

Gambling in Ireland:

An investigation into the behaviour and attitudes of 18-25-year-old males in the Dublin area

By

Jack Hanratty

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Supervisor: David Hurley

X11457178

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Abstract

The gambling industry is huge in Ireland. Paddy Power alone had an operating profit of €163.8million (€15.6million for Irish retail stores alone) in 2014. The activity has become more popular and accessible in recent years due to its move online. In fact, anybody with a smartphone can gamble wherever they may be whether it be on a train or in college. Recent years have seen more opportunities become available to gamblers. Instead of betting on the single outcome of a sporting event there are now multiple choice available to gamblers for each event. Instead of betting on the final score of a match people can bet on the goal scorers, bookings etc. The 18-25-year-old generation have a greater disposable income than any before them meaning they have a greater means for gambling itself. The whole activity of gambling has change in its nature over time. It is no longer deemed to be a solo activity. It has become more social acceptable with communities being built around it.

This dissertation is concerned with investigating the reasoning behind its popularity. Explorations are carried out into areas including social media, advertising, attitude formation, and consumer behaviour. It is important to note that these explorations are being used to discover how important these factors are in relation to the gambling culture in Ireland. In addition to this, the dissertation will explore the effects these have, not only on the gambling industry as a whole but on individuals. The bookmaker Paddy Power has been chosen by the researcher. The investigation will examine the company's advertising strategy and how this sets them apart from their competition.

The method of research chosen by the researcher is qualitative and exploratory in its nature. Here, the researcher utilised the semi-structured interview technique to allow for probing questions and opinion based responses. The final result of this study should prove to be a stepping stone for future academic research in this area.

Key Words: Gambling, Consumer Behaviour, Attitudes, Advertising, Social Media, Paddy Power, Qualitative Research

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Chapter 1 - Introduction

1.1 Introduction

This chapter will provide an overview of the investigation as a whole. Enclosed is the academic justification as well as a social and personal justification. It also contains a brief overview of the chapters within this paper and what they cover.

1.2 Background research and Academic justification

Much research has been carried out on the subject of gambling. However, constant changes in society and the digital world have made it difficult for these studies to remain relevant. This is also the case with the number of people gambling and problem gamblers. More frequent studies are needed in order to gather exact figures on the number of active gamblers.

Gambling has entered a digital age (King, Delfabbro and Griffiths. 2010) allowing people to access online gambling in many different ways. Online gambling has millions of players worldwide which makes the lack of theories and research unusual (Meyer et al. 2009). The reason for this is, as stated before, technology is constantly changing, and it is become difficult for researchers to keep up.

Very little studies on problem and adolescent gambling have been conducted using an Irish sample. This makes it difficult for researchers as the most accurate data available are from studies conducted in North America, the United Kingdom, and Australia.

The reasoning behind this study is to cover some topics from other studies but with an Irish perspective. Here, the researcher will conduct an investigation into how and why young people gamble, specifically those in the 18-25-year old age group. The dissertation will also discuss the methods these people use and the drivers behind them.

1.3 Social and Personal justification

1.3.1 Personal justification

The academic background of the researcher is based predominantly on business, with a heavy influence from marketing. Marketing is a discipline that has always been of interest to the researcher, particularly in the areas of consumer behaviour and advertising. He presents a willingness to further his current knowledge in the fields of study mentioned above.

Additionally the gambling industry is one that interests the researcher greatly. He is intrigued by the imagination behind the industry's advertisements and how the activity of betting makes people act. This investigation allowed the researcher to utilise the information gathered in this four years of higher education. It also acting as a means for him to further his knowledge in the fields that he deems to be of interest.

1.3.2 Social justification

Depending on an individual's attitude towards gambling there can be a number of social implications. These include problem gambling, crime and effects on families. Williams, Rehm and Stevens (2011) suggest that problem gambling has both monetary and social costs attached to it, including: treatment and prevention costs, gambling related family problems, unemployment, and crime. Problem gambling is a huge issue in Ireland with over 40,000 people being identified as problem gamblers (Fulton. 2015). The children of problem gamblers can also be affected due to reduced household financial stability and income (Reith. 2006).

This dissertation will investigate the gambling habits of 18-25-year olds as well as how and when they started. Many researchers suggest that these individuals begin gambling in their adolescence. Literature has long suggested that young people are the most vulnerable subpopulation of gamblers (Delfabbro and Thrupp. 2003; King, Delfabbro and Griffiths. 2010).

1.4 Organisation of Dissertation

This investigation consists of six separate chapters. Below they are listed accompanied with a brief description of each.

1.4.1 Chapter 1 – Introduction

This is the primary and current chapter of the investigation. It contains the justifications for research, both academic and personal as well as its background.

1.4.2 Chapter 2 – Literature Review

The literature review is comprised of six separate headings. It begins with an introduction as well as a section informing the reader about the content that follows. The following sections cover current and past academic papers, theories, and studies specific to the topic and these are divided into a number of different headings and sub-headings.

1.4.3 Chapter 3 – Research Methodology

The focus of chapter three is on the methods the researcher has chosen to gather data. The chosen method, Qualitative, is then described and justified through the use of the “Research Onion” presented by Saunders, Lewis, and Thornhill (2009). The chapter then concludes with discussions relating to ethics and limitations.

1.4.4 Chapter 4 – Research Findings

In this chapter, the researcher presents the results gathered through the chosen research method (Interviews). These findings were gathered in order to achieve the objectives set out at the beginning of chapter three.

1.4.5 Chapter 5 – Discussion

In this, the penultimate chapter of the dissertation, the researcher further elaborates on the findings from chapter four. This is done while also relating them back to the information stated in the literature review.

1.4.6 Chapter 6 – Conclusions and Recommendations

In the final chapter of this dissertation, the researcher presents an overview of the main findings from the investigation and provides recommendations for future academic research and social programs.

Chapter 2 – Literature Review

2.1 Introduction

Cooper (1988) suggests that a literature review is used as a means to summarise, evaluate, clarify and/or integrate the content of primary reports. A literature review can be viewed in terms of a process and a product. The process involves the research in exploring the literature to establish the status quo, formulate a problem or research enquiry, to defend the value of pursuing the line of enquiry established, and to compare the findings and ideas of others, the product then involves the synthesis of the work of others in a form that demonstrates the accomplishment of the exploratory process (Bruce. 1994).

The following literature review is narrative in its nature. This provides a much-needed bridge between the vast and scattered assortments of articles on a topic and the reader who does not have time or resources to track them down (Baumeister and Leary. 1997).

2.2 Content of Literature Review

This literature review is split up into many different parts. There are four in total. Their aim is to give an insight into the world of gambling. More specifically into consumer's behaviour and their attitudes towards it.

The first section of the literature review discusses a general overview of attitudes. This covers some of the main factors that influence an individual's attitude towards certain products and services. The second section will cover the reasoning behind gambling. It will discuss why, when, where, and how individuals gamble. This section will give an insight into why people find gambling attractive. The third section will cover the consumer behaviour area of this paper. Here the paper will discuss how the different areas of an individual's behaviour come into play and how these behavioural characteristics are moulded. It will also show the negative effects gambling can have on people.

Section four refers to branding and advertising, in particular, the popular bookmakers Paddy Power. Here the paper will also show the power that advertising can have on the public and how they can influence behaviour and attitudes amongst customers. It will also discuss how easily marketers can access individuals.

All four sections of the literature review will be considered in depth with the aid of previous papers and published academic sources. The aim is to give the reader a strong

understanding of the different attitudes and behaviours towards gambling and how they are moulded.

2.3 General Overview of Attitudes

Attitudes can be defined as learned prepositions to respond to a brand in a consistently favourable or unfavourable way (Allport. 1935; Debasish and Muralidhar. 2013). They are usually emotional feeling people have towards products or services. A person's attitudes can be shaped in many ways. This section discusses just a few of these.

2.3.1 Family Influence

Each family has their unique codes and values that are passed on through the generations. This works as a building block for an individual shaping their decision making and attitudes. The influence of family starts when a person is young, they learn about attitudes towards consumption of various products and services by watching their parents' behaviour and imitating it (Solomon et al. 2013).

The 18-25 age group is an interesting one. This age group is a time when increasingly important decisions are made (Smith, Xiao and Bechara. 2012) these decisions can have long-lasting effects on an individual throughout the rest of their lives. The decisions made are due to influences from some different bodies. Many argue that family be one of these bodies.

Family characteristics may play a fundamental role in explaining probable problem gambling (Molinaro et al. 2014) meaning it shapes family members attitudes towards the habit. One study that suggested that family was an indicator for young males was that carried out by Hanssa et al. (2014). The researchers aimed to see the different perceptions a group of people had towards gambling depending on their families experience with it. According to the report those who had family members whom experienced "a period of their life when they had economic, family, legal, work or emotional problems because of their gambling behaviour" (Hanssa et al. 2014) tended to have a negative attitude of betting.

2.3.2 Lifestyle

Lifestyle refers to a particular pattern of consumption that reflects a person's choice about how they spend their time and money (Solomon et al. 2013). In this section, the term lifestyle will relate to the attitudes and behaviours people connect with how they live their lives.

Marketers can develop a deep insight into customer's behaviour (Evans, Jamal and Foxall. 2009) by looking at their lifestyle. An individual's lifestyle is usually a good indicator of their general attitudes towards certain products and services. Their lifestyle can have a significant impact on a broad range of their consumer behaviour (Schiffman, Kanuk and Hansen. 2008).

One determining factor in someone's lifestyle is their social class. The term Social class refers to the division of individuals into separate status classes, as a result members of each have relatively the same status and members of other classes have either more or less status (Schiffman and Kanuk. 2007; Linehan. 2008, p. 190). One's social class can give an indication of their purchasing decisions and general attitudes towards brands. Some individuals may want to change other's perception of them due to their social class. They could feel that purchasing outside the norm of their class may suffice. This is called social desirability. This term refers to, the extent to which an individual seeks to present himself or herself in a socially acceptable manner (Ball and Tasaki. 1992). Another important lifestyle factor is a religion. Religious beliefs play a significant part in sculpting social behaviours (Fam, Waller and Erdogan. 2004). It influences habits and lifestyles which in turn affects consumer behaviour (Delener. 1994) and attitudes. Different religions have different attitudes towards products or services. For example, Catholics and Muslims would not have the same attitudes towards alcohol.

Lifestyles and religion are also factors that shape an individual's attitude towards gambling. It can be socially acceptable in some societies and not in others. These factors also affect behaviour towards online gambling. The reason here being that some social classes may not have any access to the technology or credit necessary to gamble online.

2.3.3 Media

Media influence primarily concerns the effect of advertising (Chia. 2010). This section will discuss how consumer's attitudes can be affected by advertising on platforms like television, radio, and in movies. Media advertising is very powerful. Experts have even attributed it to the increasing materialism among young people (Chia. 2010). It is a tool that must be used by marketers wishing to change customer's attitudes towards their brands.

Advertising on television allows for the use of visual imagery as well as voice overs and even soundtracks (Rogan. 2011). This its enormous reach makes it an invaluable advertising platform.

Advertising on radio allows for low-price positioning (Rajagopal. 2011) giving marketers a low-cost alternative to television advertising. This form of advertising allows them to target customers directly.

Due to the increasing internationalisation of the movie industry (Khalbous et al. 2013) its popularity has allowed for the inclusion of consumer products or services in motion pictures (Nebenzahl and Secunda. 1993) in a process known as product placement. It is a unique marketing technique in that the product presence is evident but only in a non-commercial context (Khalbous et al. 2013). It is no secret that gambling is glamorised in movies, e.g., 21, Maverick, and many James Bond films.

Television is arguably the most popular of the three for gambling advertisements. This will be discussed further in section 6.

2.3.4 Age and Gender

In relation to this area of study age and sex are paramount demographics to investigate. Age is an important variable here as it will give an insight into how the 18-25 age group feel about the subject of gambling. Gender is also important to clearly outline as the interview subjects will be a mixture of both men and women. It is, therefore, important to have a knowledge of the differences in consumer behaviour before beginning.

2.3.4.1 Age

Consumer behaviour differs from ages and generations. For example Generation Y (those born between 1977 and 1994) are more interested in their personal lives and how they look (Evans, Jamal and Foxall. 2009). Their behaviour is greatly influenced by celebrity culture and the Internet.

The chosen age group of gamblers and adult gambler reported differences in motivations to gamble (Lynch, Maciejewski and Potenza. 2004). Motivations included many different variables from peer pressure to mental illness.

Data from various countries show that gambling is widespread among the mentioned age group. (Vitaro et al. 2004).

According to the responsible gambling council, the age group named above are those with the highest risk of developing a gambling problem. The Institute of Public Health in Ireland states that gambling among 18 - 25-year-olds are thought to be 2-3 times the rate of adults (gambleaware.ie). This because they have easier access to online gambling. "Experts warn that among under-25s, as many as 90pc start gambling on a handheld device" (Riegel. 2014).

2.3.4.2 Gender

Despite the other demographic variables mentioned earlier, men and women have an interest in, talk about and show a fondness for different products (Mitchell and Walsh. 2004) and services. Differences in gender presents differences in abilities or behaviour that have some potential relevance to shopping, buying, using, or disposing of products (Fischer and Arnold. 1994).

Products are altered to appeal to either men or women. This is the case with even the most basic of items like clothing products. Even nappies are sold in pink-trimmed versions for girls and blue for boys (Solomon et al. 2013, p. 9).

In relation to gambling, women generally gamble less frequently and heavily than men (Desai and Potenza. 2008). Another difference is that women who gamble appear to start later in life and seek treatment for disorders more readily than men (Nelson et al. 2006).

2.4 Gambling

Cabot (1999) states that gambling refers to any activity in which a person risks something of value on the outcome of an uncertain event (Cabot. 1999; Manzin and Biloslavo. 2008). Shaffer et al. (2005) believe that college students have a higher risk of problem gambling than other age groups.

This section will discuss some of the factors behind people's gambling. It will attempt to answer the questions of when do people start gambling, why do they start, and where and how do they gamble.

2.4.1 When

The "when" aspect of this refers to the age in which they begin to form an attitude towards gambling. The ages in which people begin gambling varies, however, "the average age at which a child first gambles is 12 years old" (Wilber & Potenza. 2006). Many youths begin

gambling at an early age (Ladouceur, Dube and Bujold. 1994) despite the fact that gambling activities are illegal for this age group it remains a popular recreation outlet for them (Winters, Stinchfield and Fulkerson. 1993). In Ireland, the minimum age for gambling is 18 years old. It is illegal for someone under this age to place a bet in a bookmaker or purchase lottery tickets. Meaning that ideally an individual should not gamble before then or have any solid opinion or attitude towards it.

