

Abstract

Title: Attitudes and motivations of young people towards sport betting

Objectives: To find out which factors significantly influence sport betting in young Czechs between the age of 18 and 30.

Methods: Due to the quantitative nature of the research, the only used method was electronic survey. The survey was based on the theory of planned behaviour. It primarily sought information on independent variables (predictors) within this theory, which are attitudes, subjective norm and perceived control (in connection with sport betting). This part was adopted from a similar previous research. The intention and behaviour of the respondents as response variables were also surveyed in order to describe the relationships between independent and response variables. The sample consisted of 122 respondents, mostly active betters. Statistical methods such as correlation and regression analysis were used, followed by a final path analysis, which provided a model visualizing the relationships between the crucial variables.

Results: All of the examined predictors within the theory of planned behaviour influence the intention to bet – the values are 0,241 for attitudes, 0,335 for subjective norm and -0,410 for perceived control. The negative value means that those with higher perceived control have lower intention to bet, in contrast to the other two predictors. Perceived control also has an impact on behaviour, in our case the betting itself – its value is -0,304. Altogether, perceived control has the greatest influence on the response variables.

Conclusion: The assumption that the intention to bet and betting can be predicted using the independent variables in the theory of planned behaviour has been confirmed. Perceived control is the most important predictor in active betters. To evaluate the impact of the predictors on general population, a broader study with more respondents and non-betters would be appropriate.

Keywords: gambling addiction, problem gambling, theory of planned behaviour, attitudes, subjective norm, perceived control