

## Roles of African Cultural Factors in Lotto Patronage

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### **Abstract**

*In an attempt to uncover and address African cultural factors precipitating lotto patronage among youths, this study investigated roles of African cultural factors in lotto patronage. A total of one hundred and twenty-four comprising 119 males and 5 female, between the ages of 16-43 years, with a mean age of 26.21 and standard deviation of 1.76, sampled using purposive and available sampling techniques. All residing in Achara layout, Enugu south metropolis of Enugu State. A 13-item questionnaire designed by the researchers was used as the research instrument. Cross sectional survey design was adopted, while Chi-Square was used to analyze the scores obtained from the participants. The findings revealed that there are strong significant influence of people's views of parental pressure on their children to get rich and appear like others ( $\chi^2 = 68.26$ ,  $P < .001$ ); prestige accorded to the rich by the society ( $\chi^2 = 54.22$ ,  $P < .001$ ), societal expectations to acquire wealth by all means in order to belong to high class ( $\chi^2 = 20.16$ ,  $P < .001$ ), accolades given to the rich by the society while displaying money at functions ( $\chi^2 = 11.64$ ,  $P < .001$ ), the urge amongst the youths to live flamboyant lives ( $\chi^2 = 71.26$ ,  $P < .001$ ), trying to meet up with family and friends needs ( $\chi^2 = 14.22$ ,  $P < .001$ ), the zeal to acquire properties ( $\chi^2 = 77.44$ ,  $P < .001$ ), the urge to appear flashy and rich amongst the family members ( $\chi^2 = 9.33$ ,  $P < .01$ ), and unemployment ( $\chi^2 = 8.26$ ,  $P < .001$ ). The zeal to acquire properties had the highest coefficient ( $\chi^2 = 77.44$ ,  $P < .001$ ) and as such proven to be strongest African cultural factor that promotes lotto patronage, while unemployment yielded least contributor of lotto patronage. It was therefore recommended that there is need to change views of those African cultural factors especially the zeal African youths have to acquire properties which sometimes become both addictive and problematic with severe negative consequences if not forestalled.*

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**Keywords:** Africa, Culture, Lotto, Patronage

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## Introduction

A better understanding of how wealth and income impact long-run wellbeing is important for both societal and individual priorities. At the individual level, people may exaggerate the importance of financial conditions for wellbeing (Kahneman, Krueger, Schkade et al, 2006), while at the societal level, subjective wellbeing data are increasingly used in welfare analysis (Fleurbaey, 2009). To estimate the causal effects of wealth, it is necessary to isolate a source of variation in wealth that is plausibly unrelated to other determinants of wellbeing, the reason some people go into gambling.

Gambling according to Dickerson and O'Connor (2006) has been defined as risking something, particularly money, on an occasion with an undefined result with the intention of winning more substantial goods and/or money. Also, according to Binde (2007), gambling is a social, economic and cultural occurrence that has pervaded most nations in the world. Gambling has become widely viewed as a socially acceptable form of recreation (Strucki & Rihs-Middle, 2007). According to motivational theory of gambling which comprises of five motivational dimensions namely: the day dream of hitting the jackpot and transforming one's life; social rewards; intellectual challenge; mood change induced by playing; and the fundamental motive for all gambling, the chance of winning, integrates the wide variety of motives individuals have for gambling and makes it possible to understand the specific appeal of gambling relative to the other leisure activities ( Binde, 2009c; McMullan & Miller, 2009).

The gambling industry has developed and evolved to a large degree over the years with people, particularly the youth gambling on scratch cards, casino, single roll of dice, a spin of roulette wheel, bingo, keno, pull tab, raffles, as well as sports betting topping the list. (Chikotora, 2016). For some people, Sports betting continues to peak at a very fast pace, it could be a viable source of revenue for the socio-economic development of a country (Humphreys & Perez, 2010). Sports betting usually takes place among sports enthusiasts who go to a sports stadium, watch a match online, listen to commentary on radio or watch a match live on a television. As a result of the enthusiasm, several sports betting outlets have sprung up worldwide where sports enthusiasts have the opportunity to place their bet on soccer, tennis, boxing, virtual sports, e.t.c. These betting opportunities come with variety of options such as number of goals a match would produce, over and under sets, which team gets the next point or the virtual horse that wins a virtual race ( Busso & Detotto, 2013). For some individuals, gambling is an enjoyable and harmless activity, while for some individuals, it has become both addictive and problematic with severe negative consequences (Meyer, Hayer & Griffiths, 2009). Harm from gambling is a significant global public health issue with negative impacts on the health and wellbeing of individuals, families and communities (Gainsbury et al., 2014). There is an array of research connecting harmful gambling to health and social issues, including an individual's health and wellbeing (Rockloff et al., 2020; Suomi et al., 2014), impacts on families and relationships (Dowling, 2014), and an association with intimate partner and family violence( Dowling et al., 2019). Gambling however becomes a problem when wagers lose control in the act and harm themselves, their family members, their friends, and society as a whole, hence this study tried to uncover African cultural factors (parental pressure on their children to get rich and appear like others; prestige accorded to the rich by the society; societal expectations to acquire wealth by all

means in order to belong; peer pressure to belong to high class; accolades given to the by the society while displaying money at functions; the urge amongst the youths to live flamboyant lives; poor parental upbringing; trying to meet up with family and friends needs; the zeal to acquire properties; the urge to appear flashy and rich amongst the family members; unemployment; poor government enlightenment and youth empowerment; and poor self esteem) influencing sports betting patronage among youths residing in Achara layout of Enugu South in Enugu metropolis, Enugu state.