According to Shaffer, (1993) gambling has become average and acceptable among the mentioned age group. He says that "young people participate in gambling just as they have used tobacco and alcohol despite the illicit status of this group of activities" (Shaffer. 1993; Shaffer and Hall. 1996). The rise in popularity of online gambling means that younger individuals can begin gambling with great ease.

2.4.2 Why

There is ample evidence into why 18 – 25-year-olds begin gambling. Many argue family be a large influence. As shown in the study published by Hassa et al. (2014) discussed in section 2.3.1, a family has an enormous influence on shaping an individual's attitudes towards a product or service. There are also arguments and studies suggesting one's peers could lead towards gambling. Fear of social loss/social influence is a problem many young people face and it has proven to change their attitudes in an attempt to create an ideal self.

When referring to why a consumer aged 18 – 25 behaves it is important to look at circumstances like their home life or peers. Often the two go hand in hand, "research has demonstrated that peer influence in purchase operates most strongly in situations with weak family communication and unstable family environments" (Huang, Wang and Shi. 2012). However, this article goes on to offer exceptions to this via the attachment theory. This theory could prove to be useful secondary research. It suggests that the influence of peer and also parental attachment on an individual's consumer behaviour are similar rather than in conflict like that suggested above.

A study carried out by Neighbours et al. (2004) asked student gamblers (184 in total) to list the top reasons they gamble. The results showed that the main reason as to why people gambled was to win money (44%). This was followed by enjoyment (23%), social reasons (11.2%), excitement (7.3%) and winning (3.9%). What is interesting here is that these

findings differ from those of other sources like Huang et al. However, the study conducted by Neighbour et al. had some limitations. For example, they only asked males and had a mean age of 19.4. Lesieur et al. (1991) also offered some unmentioned reasons. They suggest an individual may gamble to escape from relationship problems and perceived life stressors (Lesieur et al. 1991).

By having an idea of why and when people begin gambling it is important to look then at how and where they do so.

2.4.3 Where and How

The “where” question here applies to age and legal restrictions. The minimum age of the sample is just old enough to gamble in a bookmaker’s physical shop, or buy lottery tickets and scratch cards. In theory, this should mean the gambling among this age group is relatively small. Unfortunately, this is not the case. Once again online gambling plays a significant role here. People can also gamble and bet amongst friends and family. Although this does not seem as destructive as legalised gambling, it could mould attitudes towards gambling in the future.

Finally, how. This asks the question “How are these individuals gambling?”

According to the American Gaming Association (AGA) most young people who gamble do so on non-casino card games, games of skill, sports and lottery – not at commercial casinos. Instead, this is mostly done amongst family and peers.

As gambling youths come of legal age, there is a shift from informal games to legalised ones (Winters, Stinchfield and Kim. 1995). They begin gambling in casinos, bookmakers and online. The notion of online gambling is a relatively new phenomenon (Manzin and Biloslavo. 2008). The growth rate is significant among 18-25-year-olds (Brown. 2006).

Gambling software was first created by Microgaming in 1994/1995. In 1995, a few sites began offering casino gambling games online without money being wagered. October 1995 saw the first case of money being wagered online (Williams and Wood. 2007). Today online gambling is a booming industry. There are two main types of gambling on the internet; they are gaming in casino-style games and betting or wagering on sporting events (Manzin and Biloslavo. 2008). Gambling sites are inviting and very user (Brown. 2006). The economic significance of online gambling is clearly shown by the high levels of innovation of gambling

operators. According to gamble aware, approximately 2% of Irish aged over 18 gambles online regularly.

2.5 Purchase Intentions/Consumer Behaviour

As shown above (in part 2.3.2), different lifestyles lead to different purchasing intentions.

This section shall examine the factors of consumer behaviour that have an effect on an individual's buying behaviour. The following are topics that must be discussed when talking about somebody's attitudes towards a good or service. The extended self and peer groups are also important factors here. This because they are most likely to play significant parts in shaping the attitudes of the 18-25 age group. Compulsive consumption. Because of the nature of some goods or services certain attitudes can lead to the amount and frequency an individual purchases something. Finally, compulsive consumption can usually result in consumer misbehaviour. This is especially damaging for a consumer or those around them. Each of the headings below can be directly correlated to each other. Due to the importance of the above topics they have been selected to be discussed in the following section.

2.5.1 Extended Self

In marketing terms, the extended self of our actual self and the external objects that we gather around that we consider part of our self (Wright. 2006, p. 327). This includes an individual's car, house, clothes, gym membership, and can even extend to the restaurants they dine in. Objects that we consider a part of us comprise the extended self (Solomon et al. 2013). In some cultures people go as far as to incorporate objects into the self – they lick the new possessions, take the names of conquered enemies or bury the dead with their possessions (Solomon et al. 2013, p. 160).

If a consumer purchases exercise equipment than their personality were that of someone who is very much into fitness, people who spend a lot on gaming products would not be associated with fitness and other outdoor activities. Consumer researchers have suggested that possessions play a role in maintaining and supporting the consumer's extended self (Ball and Tasaki. 1992). They go on to argue that some possessions present more of an indication of an individual's self-concept than others. For example; somebody's house or car would be more relevant to their extended self than their television. It ultimately boils down to what objects and brands we buy.

When talking about the extended self it is useful to look at its four levels. These four levels range from objects to places. They are as follows; Individual level, Family level, Community level, and, Group level.

Individual self refers to possessions that a consumer may seem as self-defining. This relates to clothing. For example, if a person was to wear a certain uniform it will allow them to convince themselves and even others that they are a different person than others would be without them (Belk. 1988). The second level (family level) refers to where an individual resides (i.e. their home) and its furnishings. As for the community level, it is not uncommon for consumers to identify themselves in terms of the neighbourhoods or town from which they are from (Solomon et al. 2013). Finally is the group level. Social groups can influence a person's extended self. Arguably one of the main groups that have an affect here are an individual's peer groups.

2.5.2 Peer/Reference Groups

The term group is used to describe "two or more individuals who interact to accomplish either individual or mutual goals" (Schiffman, Kanuk and Hansen. 2008, p. 471). This section will cover peer groups, which can also be referred to as social or friendship groups. This type of grouping is important as it has a profound effect on the consumer behaviour of individuals in the 18-25 age category.

Peer groups are typically classified as informal groups. This because they are more unstructured than many other types of groups and usually lack specific authority levels (Schiffman, Kanuk and Hansen. 2008). Each member of the group is perceived by others as a group member and all members are bound together by patterns and interactions (Evans, Jamal and Foxall. 2009). For these reasons, peer groups differ from others like work, family, and sporting groups.

Any individual or a group of individuals that can significantly influence behaviour could be called a "reference group" (Bearden and Etzel. 1982). Consumers use others as a source of information for arriving at and evaluating one's beliefs about the world (Escalas and Bettman. 2005). Reference groups play a huge part in social influence. The opinions and preferences of the group play a huge part in determining the objects an individual selects or purchases.

The influence of reference groups has the potential to be quite strong (Loudon and Della Bitta. 1993). Unfortunately, this influence can have negative outcomes. According to Loudon and Della Bitta (1993), an experiment involving seven to nine college students showed that a group may induce strong pressure on an individual to conform. They go on to reference another research that found that a reference group may pressure a consumer's decision making and present choice restrictions. An individual will sometimes conform to the norms of the group. In some extreme cases this could lead to problematic behaviour. Studies have found that behaviour types (especially problem behaviour) is embedded within a peer group (Dishion. 1999). Depending on the norm individual could easily turn to gambling. It is a popular activity amongst the chosen age group. If a large number of people in a peer or reference group gamble then it may result in other members changing their attitudes towards it or even beginning it themselves.

This occurrence is sometimes referred to as conformity. Conformity can be defined as a tendency of opinions to establish a group norm and the tendency of individuals to comply with the group norm (Lascu and Zinkham. 1999). In this case, it can influence evaluations of goods and services, consumer and purchasing behaviours, as well as overall attitudes. A problem here is that individuals may develop problem habits creating dark consumers. Worse is that it may lead to the consumption of illicit goods and services that may in turn result in compulsive consumption.

2.5.3 Compulsive consumption

To many people consumption is simply part of their daily routine, it involves very little thought and holds little significance. However, for some consumption can become deeply involving (Faber, O'Guinn and Krych. 1987). Faber et al. go on to say that this consumption holds implications for many aspects of people's lives. In these cases, consumption becomes dysfunctional and is often typified by a compulsive quality.

The term "compulsive consumption" is used to describe a type of consumer behaviour that is excessive and clearly disrupts the lives of individuals who appear impulsively driven to consume (Faber, O'Guinn and Krych. 1987). This phrase is commonly associated with products like cigarettes or other drugs and activities like gambling.

There are many drivers behind compulsive consumption. Many academics have suggested many different drivers. Low self-esteem, a higher tendency to fantasise and higher levels of depression (Gupta. 2013) are but a few of the drivers suggested. These are the psychological factors. Compulsive consumption is not only linked to these as it many also is triggered by family influences such as divorce (Roberts, Manolis and Tanner. 2006; Didow, Perreault, and Williamson) and even death.

Helga Dittmar argued that there are three core features to compulsive consumption. First a person will experience an irresistible impulse to purchase. Secondly, that individual loses control over their buying behaviour, and finally, the individual will continue their excessive buying despite adverse consequences in their lives (Dittmar. 2005).

As stated above compulsive consumption usually leads to consumer misbehaviour or a dark consumer.

2.5.4 Dark Consumer/ Consumer Misbehaviour

The above term refers to the deviant or anti-social usage or acquisition of products. Dark consumers are those who are non-rational. It is most commonly associated with addictive goods or activities. It can include activities such as addictive consumption, theft, and as suggested by Cole (1989) even fraud.

Consumer misbehaviour refers to acts made by a consumer that violate the norms of conduct in consumption situations (Fullerton and Punj. 1997). A large aspect of consumer misbehaviour (especially in the 18-25 age group) is shoplifting. Some researchers have stopped viewing shoplifting as a criminal subculture, and it is a startlingly common method of consumer product acquisition (Tonglet. 2002).

2.6 Advertising

The term advertising is used when describing any paid form of non-personal promotion for ideas, goods, or services by an identified sponsor (Kotler and Keller. 2006). It works as a non-personal form of mass communication that transmits its message through various media (Medcalf. 2004). These Medias include television, radio, and digital media.

Advertising is useful in that it can build up a long-term image for a product or trigger quick sales (Kotler and Keller. 2006, p. 555).

Advertising expenditure is enormous and growing every year, by the end of 2015 the total expenditure is forecast to be \$170.5bn. The following section will discuss just how useful advertising is to companies. It will show its strength and persuasiveness. It shall also suggest some tools that are popular among marketers. This section will also discuss the Paddy Power brand and how their advertisements have aided them in the past.

2.6.1 Power and Accessibility of Advertising

Advertising has become a remarkably large part of everyday modern life. People experience advertising every day. Whether they are watching television or just walking down the street, they are exposed to hundreds of advertisements and promotions. The average person is exposed to more than 600 advertisements per day. Bauer and Greyser (1968) argue that although people are exposed to such a vast number of advertisements they only actually notice an average of 76 per day (however this article is quite dated and, therefore, the figure may be different in modern day due to advancements in digital technology).

A good way to examine the power of advertising is to consider the benefits of the different types available to marketers. Some of the most popular platforms are television and radio and in recent years social media.

Firstly, television. Television advertising is incredibly effective. "It provides advertising with a powerful medium that enables the use of visual imagery as well as soundtrack and voice-overs." (Rogan. 2011, p. 8). It has developed as an advertising medium in an increasing number of countries (Albaum and Duerr. 2011) this means it has a reach which is vast. According to Forbes magazine, T.V can reach over 280 million people worldwide which is much larger than online which can reach over 211 million (as of 2012).

Television allows marketers advertise to a wider variety of generations. This because online advertising cannot reach a large amount of the older generations. However, television is expensive. It can cost anywhere between eight thousand and eighty thousand euros to place an advert on RTE depending on the time of day or year.

Secondly, Radio. Radio allows companies to target their chosen market more precisely. Stations can be highly targeted (Keller, Aperia and Georgeson. 2008) they can be used to target only the places where a brand is sold or to target people in the vicinity of particular shops (Keller, Aperia and Georgeson. 2008, p. 242). All that the companies need to do is pick

the right station and the right time. An example of this would be a company whose target market consists of businessmen/ women. In this situation, the company would place slots on stations like Newstalk during rush hour times in the morning and evening. Choosing a time to put a spot is incredibly important. It would be a waste of money to put an advert at a time when their target market would not be listening.

Advertising online, particularly on social media is huge among advertisers in the modern day. The internet's share of worldwide advertising spending is currently just under 30% of the overall expenditure. However, it is expected to rise to 31.1% by 2017. Social media is a growing phenomenon. "According to the Pew Internet research project 72% of online U.S adults used social networking sites in 2013."(Miller and Washington. 2014). Facebook is the most dominant of the social media platforms. The site hit 1.23 billion monthly users and 757 million daily users in December of 2013. Companies now view sites like Facebook as invaluable tools for promoting their business and the promotion of other social issues. A famous example of this would be the application "Causes." It was the most popular Facebook application of 2008 and had "almost twenty million active monthly users" (Qualman. 2013). It was a simple application that "lets you start and join the causes you care about" (Qualman. 2013). This application was beneficial to over one million non-profit organisations around the world. Social media sites like Facebook and Twitter are used by companies to reach younger generations including the 18-25 age bracket.

Ewing and Jones (2000) suggest that advertising to consumers has two primary functions. Firstly it contributes to the growth of the brand and secondly it supports established brands (Ewing and Jones. 2000). Advertising for gambling is huge in the modern day however, "it is very difficult, if not impossible, to assess how many people gamble excessively because of direct or indirect influence from advertising" (Binde. 2014). Thanks to digital media advertising for gambling has become very popular. One company who is very well known for their advertising is Paddy Power.

2.6.2 Paddy Power

Paddy Power is an Irish bookmaker founded in 1988 and is the largest bookmaker in Ireland today. They currently have 212 shops in Ireland and 107 in the United Kingdom.

Paddypower.com is currently one of the top three gambling sites in Ireland and amounted to a staggering 78% of their group profits in 2014 (32% in Australia).

