PREFACE

Lottery is a variant of gambling. State-licensed or State operated lotteries are widely spread about most of the world. Lottery, as an instrument of gambling, has been viewed as economically wasteful, socially dangerous, politically unwanted, and morally indefensible.

People often manifest behaviours towards which they have positive attitudes and avoid those behaviours towards which they have negative attitudes. As such, attitude-behaviour consistency generally holds in an aggregate analysis. However, in a case by case analysis, attitude-behaviour discrepancy also certainly exists. This implies that there are situations in which people's attitudes and behaviour are at odds with each other.

The central purpose of this study is to understand and describe purchasers and non-purchasers of lottery tickets and their characteristics; why, where, when, and how they buy lottery tickets; frequency and volume of purchase; their in-store behaviour; and to suggest a conceptually sound, operationally feasible, and socially and morally justifiable strategy-mix choice (process and strategies) model to eradicate lottery menace in a phased manner by curbing the gambling instinct among the people.

The research scholar relied upon primary data collected through survey and observation methods. A comprehensive pre-tested, structured and non-disguised questionnaire was personally administered to 800 households (400 rural and 400 urban) randomly chosen in Dakshina Kannada District of Karnataka State without presuming any lottery ticket buyers in those households. Out of 400 rural respondents, purchasers of lottery tickets were 214 and non-purchasers were 186. Among 400 urban respondents the purchasers accounted for 258 and non-purchasers were 142. Besides the household survey, two more sample surveys - vendor survey, and observation survey of customers at the retail outlets selling lottery tickets -
were also conducted by the research scholar. Out of 254 lottery ticket vendors in Dakshina Kannada district, 70 vendors (35 rural and 35 urban) were randomly chosen and personal interviews were conducted by the researcher to understand views, perceptions and marketing practices of lottery ticket sellers. Further, the researcher personally made a structured, disguised, direct observation of 700 random customers in 70 chosen retail outlets selling lottery tickets.

Majority of the rural purchasers of lottery tickets are married, aged between 30 and 50 years, living in extended or joint families with a family size of more than five. Most of the urban purchasers are either single or married, aged between 20 and 40 years, living in nuclear or extended families with a family size of less than five. Regardless of their rural and urban background, the lottery ticket purchasers are male members belonging to Hindu religion, middle aged with lower educational, occupational and income status.

People belonging to lower income groups spend greater proportions of their monthly income on buying lottery tickets. They are lured by the attractive amount of prizes, frequency of draws, others winning lotteries, and a desire to get rich quickly overnight. Even after experiencing evil effects of lotteries on their work and family relationships, they do not seem to give up gambling if the State lottery is totally banned all over India. The in-store behavioural patterns of lottery ticket customers revealed that lottery ticket customers do not take much time to transact in the shop, and as such it is nothing short of a 'habitual buying process'.

Model of strategy-mix choices for eradicating lottery menace (planned social change) suggests that there are nine processes, each one most appropriate for each of nine combinations of attitude-behaviour consistency/discrepancy, such as reinforcement, attitude enhancement, radical rationalisation, behavioural enhancement, moderate rationalisation,
moderate confrontation, moderate inducement, radical inducement, and radical confrontation. Strategies to implement each process include: information, education, persuasion and propaganda, social controls, economic disincentives, support system, mandatory rules, clinical counselling and behaviour modification.

This empirical study examined the dynamics of lottery business, assessed the positive and negative impacts of State lotteries, projected the attitudes and behaviour of lottery ticket purchasers, and concluded lotteries as a 'menace'. Any attempt to ban lotteries by enacting and enforcing anti-lottery laws without a proper study of the social and psychological forces influencing the people in buying lottery tickets would be not only non-productive but also counter-productive. Lottery menace can be eradicated in a phased manner only through bringing about a planned social change by utilising appropriate intervention processes and strategies. In this context voluntary agencies and Non-Governmental Organisations (NGOs) are in a relatively better position than the government to bring about planned social change in respect of eradicating lottery menace.