

research snapshot

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The influence of deviant traits and other social and economic factors on online gambling intention and behaviour

What this research is about

Gambling is a type of leisure practice where a bet is placed in the hope of winning a larger payoff. Online gambling is gaining popularity, but it also leads to concerns about addiction. Research has found that gambling is likely motivated by cognitive, emotional, and financial factors. Cognitive factors include false beliefs about gambling and overestimation of the chance of winning. Emotional factors such as mental distress and depression may drive people to gamble to escape from their negative emotions.

There are negative effects linked with excessive gambling. These include debt, criminal activity, and interpersonal issues. Research has found that deviant traits influence online gambling behaviour. Certain personality traits such as impulsivity and sensation seeking have been linked with problematic online gambling. Impulsivity refers to a tendency to act rashly without planning or thinking about the consequences. Sensation seeking refers to a tendency to seek out novel and exciting experiences.

The Social Disorganization Theory (SDT) states that communities with social disarray have higher crime rates. Therefore, a community's social and economic circumstances, such as high rates of unemployment and residential mobility, may influence online gambling behaviour. Residential mobility refers to the relocation from one place to another. The Cognitive Behavioural Model (CMB) is a framework for understanding how cognitive and emotional factors influence behaviours. Social influence, financial stress, low self-esteem, and alcohol use can all influence online gambling behaviour. Based on the SDT and CMB, the aim of this study was to examine how deviant traits, residential mobility, and other factors

What you need to know

Gambling is no longer exclusive to land-based venues. Online gambling is gaining popularity due to its ease of access and convenience. The purpose of this study was to look at the relationship between deviant traits such as impulsivity, residential mobility, and other factors that might influence online gambling. The researchers surveyed 325 adults aged 18 and older living in India.

The results showed that psychological factors (impulsivity), alcohol use, social identity, and financial stress influenced the intention to gamble online. Social identity was assessed in terms of feeling a sense of belonging, finding enjoyment in sharing the same social identity with others, and peer influence to do certain things. Intention to gamble online then drove online gambling behaviour.

might affect the intention to gamble online and subsequent online gambling behaviour.

What the researchers did

The researchers collected information from 325 adults aged 18 and older living in India. All participants reported online gambling. The questionnaire was designed in the English language. The first part of the questionnaire contained various questions about the participants' involvement in gambling, feelings of shame or guilt due to gambling, and lying about one's gambling. The second part of the questionnaire assessed various factors that could influence online gambling. The third section asked about the participants' demographic characteristics.

Of the participants, 40% were female and 60% were male. About 45.5% of the participants were between the ages of 18 and 25, and 26.8% were between the ages of 25 and 35. About 42.5% of the participants were students, while 20.6% were working.

What the researchers found

The researchers found that psychological factors (impulsivity), alcohol use, social identity, and financial stress influenced the intention to gamble online. Social identity was assessed in terms of feeling a sense of belonging, finding enjoyment in sharing the same social identity with others, and peer influence to do certain things. Intention to gamble online then drove online gambling behaviour.

Specifically, social identity including peer influence had the largest impact on intention to gamble online. This was followed by alcohol use and then psychological factors. By contrast, residential mobility and low self-esteem did not seem to have an influence on the participants' intention to adopt online gambling.

How you can use this research

This study can be used to guide decision-making and strategy formulation in the gambling industry. It can also inform healthcare providers and researchers in regard to online gambling and help design intervention to prevent problematic gambling behaviour.

About the researchers

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