Due to the compulsive nature of gambling Paddy Power has become very successful. Since their initial foundation they have been constantly growing with profits reaching €166.6 million (before tax) and gaining a net revenue of €881.6 million in 2014 which was a 18% increase from 2013 where they earned €746.0 million (according to the 2014 annual report).

As mentioned in the previous section Paddy Power is one company that has benefited from solid advertising. Their advertisements are fun, memorable, and sometimes quite controversial. One example would be their Amazon rainforest adverts during the world cup in Brazil. Which gained huge media coverage because it was perceived as controversial. Although it is hard to find a relationship between advertising and gambling problems it is obvious that it creates an awareness that may lead to future gambling. In fact a report published by Schottler Consulting for the New Zealand Ministry for Health carried out research and the results highlighted “that advertising and marketing play a significant role in increasing the attractiveness of gambling opportunities to consumers” thus showing the sheer power of advertising.

Advertising like that done by Paddy Power can seriously shape an individual’s attitude towards a brand. This work in favour or against the brand.

2.6.3 Advertising and Consumer Behaviour

It is no secret that advertising affects consumer behaviour. One reason for this is that an effective advertisement can create emotions within a customer. These emotions are created through many tactics including fear, humour, and sex.

Some advertisements use emotional appeals and directly evoke feelings and moods as well as, or instead of, evaluative reactions to the advertisement (Cochrane and Quester. 2005). These emotional appeals can be both positive and negative. The negative emotion most commonly used in advertising is fear (Brooker. 1981). Fear is a primitive instinct, and it causes people to seek ways to reduce feelings of anxiety and tension. This led marketers to rely on to stimulate interest in products or services (LaTour and Zahra. 1988). Different types of fear most commonly used in advertising are social, physical and self-esteem (Menasco. 1982; Cochrane and Quester. 2005). Marketers can use fear to sell a vast number of products or services from insurance to deodorant.

Studies have shown that 94% of advertising practitioners see humour as an effective way to gain attention (Weinberger and Gulas. 1992). Humorous ads are often the best known and best remembered of all advertising messages (Belch and Belch. 2012, p. 204). Alden, Hoyer and Chol (1993) lists some potential benefits of humour in advertising. These include reduced counter argumentation and enhanced effect towards the brand.

The use of sex in advertising has been a source of controversy among consumers and practitioners (Soley and Kurzbard. 1986). Despite this, it remains an extremely popular marketing tool. Reichert and Carpenter (2004) state “advertisers use sexual imagery for a number of obvious reasons: to attract attention to their messages, to appeal to audiences that approve of its use, and to demonstrate the "outcomes" of buying and using the brand.” However, a study carried out by Parker and Furnham (2007) suggested that sexual content impeded brand recall. They suggest that unless a sexual advert is tailored specifically towards a particular gender sex will in no way aid brand recall.

In modern day humour is the most commonly used emotion by gambling marketers whether it be on social media or television. As mentioned previously Paddy Power uses fun and humorous advertisements as a form of promotion. Gambling marketers could also use fear to promote their service. By making their adverts and promotions fun, they are therefore making it look more appealing and popular. By doing this, individuals may feel that they are being left out by not gambling therefore creating a fear of social loss.

Chapter 3 – Research Methodology

3.1 Introduction

Research methodology is a systematic way used to solve a problem (Rajasekar, Philominathan and Chinnathambi. 2006). The term methodology refers to "the way in which the research is carried out, as a means of supporting the philosophical assumptions that underpin the research project" (Quinlan. 2011). Rajasekar, Philominathan and Chinnathambi (2006) suggest that a knowledge of the methodology is just as necessary for the research as one of the research methods.

The main purpose of this study is to investigate the attitudes and behaviours of Dublin males towards gambling. For this investigation, many different topics will be discussed in this chapter. These include, a list of the research objectives, the selection and definition of the chosen methodology, the reasoning for the choice of the sample, the chosen method for collecting data and finally an explanation of the ethical issues related to this study. An entirely in-depth description of these topics is essential for the completion of this research.

3.2 Research problem definition

"Thinking in terms of a research problem enables you to move from thinking in terms of an organisational "solution" towards thinking constructively about the objectives for your research, the question(s) your research might seek to answer, and the data and other information that would enable you to answer them" (Cameron and Price. 2009).

The research problem serves as the starting point for research (Ellis and Levy. 2008).

Kerlinger and Lee (2000) demonstrate the importance of the statement of a problem by stating "without some statement of problem, the scientist can rarely go further and expect the work to be fruitful" (Kerlinger and Lee. 2000; Ellis and Levy. 2008).

Horn (2009) suggests stating your research problem with an aim statement. Therefore, the purpose of this research is to conduct an investigation into the attitudes and behaviours of males aged between 18 and 25 towards gambling.

3.2.1 The research objectives

Research objectives are clear, specific statements that identify what the researcher wishes to accomplish as a result of doing the research (Saunders, Lewis and Thornhill. 2009).

According to Saunders, Lewis and Thornhill (2009) research objectives delivered from the

research question are more likely to lead the researcher to obtain more specific information on the topic in question. A number of research objectives have been created to aid this investigation. There are four in total. They are as follows.

1) To investigate whether or not one's family or peers are two of the major drivers of attitude formation.

This objective will analyse:

- Whether or not this statement true
- Which of the two has a larger influence
- Does age factor here

2) To discover if lifestyle factors into the development of an individual's attitude towards gambling.

Here the researcher will address certain topics including:

- Social class
- Religion
- Age and Education
- Availability of money and technology

3) To evaluate the significance of the major types of consumer behaviour related to gambling.

The aim of this objective is to gather the opinions of the participants in the areas of consumer behaviour outlined in the literature review. These include:

- The extended self
- The effect of reference groups
- Compulsive consumption

- Dark consumer behaviour

4) **To examine the effect advertising and branding have on the public.**

This section will gather information and opinions on the following topics:

- How influential advertisements can be
- Can advertisements change consumer behaviour
- Whether or not digital media is more effective than traditional media
- Do techniques like humour or fear work effectively

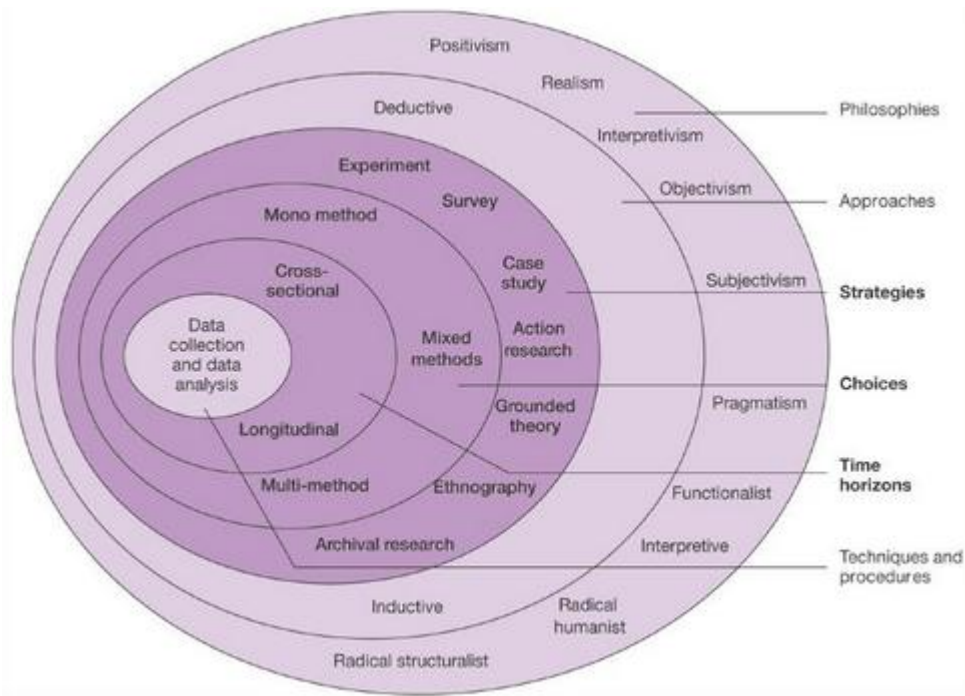
Paddy power will also be discussed here in relation to:

- Individuals opinions of their adverts
- Their ability to recall them

3.3 Proposed Methodology and its structure

The aim of this research is to investigate in a qualitative way individual's opinions and attitudes towards gambling in Dublin amongst males aged 18-25. To achieve quality results, the researcher has opted to adopt a number of characteristics from a model named the "research onion" that was proposed by Saunders, Lewis and Thornhill (2009). The "research onion" is made up of six different layers: the first and most external layer is known as the research philosophies, second is research approaches, then comes research strategies, followed by the time horizons, and finally the inner layer of the onion, the different techniques and procedures used to collect the data. Each of these layers is crucial in gathering efficient and useful research. All layers combined lead to the final step of the process that is the moment of collecting and analysing the data. Thus, allowing the researcher to produce a conclusion for the investigation.

The “Research Onion” (Saunders, Lewis and Thornhill.2009)



3.3.1 Research philosophy

Saunders, Lewis and Thornhill (2009) define research philosophy as an overarching term that relates to the development of knowledge and the nature of that knowledge about research. It forms the most external layer of the research onion model. Here a variety of approaches and methods are offered to the researcher that can be used to aid the successful fulfilment of the research. It can be argued that this layer act as one of the most significant points related to research methodology. The philosophy layer demonstrates the researcher's understanding of the numerous methods available to gather and analyse data for this investigation.

Saunders, Lewis and Thornhill (2009) offer a number of different philosophies available to researchers. These include;

- Pragmatism
- Ontology
- Objectivism
- Subjectivism
- Epistemology

- Positivism
- Realism
- Interpretivism
- Axiology

For this investigation and its conclusion, the interpretivism approach has been selected. This philosophy relates to the study of a social phenomenon in its natural environment and focuses on conducting research with people rather than objects (Saunders and Tosey. 2012). Interpretivism advocates differences between humans in their role as social actors (Saunders, Lewis and Thornhill. 2009). Bryman and Bell (2011) state that the interpretivism approach focuses on the concepts of social actors and that understandings must be based on the experiences of individuals. This philosophy is most effective when using a qualitative research approach. Here the researcher can gather data relating to the experiences and opinions of respondents of a social phenomenon which in the case of this investigation is gambling.

Positivism is another philosophy that could prove to be useful in this investigation. This approach is arguably more suitable for researchers conducting quantitative research. However, there are some characteristics that can be adapted to fit the purpose of this investigation. The positivism philosophy requires previous or existing theories or findings so that the researcher can compare it to their own. As mentioned in the literature review some pre-existing studies, like that of Hassa et al. (2014) and Neighbours et al. (2004), have been consulted. Through interviews, the researcher will be able to compare and contrast the data collected by primary research against data gathered through secondary research.

3.3.2 Research approaches

After completing the external layer of the "research onion," it is time for the researcher to analyse and select the particular tools to be used to gather data for the investigation. It is necessary to choose one from two options, the deductive approach and the inductive approach. A deductive approach is used to develop a hypothesis upon pre-existing theories, and then formulates a research approach to testing it (Silverman. 2013). It forms the most common view of the relationship between theory and research (Bryman and Bell. 2011). On

the other hand, the inductive approach is related to the interpretivism philosophy. This means results are achieved through the understanding of the behaviour of the variables.

The inductive method is more commonly associated with a qualitative approach to research. Here observations are considered the starting point for researchers (Beiske. 2007) and their research findings are fed back into the original theory (Bryman and Bell. 2011). Through a series of interviews, the researcher can gain an understanding of the meanings humans attach to certain events as well as a knowledge of the research context (Saunders, Lewis and Thornhill. 2009). However, this strategy may be difficult to follow and may not lead to success. The best way to avoid this is by using a grounded approach wherein the researcher does not commence a study with a clearly defined framework but instead they should identify the relationships between data and then develop questions to test these (Saunders, Lewis and Thornhill. 2009)

3.3.3 Research strategies

The third layer of the "research onion" is where the researcher decides the strategy that they shall be using to carry out their research. Here the researcher is presented with a number of options such as action research, surveys, experimental research, grounded theory, ethnography, and case study research. The strategies layer emphasises that the researcher can use one or more strategies within their research design (Saunders and Tosey. 2012).

Saunders and Tosey (2012) suggest that an ethnographic strategy is well suited to an interpretivism philosophy. The purpose of ethnography is to describe and explain the social world the research subjects inhabit in the way they would describe and explain it (Saunders, Lewis and Thornhill. 2009, p. 149). This strategy involves the examination of people. The aim is to study and observe the behaviours of them and their perspectives.

Another strategy that could be used is the grounded theory. Grounded theory is a qualitative method. It represents an inductive investigation in which the researcher poses questions about information provided by respondents or taken from historical records; the researcher asks the questions to him or herself and repeatedly questions the responses to derive deeper explanations (Quinlan et al. 2015, p. p130). The grounded theory is most

suitable to an interview format. Both that and ethnography shall be utilised throughout the interviews.

3.3.4 Interviews

An interview is a primary data collecting technique in qualitative methodologies (Cooper and Schindler. 2014). An interview is essentially a method of data collection in which one person asks questions of another person (Polit and Beck. 2006; Whiting. 2008). They can take many forms whether it be face to face, telephone or online.

The interviewer has many responsibilities that they must adhere to. These must be done to effectively extract information from the participants. Cooper and Schindler (2014) list the wide range of responsibilities as follows:

- To recommend topics and questions
- To control interview as well as plan and manage the locations and facilities for the study
- Proposed criteria for drawing the sample participants
- Prepare research tools to be used during the interview (i.e. pictures or written tasks)
- Analyse the data and draw insights
- Write or direct the writings of the client report, including extracting vocal recordings

Qualitative interviewing is a very broad term to describe a wide range of interviewing styles. (Bryman and Bell. 2015, p. 394). The author has decided to utilise qualitative interviewing rather than interviewing in quantitative research. The reasoning for this is that it is much less structured and more flexible. Cameron and Price (2009) suggest that a structured interview is a face to face questionnaire in which the interviewer has complete control. This method will not encourage the responses needed for this research. There are two different types of qualitative interviewing. They are unstructured and semi-structured interviewing.

In an unstructured interview, the researcher may start the conversation by suggesting a broad topic. It is then the role of the respondent to determine what to say and respond freely during the interview. The interviewer actively listens and records. Typically the interviewer will have a list of topics also known as an interview guide, and the style of questioning is usually

informal (Bryman and Bell. 2015). Advantages of unstructured interviews include (1) Flexibility (2) Openness (3) Interviewee is not constrained by the interviewer's pre-existing mindset and (4) Ideal for issues when you have few preconceived ideas (Cameron and Price. 2009). Ethical issues such as confidentiality and honesty are present with this type of interview. Semi-structured interviews lie somewhere between structured and unstructured ones. Unlike an unstructured interview, a semi-structured one generally begins with a few specific questions and then follows the individual's tangents of thought (Cooper and Schindler. 2014, p. 153).