### **Hypothesis**

There will be significant an influence of African cultural factors on lotto patronage

### **Method**

#### **Participants**

A total of one hundred and twenty-four(124) comprising 119 males and 5 female, between the ages of 16-43 years, with a mean age of 26.21 and standard deviation of 1.76, sampled using purposive sampling technique from the population of people patronizing 11 out of sports betting centres residing in Achara layout of Enugu south in Enugu metropolis 118 out the participants are Christians, 4 traditionalists and 2 moslems; 112 Igbos, 7 Niger-Deltans, 3 Yorubas, and 2 Hausas; 48 business men, 30 salary earners, 25 students, while 21 are unemployed; 32 married, while 92 are single.

#### **Instrument**

A 13-item questionnaire designed by the researchers was used as the research instrument. The questionnaire was designed through literature reviewed and focus group discussion to come up with possible cultural factors that promote lotto patronage. The factors are: parental pressure on their children to get rich and appear like others; prestige accorded to the rich by the society; societal expectations to acquire wealth by all means in order to belong; peer pressure to belong to high class; accolades given to the by the society while displaying money at functions; the urge amongst the youths to live flamboyant lives; poor parental upbringing; trying to meet up with family and friends needs; the zeal to acquire properties; the urge to appear flashy and rich amongst the family members; unemployment; poor government enlightenment and youth empowerment; and poor self esteem.

#### **Design/Statistics**

Cross sectional survey design was adopted, while Chi-Square was used to analyze the scores obtained from the participants.

## Result

### Summary table of Chi Square on the roles of African cultural factors in lotto patronage

S/NO.	Item	Chi Square (X <sup>2</sup> )	Critical Value	Level of Sig.
1.	Parental pressure on their children to get rich and appear like others leads to lotto (bet) patronage	68.26	10.82	<.001
2.	Prestige accorded to the rich by the society leads to lotto (bet) patronage	54.22	10.82	<.001
3.	Societal expectations to acquire wealth by all means in order to belong lead to lotto (bet) patronage	41.80	10.82	<.001
4.	Peer pressure to belong to high class leads to lotto (bet) patronage	20.16	10.82	<.001
5.	Accolades given to the rich by the society while displaying money at functions lead to lotto (bet) patronage	11.64	10.82	<.001
6.	The urge amongst the youths to live flamboyant lives leads to lotto (bet) patronage	71.26	10.82	<.001
7.	Poor parental upbringing leads to lotto (bet) patronage	2.06	3.84	>.05
8.	Trying to meet up with family and friends demands leads to lotto (bet) patronage	14.22	10.82	<.001
9.	The zeal to acquire properties leads to lotto (bet) patronage	77.44	10.42	<.001
10.	The urge to appear flashy and rich among the family members leads to lotto (bet) patronage	9.32	6.64	<.01
11.	Unemployment leads to lotto (bet) patronage	8.26	6.64	<.01
12.	Poor government enlightenment and youth empowerment leads to lotto (bet) patronage	3.22	3.84	>.05
13.	Low self esteem leads to lotto (bet) patronage	2.06	3.84	>.05

The findings above revealed that there are strong significant influences of the zeal to acquire properties ( $x^2 = 77.44$ ,  $P < .001$ ); the urge amongst the youths to live flamboyant lives ( $x^2 = 71.26$ ,  $P < .001$ ); parental pressure on their children to get rich and appear like others ( $x^2 = 68.26$ ,  $P < .001$ ); prestige accorded to the rich by the society ( $x^2 = 54.22$ ,  $P < .001$ ); societal expectations to acquire wealth by all means in order to belong ( $X^2 = 41.80$ ,  $P < .001$ ); peer pressure to belong to high class ( $x^2 = 20.16$ ,  $P < .001$ );, trying to meet up with family and friends needs ( $x^2 = 14.22$ ,  $P < .001$ ); accolades given to the rich by the society while displaying money at functions ( $X^2 = 11.64$ ,  $P < .001$ ); the urge to appear flashy and rich among the family members ( $X^2 = 9.32$ ,  $P < .01$ ); unemployment ( $X^2 = 8.26$ ,  $P < .01$ ); while poor government enlightenment and youth empowerment ( $X^2 = 3.22$ ,  $P > .05$ ); poor parental upbringing ( $X^2 = 2.06$ ,  $P > .05$ ); and low self esteem ( $X^2 = 2.06$ ,  $P > .05$ ) had no influence on lotto patronage. The zeal to acquire properties

had the highest coefficient ( $\chi^2 = 77.44$ ,  $P < .001$ ) and as such proven to be the strongest cultural factor that promotes lotto (bet) patronage while unemployment and low self esteem yielded least contributor of lotto (bet) patronage.

### **Discussion**

The findings of this study revealed that the hypothesis tested showed that all the cultural factors significantly influence lotto patronage. The zeal to acquire properties had the highest coefficient ( $\chi^2 = 77.44$ ,  $P < .001$ ) and as such proven to be strongest African cultural factor that promotes lotto patronage, while unemployment and low self esteem yielded least contributors of lotto patronage.

### **Recommendation**

The researchers therefore recommended that there is need to change views of those African cultural factors especially the zeal African youths have to acquire properties which sometimes become both addictive and problematic with severe negative consequences if not forestalled.

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