<td>f  There is a system of recognizing the sport betting age users</td>
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<td>g  There is a fund for researching and educating the public about the risks associated with betting addictions and about available treatment programs</td>
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</tbody>
</table>

THANK YOU FOR YOUR TIME AND COOPERATION

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