Taking the above into account semi-structured interviews have been selected by the researcher. This approach has been identified as being a more efficient of the two. The reasoning behind this choice is effectively due to the need for participants to openly discuss their opinions. Pairing this method with some open-ended questions will allow for the adjustment of question styles depending on the different backgrounds and experiences of each respondent. Dalmar (1995) suggests that a semi-structured interview is not a free flowing conversation nor is it a rigidly structured questionnaire. This approach allows the researcher to regulate questions while allowing the interviewee the ability to speak in detail and expand on their opinions rather than being restricted by close-ended questions.

3.3.5 Interview guide

There is a danger that a semi-structured interview could turn into an unstructured one. Therefore to be successful, the researcher must keep clear objectives in mind throughout the process. Cameron and Price (2009) suggest that a well-prepared interview guide is an invaluable tool. The term interview guide refers to a list of topics or questions that the interviewer needs to cover during the conversation. It acts as a memory prompt ensuring all topics are covered. Traditionally the questions/topics are listed in a particular order. The use of an interview guide also allows for a free flowing conversation while still retaining a structure.

3.3.6 Questioning

When setting an interview guide, it is important first to decide on a questioning approach. A researcher can choose between open questions, probing questions, and closed questions. Open questions are designed to encourage the interviewee to provide an extensive and developmental answer (Saunders, Lewis and Thornhill. 2009). Respondents are asked for

their perceptions or views. Probing questions usually follow open questions and are used to explore responses that the researcher deems to be of significance. Finally, closed questions, also known as forced choice questions as the participant is presented with a limited range of responses (Cameron and Price. 2009). They are represented in many ways including yes/no questions and category choice questions and are very useful for collecting comparative data and specific information.

For this investigation to be successful, opinions and experiences must be obtained. Thus, both open and probing questions shall be used during the interviews. Not only do open questions permit the respondent to answer a question in a seemingly endless number of ways but it also allows them to elaborate on their responses and if necessary, clarify them. The individuals responses generally take the form of a narrative, however, this requires that they be articulate and are willing to spend an adequate amount of time on a full answer (Remenyi et al. 2005). As mentioned previously probing questions follow open ones and are used to explore further significant responses. Another benefit of probing questions is that they can be used to seek explanations and dissolve any ambiguity. The intention behind the use of probing questions is to encourage the interviewee to explore their point of view without any interference of influence from the interviewer. This will prove to be essential in gathering opinions and attitudes towards gambling in Ireland from participants.

3.3.7 Research choices

In this, the fourth layer of the "research onion", the researcher decides upon the research method to be used for the investigation. There are three possible choices: a mono method, a multi-method, and a mixed method. The mono method involves the use of only one research approach. As suggested by its name the multi-methods approach refers to the utilization of a number of techniques employed by the researcher to collect data. Finally, the mixed-method approach is one that combines the use of qualitative and quantitative methods in order to gather data (Saunders, Lewis and Thornhill. 2009). The researcher has opted to use a mono method approach as it has deemed to be the most appropriate for this investigation. The only way that data shall be collected and analysed is through interviews.

Domegan and Fleming (2003) argue that the research method in an investigation be just as important as the problem definition. They mention three different types of research available to researchers: exploratory, descriptive, and casual. The selection of these will rely

solely on the researcher's objectives. The researcher has selected exploratory research for this investigation. The reason for this is that exploratory is used by researchers to explore and discover issues about the problem defined (Domegan and Fleming. 2003). It is a method most suited to an investigation using a qualitative approach and is more efficient with interviews than descriptive and casual.

3.3.8 Research time horizons

The penultimate layer of the "research onion" is the time horizons layer. This section is concerned with the period in which the investigation is intended to be completed. The "research onion" specifies two types of time horizons: the cross-sectional and the longitudinal. Either of these can be taken into consideration when approaching a time variable.

A cross-sectional study refers to the study of a particular phenomenon at a particular time (Saunders, Lewis and Thornhill. 2009). Alternatively longitudinal studies are a process where a researcher continuously gathers data over an extended period. A cross-sectional study shall be applied to this investigation. Saunders, Lewis and Thornhill (2009) suggest that although a cross-sectional time horizon is well suited to surveys it is also applicable to qualitative methods such as interviews. Each interview was only sat once at a specific time and date.

3.4 Data collection and analysis

This is the final and most internal layer of the "research onion". The process used here contribute significantly to the overall credibility of the investigation. Typically the types of methods used can be classified under two headings; primary research and secondary research.

3.4.1 Primary

The term primary data is used to describe that data which is collected from an original source (Collins and Hussey. 2009). These sources could include; focus groups, surveys, questionnaires. For this investigation, primary data will be generated through interviews. Data collection is paramount during interviews. Detailed recordings help to minimise or eliminate any bias on the part of the interviewer. The purpose of gathering data in qualitative research is to provide evidence for the experiences it is investigating (Polkinghorne. 2005). The evidence takes the form of accounts people have given of their

experiences. It is the role of the researcher to produce trustworthy answers and credible conclusions. This method works best against bias if the interviewer records not only the answers but the questions as well. It is not uncommon for audio recordings to be made in qualitative interviewing. For maximum optimisation, audio recordings shall be taken in each interview. Audio recordings allow the interview to concentrate on listening and helps against an information overload. A good audio recording enables the interviewer to re-listen to the interview, and so hear things that may have been missed as well as being essential for accurate transcripts (Easterby-Smith, Thorpe and Jackson. 2008). It is critical that the participant is comfortable about the recording and that they can request it to be turned off anytime during the interview. During the interviews, the participants' answers will take the form of narrative and will, therefore, be recorded then transcribed for future use. These recordings will document the individual and differing views the participants have on gambling in Ireland. This data will allow the researcher to refer continuously back to the interviews and thus draw concrete conclusions from the investigation.

3.4.2 Secondary Research

Secondary data refers to that data that is collected by others (Cowton. 1998). It is not data collected by the researcher and is therefore not specifically related to the research topic at hand. According to Miller (1991) secondary data can take a wide variety of forms including academic journals, publications, and newspapers. Reviewing previous studies allows the researcher to gain an insight into what needs to be done in relation to their field of research (Cooper and Schindler. 2014). Secondary research forms an important feature of the research and evaluation enterprise (Glass. 1976).

Rabianski (2003) suggests that even though data has been gathered by an author to achieve their purpose it could still prove to be useful for other researchers in a different study.

Cameron and Price (2009) list some potential sources of secondary data. Their list included organisational reports and publications, past and recent surveys, government statistics, and professional body reports. Additional sources would include organisation's official websites and online databases.

Bryman and Bell (2011) list some the advantages of using secondary research. They note that it allows the researcher access to high-quality data which is time and cost efficient, which aided this investigation. However, they also offer a number of the limitations of

secondary research. One of the major issues is the complexity of the data collected. This problem is presented when a past study has large numbers of respondents and variables. The considerable volume of data can create issues with information management and hinder progress, therefore, give rise to time issues.

To address all factors mentioned above the author was careful in selecting data sources for the purpose of this investigation. The chosen sources used were academic journals and publications, EBSCOhost, official organisation reports and websites and other websites including warc.com, and finally, books relating to the field of research.

3.4.3 Qualitative approach

To aid the researcher to achieve the desired results related to this investigation, the method of qualitative research has been undertaken. Qualitative research is used by researchers to gain an understanding of people's beliefs, experiences, attitudes, behaviour and interactions (Pathnak, Jena and Karla. 2013). It differs from quantitative research as no numerical data is generated.

"Qualitative" implies a direct concern with experience as it is "lived" or "felt" or "undergone". (In contrast, "quantitative" research often taken to be the opposite idea, is indirect and abstracts and treats experiences as similar adding or multiplying the together, or "quantifying" them)" (Sherman and Webb. 1988; Blaxter, Hughes and Tight. 2001, p.64).

Orb, Eisenhauer and Wynaden (2000) suggest that the purpose of qualitative studies is to describe a phenomenon from the participants' points of view through interviews and observations. Cameron and Price (2009) offer a number of advantages of the qualitative approach, especially in relation to interviews. Advantages may include: (1) an ease of analysis, (2) Reliability and (3) face validity. There are of course criticisms of the qualitative approach, including time limitations and misunderstanding (see limitations section).

After considering the advantages and criticism of qualitative research, it has been deemed most suitable for this research. It represents the most efficient way of conducting this investigation, to gain an insight into opinions on gambling. In this regard, the views were obtained through a series of interviews consisting of some different participants. All of this was done to gain an insight into the attitudes and consumer behaviour of Dublin males with regards to gambling.

3.4.4 Sample

Choosing a study sample is an important step in any research project since it is rarely practical, efficient or ethical to study whole populations (Marshall. 1996). The selection of participants for qualitative research is different to the selection process for quantitative. This is because the purpose of qualitative research is not to count people or opinions but to explore a range of opinions and different representations (O'Reilly and Parker. 2013). Sampling in qualitative research is concerned with the richness of information and the number of participants required (O'Reilly and Parker. 2013).

For this research, non-probability sampling was used. Cooper and Schindler (2014) propose there are three common types of non-probability sampling. They are purposive sampling, snowballing sampling, and convenience sampling. In order to aid this investigation, the author utilised purposive sampling. Participants were chosen for their unique characteristics or experiences, attitudes and perceptions. Due to the nature of this study it was crucial that participants have differing attitudes and experiences. The need for this was to understand, gain insights and create explanations (Ghauri and Grønhaug. 2005) for the reasoning behind gambling in Dublin.

When referring to sample size in qualitative research it should not be too small because this will create difficulty in achieving data saturation, theoretical saturation and information redundancy. On the other hand, it should not be too large as this will make it difficult to undertake a deep analysis (Onwuegbuzie and Collins. 2007; Bryman and Bell. 2015). Taking this into account a sample size of four participants was selected.

3.5 Ethics

Ethics is the norms of behaviour that guide an individual's moral choices about their behaviour and relationships with others (Cooper and Schindler. 2008). Ethical issues arise in any kind of research (Orb, Eisenhauer and Wynaden. 2000). According to Saunders, Lewis and Thornhill (2009) researchers must formulate research topics and design their research in a moral and responsible way. It is important to design this investigation in a responsible way as individuals have a right to privacy and may feel pressurised by interviews (Saunders, Lewis and Thornhill. 2009).

For this investigation, all answers and opinions gathered through interviews were only used for the purpose of this dissertation. Due to the nature of the study some participants may

feel uncomfortable or unwilling to answer questions. For this reason, confidentiality is guaranteed to all. The use of an audio recording device will be stated both verbally and in writing in a consent form before the interview process begins. This data will be stored securely. Although all participants have been granted anonymity first names will be used for the purpose of differentiating responses.

3.6 Limitations

Hair, Bush and Ortinau (2003, p.139) define limitations as extraneous events that place certain restrictions on the report. Knowing the limitations will allow the researcher to identify potential weaknesses in the research (Hussey and Hussey. 1997). It is crucial that all researchers be aware of the limitations, and they should inform their client (Hair, Bush and Ortinau. 2003). During the process of this investigation, some limitations were faced.

As stated previously the chosen method here is qualitative research. This type of research has many limitations. Anderson (2010) outlined a number of these including, the researcher's presence during data gathering (which, in this case, is unavoidable) can sometimes affect the subject's responses, and issues of anonymity can also present problems. One limitation that Anderson (2010) mentions a number of times and that this study faced was time restrictions. Qualitative research can be a very time-consuming method of data collection. She outlines that time factors in when the researcher is attempting to characterise their findings in a visual way. Time limitations also apply to the participants. This refers to their availability and commitment to the research. Interviews are time-consuming and could limit the availability of some members of the sample. The length of these interviews will also restrict the number of participants the researcher will be able to interview. This will result in a small sized sample with limited responses. Finally, due to the fact interviews were used the researcher dealt with people to gather the data. Actions on the part of the participant such as misunderstanding or providing untruthful responses may alter the results of the overall investigation.

Chapter 4 – Research Findings

4.1 Objective 1 Research Findings

“To investigate whether or not one’s family or peers are two of the major drivers behind attitude formation”

The research findings in this section develop insights into people’s opinions on the major factors influencing an individual’s attitudes, thus providing an overall view on the effect of family and peers. Firstly, findings from previous literature and secondary research were taken into account. Only after that could the opinions gathered in the interviews be reviewed

4.1.1 Family Influence

The secondary research carried out by the researcher argues that family works as a major influencer for an individual. Consumers’ attitudes towards products and services have been moulded, often quite indelibly, by the families they grew up in (Loudon and Della Bitta, 1993). The researcher found this statement to be quite as it is well documented that family does in fact affect an individual’s attitudes or consumer behaviour.

The respondents also expressed similar views to that outlined above. In relation to generic products or services the interview participants believed that an individual’s family would influence their attitudes towards certain items and therefore their purchasing decisions. Joseph provided an example specific to his own life experiences:

“So let’s say I’m brought with my parents buying Ballygowan water. If I have the money and I can I try buy Ballygowan because I’m used to it”

All four respondents agreed that family influences the purchasing decisions of an individual in relation to any products or services. However, the researcher discovered that when asked about gambling their opinions slightly differed. Some suggested that a familial influence is stronger with gambling than with other products or services.

“It’s far more important effect on gambling rather than buying something random like clothes or a DVD” (Keith)

Upon further probing it became clear that although the individual’s opinions differed they all arrived at similar conclusions. Firstly, similar examples were used when talking about

how a family may create a gambling attitude. Keith speaks of his experiences from a young age:

“Sometimes we’d be in the pub and my grandfather would be there and he would put bets on horses, they would be maybe two pounds maybe five pounds at the time and it would be seen as perfectly okay because it’s only one or two bets”

Conor also used the example of family placing small bets, this time on dogs, and stated that it is something that is

“Seen as socially acceptable from a young age”

As stated in the literature review, a report published by Hassa et al (2014) suggested that an individual’s attitude could be shaped negatively or positively towards gambling depending on another family member’s experience. The researcher found that the participants had similar views.

“if you’re father or mother has a gambling addiction...that may make you less likely to gamble in the future” (Conor)

4.1.2 Peer Influence

The second step was to find out do an individual’s peers affect their attitudes. And if so to what extent. This section also asked whether or not the peer influence is more prominent than a familiar one amongst the age group.

Once again the secondary research strongly suggests that peers do in fact have a strong influence on an individual. From a consumer behaviour perspective, it appears that products and brands that individual’s select can be influenced but their peer group (Childers and Rao. 1992).

Within the interviews the participants displayed similar views to those found through secondary research. All four participants agreed that peers in some way or another were a factor in an individual’s purchasing habits and attitudes towards goods and services. Conor stated his opinion using an example of Pepsi versus Coca-Cola:

“Peer effects are there, even little things like your friends are all buying Pepsi in the shop, you might just go with them even though you might be personally indifferent between the two brand types because they’re vaguely homogenous goods, you might just go for it”

Probing questions showed the universal belief that peers can affect gambling attitudes amongst the respondents. It seemed that gambling amongst peers was a social outlet.

References were made about going to the bookies with friends with many using personal experiences to fully illustrate their opinion. Keith used a personal example to show how gambling is used socially amongst friends:

“If I go to the pub on a Saturday afternoon with my friends to watch the football, we’re more likely going to put a bet on before it so we might go to one of the local betting shops and throw maybe five quid or ten quid on an accumulator for a few matches because it’s a bit of fun and makes the games more interesting”

Final statements suggested that with regards to gambling a peer influence may in fact be more prominent than that of a family.

“There might be a peer effect with regards to gambling less so a familial kind of effect”
(Conor)

4.1.3 The importance of age

A recurring theme throughout this study was age and its effect on an individual’s attitude. In this section the researcher hoped to achieve an insight into whether or not an individual’s age makes them more or less susceptible to a change in opinion.

Secondary research proved that a younger individual can have his/ her attitude shaped easily by their parents. From a young age children watch their parents and follow/ imitate their consumption patterns. The parental influence is a strong one as a child’s parents determine which information sources they can be exposed to e.g. television (Solomon et al. 2010).

Furthermore, the participants provided responses that confirm this theory. Stating that during adolescences people are more susceptible to attitude changes which would shape their attitudes in the future.

“I think that’s the obvious thing like during your formative years you’re most likely to react to a change in attitudes” (Conor)

However, upon further questioning it was clear that the participants believed that this would not have an ever lasting impact and that as an adolescent grows up they begin to form their own attitudes and opinions independent of their familiar ones.

“A younger person definitely would be far more impressionable whereas when you get a little bit older maybe you’re interests would change as opposed to your family’s” (Paul)

Some stated that it depends on the individual themselves. As they grow older they will form their own opinions, these may or may not be in some way influenced by what they grow up with, but the opinions are their own.

“I don’t think it has that much of an effect because at the end of the day once you turn eighteen...then that decision is yours to make. The money in your pocket is yours an I think it just comes down to the person themselves” (Keith)

The age effect is prominent in peers as well as family. Younger individuals are quite impressionable and therefore are likely to be influenced by the actions of their peers. Keith sums this up by saying:

“If a young person sees family members or friends winning quite heavily regularly enough they might feel that there’s money there for them to win and see it as something that is easy and they may fall into a trap”

4.1.4 Gender

In the final section of the first objective the researcher wanted to find whether or not attitudes differ depending on the individual’s gender. Unlike the previous section this was directed solely at gambling.

Men and women have differing consumer behaviour habits in relation to the products they purchase and how they use and dispose of them. The purchasing process is different between the two as well. Gambling is no exception. Wong et al (2013) stated that men and women have different levels of gambling involvement. The article also suggests that men have a larger involvement level than their female counterparts.

The respondents had similar views on this matter. Once again real life example were used by some of the participants in order to illustrate their view:

“I’d say the majority are male. From my experience being in bookies I’ve rarely seen females, having said that there are certainly females that bet but across the board the majority would be male” (Paul)

The general perspective from the interviews was not only that gambling is more common amongst males but that it is even male orientated. The participants viewed gambling as more of a male activity than a female one.

“I would think that [gambling] is more orientated towards males” (Joseph)

“I would associate that with almost a male past time more so.... If you look at horse or dog racing, for some reason it’s kind of a fraternal kind of environment” (Conor)

However, once again the conclusion made by each of the participants is that it depends on the individual themselves. Although the four respondents associated the past time with males they agreed that the personality of the individual whether they be male or female is the determining factor.

“I definitely would say that overall it would be the person themselves, whether they want to gamble or whether they want to throw their money away so to speak but at the same time if you walk into any Paddy Power shop in Dublin city or any betting shop you’re likely to see that most of the clientele are males” (Keith)

4.2 Objective 2 Research Findings

“To discover if lifestyle factors into the development of an individual’s attitude towards gambling”

Different aspects of consumer behaviour are sometimes associated with different lifestyles. Lifestyle factors that have an influence over an individual include; social class, education, religion and availability to technology. Similar to the previous section primary and secondary research was conducted on each of these topics. The factors have been separated into individual headings and explored independently.

4.2.1 Social Class

In this section the researcher aimed to find whether or not people would associate an activity like gambling with a certain social class. Research was carried out in order to

discover if there was a relationship between an individual's social class and their attitude and behaviour towards gambling.

Unlike the preceding sections the participants' views were not unanimous. Some associated it with the lower to middle income classes while others argued that it was all inclusive.

"If I was to stereotype I would think that gambling would generally be associated with the lower classes or lower middle income" (Joseph)

Other respondents suggested that once again it was all down to the person themselves. Similar to previous sections wherein although factor itself, which in this case is social class, may be in some way influential it is not a major driver. Once again the respondents share the idea that if an individual wants to gamble they will regardless of social status.

"It's more of an individual consumption which is the most interesting part" (Conor)

One interesting point that was made was that although there may be no direct associate between gambling and a certain social class the process of gambling itself may differ. Clientele at a dog track may be different to that at a horse racing even like Cheltenham. An example provided by Conor was the lotto as he used a real life experience:

"as somebody who's worked in a shop and seen the demographic of people buying lottery it's completely all encompassing" (Conor)

4.2.2 Education

The second step in objective two is related to education. The researcher regarded this section to be of importance. Here the goal was to examine the relationship between an individual's education and their attitudes towards gambling. The level of a person's education can be used as an approximation of their social-class standing (Schiffman, Kanuk and Hansen. 2008). As show in the previous section social class is regarded as an interesting factor in this investigation meaning that education shall be as well.

The aim of the researcher was to find whether or not the level of an individual's education will have an effect on their gambling habits. For example, are people with a third level education more likely to gamble than those with only a second level one? And vice versa. Similar to social class the respondents' (who all shared the same level of education) answers were mixed. All respondents had the view that education levels effected income levels

which then became a defining factor in their responses. Some respondents were under the impression that if an individual was not in third level education they have low expectations of themselves and may be on social welfare opposed to persons with this level of education who may be in better jobs and therefore in a higher income bracket.

“I think young people, especially in Ireland that maybe do not have high expectations of themselves as regards to going to college and getting an education for themselves and a good job. So people are happy to sit on the social welfare....They’re much more susceptible to gambling than someone who works in a bank” (Keith)

One of the respondents raised an interesting point suggesting that an individual’s education doesn’t determine if they gamble but how they gamble. The participant stated that not only the level of education but the type of degree will effect an individual’s consumption process. Using the example of a person who’s finished a maths degree as opposed to any other one. Somebody with a maths degree is:

“Probably more likely to start doing stuff like hedging...which is trying to find the best odds relative to other ones and playing them off each other to lock in profit. Whereas, potentially they’d be less susceptible to make crazy accumulators which is where bookies make their money.” (Conor)

4.2.3 Availability of technology

When discussing income the researcher also felt it important to make reference to the availability of technology. It can be argued that individual’s in the lower income bracket may have limited accessibility to technology. Reference to this is important as in recent years there has been a large shift towards online gambling. People with limited access to online content may therefore gamble less frequently than others.

When asked would this limit availability affect gambling habits the participants disagreed.

“I think now, especially in Europe, most people have access to phones and internet so I would think everyone in Ireland, who wants to, has access to Paddy Power website” (Joseph)

4.2.4 Religion

Although this step is not deemed to be as significant as the previous two the researcher still felt it necessary to conduct research into it. Evans et al (2012) found that a person’s religion

has an influence on their purchasing habits and more importantly, on the purchasing of controversial products.

The participants were asked about this with regards to gambling. As with the other factors the most popular response was that although this lifestyle may play a factor it is the individual themselves who decided to gamble whether it is against their religion or not.

“I think it’s more down to the person themselves and the qualities they have, if they love the thrill or the thoughts of winning lots of money, it may be unethical on the religious side of things but on the money side it just comes down to greed” (Keith)

4.3 Objective 3 Research Findings

“To evaluate the significance of the major types of consumer behaviour related to gambling”

The research findings under objective three are in many ways crucial to the research. These findings discuss four separate types of consumer behaviour that are evident within a gambling culture. They are the extended self, an individual’s reference group, compulsive consumption and dark consumer behaviour.

4.3.1 Extended Self

The primary research topic in objective three is the research of the extended self. Here the researcher aim to find if people associate gambling with their actual self. It is common for people to consider specific products and services to be part of themselves. Therefore, the first step of objective three is to gather the participants’ opinions as to whether or not people could possibly associate themselves with the act of gambling.

The responses gathered suggested that the participants believed that this could occur in some cases. Certain situations have proven how people’s lives have been completely consumed by gambling. Keith uses the example of people who would:

“Spend a lot of time assessing what teams are playing well, what horses are running well and they would also look at the results in the past and how these teams or horses performed. I think those people would see it as an extension of their selves because it’s how they make their money”

People may feel that gambling is a way of making money and, therefore, use it as a means of making a living meaning their life revolves around it. In other cases people could see it as an easy way to earn large amounts of money which would see them once again becoming completely consumed by it.

“I see it more so as using it as a way to achieve a potential dream or something like that. Seeing it as a way to maybe make it, if they really want to be rich and have a load of money fast they can use gambling as a way to get that” (Conor)

4.3.2 Reference group

The next step in this objective is to examine if one’s peer group can not only affect their attitudes towards something but also their consumer behaviour. As stated in the literature review, a reference group refers to one or more individuals who poses the power to influence the behaviour of someone. These influences can be negative or positive. Due to the primary topic of this investigation being gambling the researcher focused on the negative influences a reference group can have.

Secondary literature suggests that a person’s behaviour can be influenced by conformity. This is where the group as a whole develops behavioural norms which specify the actions which members should take (Evans, Jamal and Foxall. 2009). Conformity to these new behaviour aspects would see an individual acting in a way they normally wouldn’t.

People who fall into the 18-25 age bracket are most likely entering third level education or already in it. When an individual enters college they meet more people and therefore their reference group grows. It is inevitable that these new connections will behave in ways that somebody may not have been exposed to prior to entering college. Should one of these new peers gamble it could easily change an individual’s consumer behaviour towards the activity.

“If you see one of your friends trying and wining...your reaction is, ‘he did it why not me”
(Conor)

The respondents where unified with the view that this type of situation could in fact change an individual’s attitudes. Not only towards gambling but activities like smoking and drinking alcohol as well.

*Definitely a lot of students in college pick up bad habits with gambling and things like that”
(Paul)*

One possible explanation for this occurrence is that as an individual becomes older the familial influences are weakened while peer influences are strengthened.

4.3.3 Compulsive consumption and Dark consumer behaviour

The final step in this objective relates to compulsive consumption and dark consumer behaviour. As stated in step one in this objective, people can become consumed by gambling. It can take over their lives. When someone becomes consumed by a product or service they are inevitably going to begin compulsive consumption. This is very much the case with gambling.

“I would agree that you can get addicted or consumed by gambling yes.....and I do think it can spiral out of control” (Joseph)

One participant presented the view that this compulsive consumption can even effect an individual’s ability to make rational decisions. Conor uses the rational choice model of economics to fully argue his view:

“People just value things in a really odd way at times and it can lead to compulsion so it’s a downward spiral because there’s actually a flip side to both. If you lose you’re more likely to bet more but if you win you’re also more likely to bet more because you’ve got extra winnings...It’s a paradox a lot of people get tuck in and knowing when to stop is potentially the hard thing which is what can lead to this dark kind of consumer behaviour”

Due to the nature of some products and services compulsive consumption can easily lead to dark consumer behaviour or consumer misbehaviour. Gambling is an activity that is commonly associated with this behavioural change. People begin to act irrationally in order to fund their consumption habits. Keith used a real life example to illustrate the effects that this has on people:

“I’ve heard stories that a guy had only his rent left and he gambled half of it and he didn’t come up a winner. So come payday he only had half his rent so he resorted to taking money from his girlfriend’s purse... he felt he had no other option. Theft and illegal activity are definitely something that can come up and I think that definitely stems from either feeling

that they need to bet because they enjoy it so much or that they are desperate to recuperate the money that they've lost"

4.4 Objective 4 Research Findings

"An examination of the effect advertising and branding has on the public"

This is the final objective examined by the researcher. Unlike the previous objectives, objective four focuses more on the gambling companies and bookmakers rather than the consumers. More specifically topics such as advertising and social media are discussed here.

4.4.1 Power of advertising

The premier step in objective four is concerned with the influence advertisers have over the public. In this case, the ability marketers have to entice people to gamble. The researcher intended to gather information as to whether or not it was possible for bookmakers, Paddy Power in particular, could use advertising to create new customers from people who usually wouldn't gamble.

The participants were of the opinion that advertising would not entice people to gamble. However, it was suggested that although it may not entice you to start gambling it may have some influence. One mainly being which company you choose to bet with.

"It entices them, people who gamble, to gamble with Paddy Power rather than the other bookmakers" (Conor)

4.4.2 Advancements in Social media

Advancements in social and digital media have allowed marketers and companies to reach a much larger audience. It can be argued that this increased reach can give advertisers much more power. Therefore, the second step in this the final objective set out find if these advancements in digital media do in fact, give marketers and advertisers more power.

The overwhelming response was that advances in digital and social media have allowed marketers a larger reach. The participants were all in agreement that social media allowed marketers more exposure and therefore more power. Paddy Power are one bookmakers which utilises social media to its full potential by placing great emphasis on their Facebook and Twitter feeds. They make sure all content is amusing so as to gather attention and therefore create good brand recall especially among the younger generations.

“Most young people, well people in general but particularly younger people who have access to these social media sites would be able to recall their logo or their funny ads” (Joseph)

Paddy Power and other bookmakers can also use social media to create sale. They would post about exclusive deals for Facebook users only or have offers for a limited time. These deals or odds may be very bad but the amusing advertising around them or exclusivity of the deal would make it quite appealing to the younger generations.

“Like Facebook only flash sale for the next hour you can get 3-1 on united, city and west-ham to win and the thing is, it seems like a good offer” (Conor)

Social media has even given gambling marketers exposure without any involvement on their part. Facebook and Twitter pages dedicated to gambling have been created and follow by thousands. Some of these pages are humorous and some are serious but generally share the same demographic.

“You’ve got those Facebook pages like UNILad and stuff like that that would put up advertisements like betting advertisements and I mean the majority of fans are 20 year old males so they’re definitely roping in a younger crowd to bet” (Paul)

People themselves allow companies like Paddy Power to gain more exposure. Individuals may post on Facebook if they win large amounts through gambling which improves bookmakers’ image. On the flip-side, individuals would very rarely share their experiences of losing large amounts of money because they may be ashamed. Therefore, individuals are only ever exposed to positive stories about gambling.

“Positive stories get weighted more in our minds so we hear a story from our mates of the guy who did well, but we never really hear of people who did badly because there’s a kind of shame you lost” (Conor)

4.4.3 Advertising effecting consumer behaviour

In the final step of the investigation process the author aimed to conduct research into how advertisers used emotional appeal to change people’s consumer behaviour. This research focused on two popular emotions: Humour and Fear. These two can be seen in many gambling advertisements.

Evoking emotions is a popular method amongst marketers. Many advertisers view the use of emotional appeals work well for selling a brand (Belch and Belch. 2012). Paddy Power are well known for their humorous advertising. They use the emotional appeal to gain exposure and make themselves more popular, especially amongst younger people thus creating strong brand recall.

“I think they can and I think they know they can. Humorous advertising, I think it’s hilarious and I would think if I was to bet I’d bet with paddy power because their campaigns are funny and I think that’s the general consensus among people” (Joseph)

“And I think that helps people remember them better than they would remember another betting agency” (Keith)

Fear is a very powerful tool available to advertisers. Their ability to create a fear of social loss. Using this tool can be extremely beneficial for marketers especially when targeting younger customers. In some cases gambling don’t even need to create a fear of social loss. As stated in the previous section people are likely to share their gambling success stories making the activity seem positive and popular which in turn will entice others to start. However, companies also create a sense of social loss through their advertisements. Paddy Power in particular sometimes uses humour and fear hand in hand.

“Humour builds brand name, fear of loss gets people to see the humour” (Conor)

Chapter 5 – Discussion

5.1 Introduction

In this, the final chapter of this study, discussions relating to the overall objectives of the research and how they have been answered. The aim of this study was to carry out an investigation into the behaviour and attitudes of Generation Y males towards gambling in Dublin. Factors such as attitude influencers, consumer behaviour, and the digital age have all been taken into consideration.

The discussion will begin with the researcher presenting the findings gathered relating to attitude influences, which includes family and peers. The second area of discussion is concerned with lifestyles and whether or not there is a correlation between the activity of gambling and an individual’s social class, religion, and education. The penultimate section

will examine three specific areas of consumer behaviour and the researcher's findings while examining these. Finally, the chapter will finish by discussing marketers' ability to sell gambling to the public. Current and past views from academics in collaboration with the opinions of each interview participant have been taken into account in this investigation. The overall purpose of this chapter is to illustrate the main conclusions gathered by the researcher throughout the duration of this study.

5.2 Attitudes

As stated in the literature review, attitudes refer to an individual's learned prepositions to respond to a brand in a consistently favourable or unfavourable way (Allport. 1935; Debasish and Muralidhar. 2013). Consumers' attitudes can be shaped and influenced in a number of ways. The researcher felt it important, in this section, to examine the influences of one's family and peers. It was necessary to first gather information on the influences families and peers have on an individual's attitudes towards goods and services in general before exploring their influence with regards to gambling.

According to Solomon et al (2013) family influences an individual's attitude towards various products and services. People develop their attitudes by watching their parents and siblings behaviour and purchasing habits. Through the interviews the research came to the conclusion that this was true. In fact all respondents presented similar thoughts to that suggested by Solomon et al (2013). Respondents also shared similar views with regards to the peer effect.

Throughout the secondary research and interviews, it became apparent that the familial effect also influenced attitudes towards gambling. A study carried out by Hassa et al. (2014), quoted in the literature review, suggested that family has a significant effect on the creation and/ or moulding of attitudes. The differing experiences of family members mould an attitude that is either positive or negative, for example; a negative family experience will create a negative attitude towards gambling. The interview participants agreed with the study's finding in that they believed that an individual's familial experiences would indeed influence their attitudes. However, one participant, in particular, argued that this scenario be more likely to take effect after a negative experience rather than a positive one.

It is important to note that this section is investigating Generation Y during their formative years. The reasoning for this is that the decision made during one's formative years will have an impact on their life growing up. It is also important to note that these are the years in which someone's family has the biggest effect.

Peers also have an impact during these formative years. Growing up an individual's peers, like their family, can affect their attitudes and purchasing behaviour. From the clothes, one wears to the drinks they buy the peer effect is evident. However, due to the age group during these years and the legal gambling age in Ireland it should be unlikely that one's peer would affect their attitudes towards gambling at this stage in their lives. Unfortunately through social gambling people can begin gambling amongst peers at any stage during their adolescence.

The level of gambling involvement between men and women differs with men having higher levels of engagement than women (Stoletenberg et al. 2007; Wong et al. 2012). Much of the secondary research conducted suggested that men gamble more frequently than women. The interview respondents shared similar views mostly using the example of in store attendance. According to the respondents, the number of men inside physical bookmakers outnumbers the number of females. It can be argued that one reason for this is that the majority of gambling revolves around sport which is traditionally male-orientated. Dog and horse tracks also see a larger male population than female. However, especially the case with horse racing, notably the Galway races and Cheltenham, will no doubt see an increase in the female population on "ladies day." Although there is a population increase, the emphasis of this day is placed on fashion rather than gambling. the purpose of ladies day is to try and broaden the appeal of horse racing by creating an attraction for females who would not otherwise consider going to the races thus making it a socially acceptable event.

5.3 Lifestyles

The second discussion within this chapter will examine lifestyles. As mentioned in the introduction, the researcher set out to discover if there is a link between a certain lifestyle and gambling. The objective of this section was to gather information so to gain insight into whether or not an individual's lifestyle influences their behaviour in relation to gambling. The lifestyle factors discussed were social class, education, and religion.

Despite what the secondary literature suggested about the links between consumer behaviour and lifestyles the researcher found that the most popular answer among the interview respondents was concerned with the individual rather than their lifestyle. Regardless of religion, education, and social class it was believed that the persons themselves were the deciding factor for gambling attitudes and behaviours.

All interview respondents held the opinion that although social class, education and religion did, in fact, play a role they were not the most prominent. If an individual possesses low ambitions, they may not go to college or seek gainful employment. Should an individual find themselves in this situation it is possible that they will turn to gambling for money or even boredom.

5.4 Consumer Behaviour

The third section in this chapter is a discussion on consumer behaviour. Four factors in particular were selected by the researcher. They are the extended self, compulsive consumption and dark consumer behaviour, and finally, reference groups. Here the researcher aimed to find a connection between these four and the activity of gambling.

The first aim was to find whether or not the respondents believed someone could use gambling to form part of their extended self. Is it possible for individuals to gamble so much that the activity becomes part of their personality? Secondary research found that instead of using it form their extended self, people may use gambling to create an ideal self. Loroz (2004) suggests that gambling can lure an individual into fantasies. Gambling is romanticised in some media which gives people unrealistic views of the activity. The act of gambling provides a fantasy outlet for participants as they suspend reality during play-escaping from the routine of everyday life and indulging in dreams of instant wealth (Loroz. 2004). The interview responses were similar to this view in that the participants felt that people may see gambling as an easy way of making large amounts of money.

The term gambler itself refers to an individual who takes part in the activity of gambling. a person who would identify themselves as a gambler would, therefore, be using gambling to form part of their extended self. Once again the respondents agreed that it is possible that a person would use gambling to form a part of their extended self, stating that some people could spend whole days betting and studying “form”.

As an individual becomes older, their peer group becomes larger. They become exposed to people with attitudes and lifestyles different to their own or that of their family. As this happens, the familial influence becomes weaker, and the effect of the reference group becomes larger. It has been frequently mentioned throughout this study that someone's reference group is significant in moulding their attitudes. Information gathered through interview responses and secondary research allow the researcher to arrive at the conclusion that group members' attitudes and behaviours are greatly influenced by other members of the group, mostly through conformity.

Gambling is an activity that is commonly associated with addiction and, therefore, compulsive consumption. The researcher wanted to discover if this statement was true and if so is there a possibility that this compulsive consumption lead to dark consumer behaviour. Referring back to the literature review, compulsive consumption is a type of consumer behaviour that is excessive and can disrupt an individual's life (Faber, O'Guinn and Krych. 1987). It is very easy for a person to become consumed by gambling, this is especially the case for those who use it to form part of their extended self. Gupta (2013) suggests that one of the drivers of this type of behaviour is an individual's tendency to fantasise. This suggestion is accordance with the idea relating to people creating fantasies around gambling offered by Loroz (2004) shows that there is a connection between compulsive consumption and how an individual perceives their extended self. This fantasy about gambling tends to wear off when the person is jarred back into reality, usually by the disappearance of money (Loroz. 2004).

Compulsive consumption with regards to gambling can sometimes lead to an individual to over-stretch their financial resources which can lead to bad debt or bankruptcy in extreme cases (Evans, Jamal and Foxall. 2009). Both primary and secondary research proved that instances like this could lead to consumer misbehaviour. The researcher found that people in these situations would act in unusual ways in order to gather funds in order to further fuel their gambling habits including activities like borrowing from family and friends and stealing from their loved ones.

5.5 Advertisements

The final area of discussion is advertising. Specifically the power of advertising. Powerful advertising is crucial for companies because, as stated in the literature review, it is

necessary for the growth of a brand and support for established brands (Ewing and Jones. 2000). Here the sole subject of the investigation was advertising for gambling that is used by bookmakers, in particular, Paddy Power. The power of advertising was examined with emphasis placed on its ability to entice people to gamble. With the emergence of Web 2.0, there have been huge advancements in digital technology. Ryan and Jones (2012) state that Web 2.0 is an evolution in the way technology is used. This refers to how it is utilized by both people and businesses. Because of this the researcher also investigated how digital and social media has aided advertisers in recent years. The final piece of investigation in this section was a study into the tools available to advertisers that allow them to evoke emotions within customers and, therefore, change their consumer behaviour.

As stated in Chapter four the respondents felt that advertising released by bookmakers does not in fact entice people to gamble. Secondary research found that it was quite difficult to find a definite answer as to whether or not people would gamble because of advertisements. To quote the literature review, Binde (2014) found that it is extremely difficult to near impossible to assess how many people gamble because of an advertising influence.

It was suggested that these advertisements does however, encourage people who would already gamble to do so with a certain bookmaker. In the case of this study this bookmaker was Paddy Power who are well known for their advertisements. So well-known that all respondents were able to recall previous campaigns.

The second discussion topic for advertising is research carried out to discover if social media has given marketers more power over consumers. Online advertising is very popular amongst advertisers as it allows them to target their ads more specifically. This is especially the case with social media. Companies like Paddy Power who are successful in this area are so because they use images, videos and text to tap into sectional interests in social media (Dann and Dann. 2011). They are a testament showing why having a unique presence helps hugely.

The final topic of discussion covered the tools used by advertisers and if these tools could influence people's behaviour. Through interviews and first hand viewing of advertisements the tools used became clear. Humour was prominent in all Paddy Power advertisements

published through both traditional and digital media. Using an almost adolescent approach to poking fun at current sports people and teams, their humour is relatable to younger people and their interests.

Much of Paddy Power's advertising creates a feeling of social loss. Campaigns conjure a perception of belonging which appeals to many younger people. They create adverts in a way that presents gambling as a social activity, not a solo one. A group of peers usually accompanies characters in these campaigns along with a general sense of happiness. The individuals portrayed in the ads are seen as clever and in control while having fun with a group of friends.

Chapter 6 – Conclusion and Recommendations

6.1 Introduction

The purpose of this, the final chapter, is to present a summary of the results presented in the previous chapters. This will be done by drawing on the findings for each investigation objective laid out in the research methodologies. This chapter will conclude with some proposed recommendations for future academic research and social implications.

6.2 Conclusion

As stated in the beginning the researcher aimed to conduct an investigation into a number of areas relating to the gambling culture in Ireland. In chapter 3 four research objectives were outlined. The researcher chose these in order to carry out a successful and thorough investigation. The conclusions to each objective are as follows.

6.2.1 To investigate whether or not one's family or peers are two of the major drivers behind attitude formation

The purpose of this objective was to investigate the notion that those around them can mould an individual's attitude. Particularly their friends and family. A young person's attitudes correlate highly with those of their parents (Assael, 2004). An individual's family present a powerful and legitimate influence on an individual's life (Brown and Turley, 1997). Assael (2004) stated that the influence of peers is stronger than that of advertising. It was concluded that these two groups do mould and change attitudes and behaviours.

The researcher discovered that these two factors depended on age. When an individual is young, they watch their parents and their purchasing habits and therefore, learn from them. They begin to develop attitudes similar to ones held by their parents. However, as they get older the familial influence weakens and the peer one grows. This will surely lead to a change in attitudes and possibly behaviour.

Therefore, it can be concluded that age is possibly the biggest attitude influence. The age of an individual will determine which factor will have more of an effect on them. This is especially the case with activities like gambling. Social gambling most commonly takes place amongst peers which suggest that even when an individual is under the legal age they may still gamble. A family could shape attitudes towards gambling but the activity will occur among friends.

6.2.2 To discover if lifestyle factors into the development of an individual's attitude towards gambling

A person's social class may affect their consumer behaviour as would their religion and education. As stated previously the objective here is to investigate whether or not the chosen lifestyle factors affect attitudes and behaviour towards gambling. Certain stereotypes emerged connecting gambling with a particular social class and income bracket, however, the researcher discovered that there was no real connection from the small interview group involved in this investigation.

Due to the many different types of gambling, from sports betting to scratch cards, it is an activity that is all inclusive and with the advances in technology, gambling is also all pervasive. Certain types of betting may be associated with particular social classes, but gambling as a whole spreads across all classes. The researcher concluded that despite the impact that different lifestyles/ social issues may present they are not the defining factor. An individual, whether it be their personality or personal beliefs, will overshadow any lifestyle/ social factors.

6.2.3 To evaluate the significance of the major types of consumer behaviour related to gambling

Consumer behaviour formed an important part of this investigation. As stated previously, the researcher chose behavioural attributes that are relevant to gambling. Firstly, as discussed earlier in the text, it is very possible for people to use gambling to form part of

their extended self. The researcher discovered that this was the case as people could easily spend all their time gambling rather than other social outlets.

As outlined in the first section of this chapter, reference groups have a large effect on an individual in relation to gambling. As somebody grows older their reference group grows and its influence becomes stronger. The researcher found that conformity became an issue here. This idea of wanting to belong could lead people to act in ways they usually wouldn't fit in. Gambling is one activity in which this can take place. People who would not normally gamble would begin to because of their reference group.

The researcher came to a number of conclusions within this area. It was found that gambling can indeed lead to compulsive consumption that in turn can result in dark consumer behaviour or consumer misbehaviour. This type of behaviour can have serious implications on an individual's life.

It was therefore concluded that these four behavioural topics can all be connected. Somebody who considers gambling to be part of their self can easily become consumed by it leading to problematic gambling and, therefore, compulsive consumption. A reference group can also be connected to whether or not an individual begins problem gambling. The opinion of the group towards gambling must be taken into account. If the group in question sees the activity as a bit of fun and nothing serious, then it may not lead to problematic behaviour in the future. However, should the group consist of heavy gamblers who take betting very seriously then there is a higher chance that this will have a more negative effect on other more susceptible members of that group.

6.2.4 To examine the effect advertising and branding have on the public

The final topic discussed was advertising. Particular light was shed on bookmakers Paddy Power. Due to the amount of money being pumped into advertisements each year the researcher wanted to investigate if it was worth it. Results showed that advertisements released by bookmakers were most useful when aimed at individuals who would already be gambling. Instead of enticing people to begin gambling they were instead enticing them to switch brands.

It was also found that social media has played a large part in advertisements in recent years. It has helped emerging brands gain recognition and established the position of pre-existing

ones. This is especially the case with Paddy Power who have a well-known social media presence. The researcher found that the interview respondents were all able to recall advertisements released by the bookmaker with thanks to social media. Amusing and memorable ads are continuously shared amongst peers allowing it to reach a larger audience. Here, the researcher concluded that social media is an invaluable tool for companies looking to advertise gambling.

Finally, this investigation aimed to gain an insight into the tools used by advertisers and their effectiveness. The researcher found that the most popular tools used by Paddy Power and other bookmakers were humour and fear. Amusing advertisements were created to gain publicity and aid recall. As stated previously, Paddy Power are known for their humorous adverts. By showing people winning money, being happy, and celebrating with friends companies are able to create a sense of fear of social loss. The research concluded that not only were these tools frequently used but that they were also very effective

6.3 Recommendations

As stated in the introduction this section will cover two topics; recommendations for future academic research and recommendations for social programs.

6.3.1 Recommendations for future academic research

While conducting secondary research, the author was able to find a number of studies relating to the investigation topic. Studies by Hassa et al. (2014) and Neighbors et al. (2002) were both found to be of great use as they investigated topics closely related to the subject matter and demographics needed for this investigation. However, unfortunately, these studies along with a number of others were conducted in either the United States, the United Kingdom, Australia or Canada. It would be very useful for future research if studies similar to these are to be conducted in Ireland using an Irish demographic.

July 2015 saw a study published by Dr. Crystal Fulton on behalf of the Irish Research Council and the Department of Social Protection on the topic of problem gambling. The study titled "Playing Social Roulette: The Impact of Gambling on Individuals and Society in Ireland" found that over 40,000 people are known to be problem gamblers in Ireland with 86% being male. Although this study is relevant to the subject at hand, it did not cover the age demographic to the extent of the studies mentioned above. Further investigations are

recommendable so as to gather an accurate insight into the gambling behaviour of 18-25-year-olds that potentially leads to problem gambling in later life.

As mentioned in Chapter 3 the researcher was faced with time limitations when using a qualitative approach i.e. the feasibility of the researcher conducting interviews with a much larger group. Due to these limitations the researcher was forced to use a smaller sample size. For future studies, the author would recommend that a mixed method approach consisting of both qualitative and quantitative methods be used. Qualitative proved to be very useful as it allowed participants to talk relatively freely and share experiences as well as their personal opinions. Quantitative research is recommendable as it will allow the researcher to gain the views of a larger sample. This combined with experiences gathered will aid future research on this topic. Also a broadened sample would be beneficial i.e. a sample that better reflects society in general.

6.3.2 Recommendations for social implications

Gambling is a huge problem in Ireland as stated in Dr. Fulton's research. This study found that over 40,000 Irish people are problem gamblers. This has many social implications not only for themselves but their friends and family as well. Although the focus of this investigation is on 18-25-year-olds, the researcher found that many people begin gambling when they are below the legal age. When trying to find how these individuals are gambling it is important first to assess the different types. Dr. Crystal Fulton identified four distinct categories: social gambling, problem gambling, compulsive gambling, and professional gambling.

Social gambling is the most common category amongst individuals under the legal age. Put simply social gambling refers to making bets and wagers with friends. This of course can lead to problem gambling in the future. It is recommended that these individuals be made aware of the possible dangers of gambling through government informative campaigns as they would be with tobacco and alcohol products.

In addition to this it is the researcher's view, that in time, forms of curbs on advertising for gambling will be introduced. These will likely focus more explicit warnings about the dangers and implications of gambling. This will be accompanied by restriction on where and

when advertisements can be shown as happened with tobacco and alcohol, i.e. a watershed.

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Gambling site rankings:

<http://www.gambling.ie/>

Appendix 1 – Interview Transcriptions

Transcription of interview 1

Jack: Can you please confirm that you've read, understand and agree to the terms in the consent form

Keith: I have read and understood it and signed it knowing full well what the information is going to be used for and why

Jack: And you've been given a brief on the actual investigation and what we're trying to research?

Keith: I have indeed and I've read over it and understand the guts of it

Jack: Okay, now the first question is; do you believe that family or even friends play a part in moulding an individual's attitude towards any product or service?

Keith: Okay so speaking from personal experience as far as friends go if I got to the pub on a Saturday afternoon with my friends to watch the football, we're more likely going to put a bet on before it so we might go to one of the local betting shops and throw maybe five quid or 10 quid on an accumulator for a few match because it's a bit of fun and makes the games more interesting.

I think speaking from personal experience as regards family, from an early age when me and my family would go out at weekends sometimes we'd be in the pub and my grandfather would be there and he would put bets on horses, they would be maybe two pound maybe five pound at the time and it would be seen as perfectly okay because it's only one or two bets, it wasn't really doing any harm to me. Overall growing up I think it's my own choice to do so I don't think it had an everlasting impact but I think especially as young kids can be quite impressionable it could certainly have an influence on them I just don't think so as regards myself

Jack: And do you think this has a special effect on activities like gambling as opposed to activities like buying a certain brand of clothing?

Keith: I think so, yea. When you're paying for clothing regardless of whether it's high end or middle class or lower class you're still getting the clothing so you don't feel bad, you go in and you buy clothes that you want and you like and you feel they look good on you, grand,

but then on the betting side of things, when you're spending money you're losing money if you know what I mean?

Jack: Yes

Keith: So there's nothing to show for that. It's a far more important effect on gambling rather than buying something random like clothes or a DVD

Jack: Okay, that's perfect. Now the second topic is lifestyle. Would you associate an activity like gambling with a certain social class?

Keith: I think so, I think young people, especially in Ireland that maybe do not have high expectations of themselves as regards going to college and getting an education for themselves and a good job. So people are happy to sit on the social welfare, now that's not taring everybody with the one brush, but there's a certain amount of people where it would be a regular thing for them to just go to the pub and go from there to the betting office and back to bet on the horses and the football. They're much more susceptible to gambling than someone who works in a bank

Jack: So you believe that not only social class but education would have a certain effect?

Keith: I do think so yes. If you don't have high expectations of yourself and you're happy to just receive the social welfare every week you haven't got a lot to spend it on

Jack: And that would also fall into lifestyle? So you believe that something like religion would affect certain things like gambling?

Keith: Well I couldn't specify which but I do know that there are some religions that its common practice that gambling is completely wrong and unethical and therefore they just don't do it.

I think it's more down to the person themselves and the qualities they have, if they love the trill or the thoughts of winning lots of money, it may be unethical on the religious side of things but on the money side it just comes down to greed

Jack: And the final topic in lifestyle refers to age and gender. So the first question is, related to gender. Do you believe that one gender is more susceptible to form a positive attitude

towards gambling or gamble, or do you believe that it is equal that it depends on the person themselves?

Keith: I definitely would say that overall it would be the person themselves, whether they want to gamble or whether they want to throw their money away so to speak but at the same time, if you walk into any paddy power shop in Dublin city or any betting shop you're likely to see that most of the clientele are males. That's not to say that women don't gamble but I think that from my view of things it's far more on the male side than females

Jack: Yea, and this brings us to age now. Do you believe that being exposed to a gambling culture at a young age would that make someone form an attitude more positively towards gambling or begin gambling in the future? Does age play a factor here?

Keith: Not particularly a major factor but if a young person sees family members or friends winning quite heavily regularly enough they might feel that there's money there for them to win and see it as something that is easy and they may fall into a trap. But I don't think it has that much of an affect because at the end of the day once you turn 18 which I think it is in this country

Jack: Yes it's 18 in this country

Keith: Then that decision is yours to make. The money in your pocket is yours and I think it just comes down to the person themselves

Jack: The final question is that as stated previously the investigation is targeted at 18-25 year old males. Do you think this age group is quite a large gambling age group in Ireland?

Keith: I think so yea. A lot of those people that I mentioned earlier would be people who are sitting on the social welfare and would have so much free time to go and gamble. Now, I would have thought that the bigger portion of people that would be betting in Ireland would be the older men. I suppose maybe 50's and up, guys that gamble heavily on the horses and spend a lot of their time in the pub or in the betting shops. I'd say as far as the 18-25, young people, the majority of the would just do it for the fun of it and like I said earlier on at the weekends would maybe spend 5 or 10 euro on a match to make it more enjoyable or to but a bit of risk there.

Jack: Yes. In relation to online gambling, do you feel that they're the majority or are they still a minority?

Keith: As far as online gambling goes I'd say that the younger crowd are definitely the majority users. I know it's still common place in pubs for bar staff to take bets off the older punters who want to put bets on but obviously they're at an age where they can't be running back and forward to the betting office. I suppose that's a nice service as well but I think ultimately it comes down to the fact that young people are so tech savvy and the older crowd are not really. They wouldn't be that clued in when it comes to technology and the internet and betting websites

Jack: Okay perfect. And the next section refers to consumer behaviour. Can I just clarify you understand the terms used here and are able to talk about them?

Keith: Yes

Jack: The first one is extended self. Do you believe an 18-25 year old would consider gambling as an activity for extended self?

Keith: Well I wouldn't know as far as the majority goes but I know people who purely make a living off gambling

Jack: Okay

Keith: They spend a lot of time assessing what teams are playing well, what horses are running well and they would also look at the results in the past and how these teams or horses performed. I think those people would see it as an extension of their selves because it's how they make their money

Jack: Peer and reference groups, this is more to do with when an individual gets into college and their peer group gets larger and larger so they meet more people of different shapes and sizes so they will eventually meet people who are into gambling so would this have an effect on them? Would it make them develop an attitude towards it?

Keith: I think it's possible that they would because young people especially are quite impressionable so they could be lured into a trap where their friends might be gambling and their friends might tell them "ah sure throw on a 2 euro bet or a 5 euro bet" and these

people might not have bet before but get into a habit of every lunch time maybe spending a couple of euro or more on bets and it would be down to the fact that they've started to associate themselves with these people. If they don't want to be associated with someone who's gambling all the time and feel that they are having an influence on them then they just shouldn't align themselves with these people

Jack: You say "gambling all the time" so that brings us on to compulsive consumption. Do you believe compulsive consumption is a big thing amongst these 18-25 year olds and if so could this lead to dark consumer behaviour or consumer misbehaviour?

Keith: Absolutely, I know one person who was big into betting on the horses and would even go to Cheltenham every year for the week or over to the Galway races and spend quite a lot of money. I've heard stories that a guy had only his rent left and he gambled half of it and he didn't come up a winner. So come payday he only had half his rent so he resorted to taking money from his girlfriend's purse

Jack: So theft in order to continue with his compulsive consumption?

Keith: Well he felt he had no other option. Theft and illegal activity are definitely something that can come up and I think that defiantly stems from either feeling that they need to bet because they enjoy it so much or that they are desperate to recuperate the money that they've lost

Jack: Yes okay. The final section now refers to advertising. What's your personal opinion on gambling advertising at the moment? Whether it be T.V., social media or outdoor

Keith: I think from looking at online content there's more and more betting shops that are appearing now and it's important to stand out and as well as giving the best odds to the customer it's important that they see you in a positive manner. Now I know Paddy Power are notorious for funny ads and for causing controversy which not all the time is necessarily a bad thing although sometimes it rubs people the wrong way.

But I think the way you handle yourself online nowadays is very important when you take into consideration that bet 365 came about, they had no betting shops but if you went on to place a bet with bet 365 in Ireland all the advertising content was driven towards the English or British consumers which was not received well by the Irish public

Jack: Yeah

Keith: So it kind of, as I said earlier “rub people the wrong way” and they noticed a decline in people this side of the British isles who weren’t betting so they made a complete overhaul of their content and aimed it towards the Irish consumer.

I think for the older point of view, the betting shops, unless you’re making a big splash online or maybe on the television you’re going to suffer because it’s such a convenience now that people just use their smartphones, or their tablets, or their laptops, or their computer in work to bet online and I know that Ladbrokes were in a bit of trouble because they invested too heavily in their physical shops. Stores rather than their online presence and it’s just going, as far as the advertising goes, it’s better online.

Jack: So you say it’s better online. Would that be giving advertisers more power? And if so do you believe that through this power, they’re able to almost entice people to act in a certain way, affect their consumer behaviour through the use of humour in their advertising or even creating a fear of social loss?

Keith: I know that paddy power would use the likes of social media such as Facebook and twitter, they would post videos. It costs nothing now to have a Facebook account or a twitter feed whereas a 30second segment on television might end up costing you

Jack: A couple of grand

Keith: A couple of grand yea. Depending on when you want it to be shown. So I think the use of social media gets people talking. All you have to do is put up one funny ad like for example, paddy power have a close relationship with Arsenal football club and they got a few of the players to speak out against homophobic behaviour. The players would stand in front of the camera and they would say something that would reflect embarrassingly on them. There was one short player who said “I can’t do anything about my height” and one French guy who’s a good looking fella so he says “I can’t help that I’m gorgeous.”

Jack: So the use of humour?

Keith: Yea the use of humour but as well they were laughing at themselves to show that homophobia is not a laughing matter. You post this online, one person shares it and next

thing you know, thousands of people are sharing it and it cost you nothing. It only cost to make the ad. So I think the use of social media itself is a huge thing

Jack: So would you agree that paddy power using these emotionally evoking tools help with their brand and advertising recall? As you said yourself, you were able to remember the ad

Keith: Yea but because it's funny and uses good humour and is something I can relate to as a fan of football, you're more likely to remember it than say a random television ad about some race that's coming up but I think that the advantage they have over other sites such as Boylesports or Ladbrokes or Bet 365 is they the cause a commotion in the sense that they might slag off certain footballers. For example, they made reference to Ryan Giggs and his personal troubles with his family. While it's hilarious and seen by most people as witty banter and not that personal you could have a lot of Manchester United fans who are big admirers of Ryan gigs who would take offence to it.

But it's because they cause commotion and upset people they get more notice for it

Jack: Okay

Keith: And I think that helps people remember them better than they would remember another betting agency

Jack: Thanks perfect. Thank you very much

Keith: No problem

[Transcription of interview 2](#)

Jack: Can you please confirm that you have read, understand and have signed the consent form?

Paul: Yes

Jack: And that you have been briefed on the aims of the investigation

Paul: Yes

Jack: Okay, so the first section is in relation to attitudes. Do you believe that an individual's family plays an important part in moulding their attitudes towards certain products and services?

Paul: Yea absolutely. I think that children would have a tendency to listen to their parents and therefore may have similar interests with regards to products so definitely yea families would mould each other's interests with regards to products

Jack: Do you think the age of the individual makes them more susceptible to certain things? So would a younger person be more easily swayed?

Paul: A younger person definitely would be far more impressionable whereas when you get a little bit older maybe you're interests would change as opposed to your families'

Jack: Do you believe that stronger attitudes towards something like gambling would have more effect on an individual rather than a certain type of clothes to buy?

Paul: Yea, depending on the case, but I'd say that's definitely a possibility

Jack: Would the friends you grow up with play a part?

Paul: I think your friend group is extremely important with regards to what you become later on in life and your choices whatever they may be

Jack: Okay so now the second section is to do with lifestyle. So do you personally associate gambling with any particular social class?

Paul: Not necessarily. I think it depends on the person because you've got people with lower incomes that have a tendency to spend a huge amount of time in the bookies and there's people who spend a huge amount of money and who are extremely wealthy and will still have a tendency to gamble so I don't think it depends on what your social status is I think it's just got to do with the individual

Jack: What about education? Would that be a factor?

Paul: Again not really unless it's.....no not really I just think it's down to the individual

Jack: Okay and for the third section, consumer behaviour, you've been told and explained the terms used in this section. Correct?

Paul: Yes

Jack: Would you like me to go through them again?

Paul: Okay

Jack: So extended self refers to the external objects we consider part of ourselves

Paul: Okay

Jack: So do you believe that certain individuals would use gambling to form their extended self?

Paul: Potentially yea. Again though it really does depend on the individual but I'd say a majority of people who are heavily into gambling have a tendency to do that definitely

Jack: Okay, and would agree it is a certain person? Like would someone who's into sports more likely gamble rather than someone who's into gaming

Paul: I mean there's people you would see.....but yea maybe a bit more sporty people would have a tendency to because they would have more knowledge and reckon they could make a fast buck. Across the board I'd say it's more people who are interested in sports

Jack: Perfect. Compulsive consumption towards gambling. Do you believe that compulsive consumption could lead to dark consumer behaviour?

Paul: Yea potentially, I mean it's got to do with the individual but that is another factor that has to be taken into account.

Jack: Okay now one thing I forgot to mention in the attitude section is that two very important demographics in this study are age and gender. So as regards to age, as you said previously you believe that people when they're younger are more inclined to form an attitude judging by how their parents act. Do you believe this attitude changes as they get older?

Paul: Yea

Jack: So are they more likely to form an attitude towards gambling when they're older?

Paul: Yea definitely, they've probably been told that as they grow up that gambling isn't exactly the best thing to do but as they become maybe 18, 19, 20, go into college, they kind of form their own opinion on the matter and definitely a lot of students in college pick up bad habits with gambling and things like that

Jack: In relation to gender, the study itself focuses on males in Dublin. But the question here is do you believe gambling is more associated with males or females or is it a mixture of the two

Paul: I'd say the majority are male. From my experiences being in bookies I've very rarely seen females, having said that there are certainly females that bet but across the board the majority would be male

Jack: Now on to reference groups and peer groups. So as we said in the first section a person becomes susceptible due to how their friends act but the outlined age group, the 18-25 age group, are people who are entering college so their peer group is widening, they're meeting more people. Do you believe that if they have a certain attitude towards gambling, maybe negative, when they reach college and meet new people that that attitude might change?

Paul: Yea I think when they get into college their opinions on things change hugely. They're going to be meeting new people from different countries, from different parts of Ireland and wherever their studying. Their opinions on things will change because they're still growing so the likelihood is that if they're freshers or 19-20 year old students they're going to change

Jack: The final section is towards advertising. Do you believe gambling advertising effectively entices people to gamble? Or is it just another gimmick

Paul: I think across the board it's probably not as effective as people would think. I mean I don't feel the need to gamble when I see an ad or anything like that. Having said that, if there's a big competition on or big sporting event that I want to bet on I will bet on it anyway so I don't think Paddy Power or Sky Bet or any of them really need to put a huge amount of effort into advertising because I think the chances are that if someone's addicted or are prone to betting they're going to do it without advertising

Jack: Okay perfect. Lastly, with the increase and constant changes in social media and digital media, do you think it gives gambling advertisers more power where they can evoke feelings such as humour? So they'd release humorous ads or photos on Facebook and they'd be shared. So do you believe that this would entice or appeal to a younger audience?

Paul: Yea potentially, if you've got those Facebook pages like UNILad and stuff like that that would put up advertisements like betting advertisements and I mean the majority of fans are 20 year old males so they're definitely roping in a younger crowd to bet. So yea social media is helping hugely but others like billboard advertising and on the television isn't as effective as the likes of social media like Instagram and twitter for younger people

Jack: But would you not agree that T. V. or billboard would be more effective if targeting older generations?

Paul: Yea true, you want to get everyone involved. So I guess the older people would be television or billboards or in magazines and newspapers

[Transcription of interview 3](#)

Jack: Can you please confirm that you have read, understand, and signed the consent form?

Joe: Yes

Jack: And you have been briefed on the investigation and understand what we're hoping to achieve?

Joe: Yes

Jack: Okay so the first section refers to attitudes. First being family. So, do you believe an individual's family plays a part in moulding their attitude towards a certain product or service?

Joe: Yea I'd say so. Generally if you see maybe two parents who don't drink the kids either don't drink at all or only drink a little bit so I would think that family influence influences all a child's decisions in regards to any part of their life.

Jack: You say child but would that also have the same effect on someone who's in their mid-late teens?

Joe: Yea I think so. I think you grow up with it so if you're younger and it's drilled into you that gambling is bad you kind of think that when you're in your mid-teens or when you're slightly older you'd still have general view point. Now you may sway a little bit because you are a teenager but I think that that general opinion would stand to you

Jack: Okay, and you mentioned earlier about a family not drinking so an activity like not drinking or drinking or gambling or smoking, do you believe that would have more of an effect on a child than say, constantly buying a certain brand of clothing and then your child doing the same or is it only for certain habits

Joe: No, I would think it would go with all things so including brands in shops, smoking, gambling, drinking, so let's say I'm brought up with my parents buying Ballygowen water. If I have the money and I can I try buy Ballygowen water because I'm used to it

Jack: Moving on from family to friends. Do you believe that friends have an influence on moulding attitudes towards certain goods or services?

Joe: Yea I think so. Even in college. You'd bring your laptop into college and there'd be people betting online in college and you think "oh ill have a go at that, that sounds like a good idea" or "oh its lunch in work, we'll just go down to the bookies and place a few bets on the football this weekend." So yea I think it does

Jack: So would the effect friends or a peer group have be more profound on different ages? So would a child say under 10 be more influenced by what their friends are doing than someone starting college?

Joe: Yea I suppose but under 10s they're probably just out playing football and not talking about these things so I would think it would affect the older group more to be honest because they're discussing it, they're talking about it where kids are kind of, they're unaware of these things, they're not discussing it as much. So yea that's what I think myself now

Jack: So say an individual has no real opinion towards gambling, he doesn't like it or dislike it or just doesn't do it. So for him, leaving school and going into college and gaining a wider peer group, so his peer group is growing so some of these people are bound to gambling. Do you think a constantly expanding peer group is more likely to get an individual to change their habits?

Joe: Yea I think different opinions, different outlooks on life, different ways of doing things, if all your friends like football sure you'll think "I'll try follow the football this weekend even though I'm not interested in it" like in work everyone is into Gaelic and I can't stand Gaelic

personally but I'm trying get myself into it just so during lunch when they're all talking about it I've something to have some basic knowledge of.

Jack: So you want to fit in?

Joe: Yea to fit in. so if people have a wide variety of opinions and ways of doing things, I would think that broadens your horizons or on your own views I should say

Jack: And as stated in the title, this investigation is focused on males but do you think gambling in Ireland is more male centric or female centric or is it more depending on the person? And which gender would you associate more with gambling?

Joe: Well personal experience, I would think it's more orientated towards males but I'm not sure if statistics back that up and I would think generally as well there's lots of sports gambling. Again I think males would be more interested in that but I'm not sure what the statistics are on that

Jack: Okay and the second section refers to lifestyles. So the first lifestyle we're going to talk about its social class. So would you, without trying to offend anyone, associate gambling with a certain social class or a certain type of person?

Joe: Yea, if I was to stereotype I would think that gambling would generally be associated with the lower classes or lower middle income. Again I'm not sure if that's the case or not but you hear things like gambling addicts getting thrown out of their house and horror stories like that. So I would associate it with lower class or middle income earners more so but not totally

Jack: But some could argue that it is not to do with the social class but the individual themselves

Joe: Yea I would say it's mainly based on the individual themselves but if I was to stereotype I would think middle income and lower income would tend to gamble slightly more.

Jack: Do you believe a person's education or lack thereof would affect their attitude towards gambling? So would a person in third level education i.e. college be more or less susceptible to gambling than someone who went straight into the workforce after secondary school?

Joe: Yea I'm not sure. That's an interesting one to be honest. But I suppose you could look again at the income levels. Generally people coming out of third level could have slightly higher income levels, but I'm not sure where I stand on that one to be honest

Jack: That's no problem. So you say income that could also affect their availability to technology. So would this affect their ability to gamble online?

Joe: I think now, especially in Europe, most people have access to phones and internet so I would think everyone in Ireland, who wants to, has access to Paddy Power website, Boylesports website to bet online.

Jack: The third section now is consumer behaviour. Do you understand the terms in this section?

Joe: Yes I do

Jack: Okay so, do you believe that someone could use gambling to form a part of their extended self? Do they want to become an individual and use gambling to mould themselves as part of that? Are they trying to create an ideal self by gambling?

Joe: I suppose some people could look at it as "I'm going to bet because I want to make money" and that's probably not the best way to look at it but they're trying to make money to buy new shoes, new runners, new windows for the house or whatever it may be. Whereas most people, I would think gamble just for the fun of it. Just go "I'm going to bet on the football to make it more interesting over the weekend when I'm following it". I'm not betting on the sole purpose to make money because let's face it generally you're going to lose money when you bet. That's what I would think about that.

Jack: So these guys who bet to make money or for the fun of it could tie to compulsive consumption. Which many agree is evident in gambling. Would you agree?

Joe: I would agree that you can get addicted or consumed by gambling yes. I suppose like alcohol or anything, you can, if you win the first couple of times you gamble you think "this is great" or you get a couple of free bets and you win you go "I just made 100euro this weekend. Imagine if I did this at every weekend" and maybe it will happen two or three of the first five times you do win but over time you will start losing. Then you kind of think when you lose "oh if I keep betting I can win that back"

Jack: My luck is about to change

Joe: Exactly. And I do think it can spiral out of control yes

Jack: And would you say that these people are betting more to try recover the money they lost

Joe: Yea I would think that happens a lot. So let's say I put 10 euro on red in roulette and I've lost, I'd put 20euro back on the red in roulette to win back the money I've lost. Yea I do think people would do that

Jack: And you think this kind of attitude could lead to dark consumer behaviour or consumer misbehaviour?

Joe: Yea I think people can get consumed and addicted to it and get carried away with it. They think it's a real way to solve problems or make money, but generally it's not.

Jack: And therefore do something they wouldn't normally do to get the money for it?

Joe: Yea exactly like take out a bad loan or even they could look at stealing maybe to make the money to gamble which is just horrendous. But that is if they really get consumed with it

Jack: Okay. The final section now is advertising. So do you believe the advertising gambling agencies use entices people to gamble?

Joe: Yes I do. Because on Facebook and social media like twitter. Paddy power are a big one. They're just humorous advertising they're advertising their deals in the open. "we're paying out on 7 each way on the British open" and you're kind of like "oh that's a good idea maybe I'll do that" whereas if it wasn't in my face and I'm at home with access to it online then maybe I wouldn't because you wouldn't think about it on maybe a Thursday evening after your dinner. So I think that it has a big effect on it

Jack: And you said social media so do you believe that social media has given advertisers like paddy power more access and more power and can they use tools like humour or creating a fear to entice people to gamble? Can they influence an individual's consumer behaviour in a certain way?

Joe: Yea. I think they can and I think they know that they can. Humorous advertising, I think it's hilarious and I would think if I was to bet I'd bet with paddy power because their campaigns are funny and I think that's the general consensus among people

Jack: So would you agree that paddy power ads or any gamble ad that uses humour would be easy to recall or good for brand recall?

Joe: Yea I think so. Most young people, well people in general but particularly younger people who have access to these social media sites would be able to recall their logo or their funny ads. Like the Roy Keane one, even a billboard outside the Aviva, which is all over the paper its really getting maybe not positive publicity

Jack: At this point paddy power don't care about positive publicity

Joe: Yea but it's getting their brand out there which anyway is good which can only be good for the company.

[Transcription of interview 4](#)

Jack: Can you please confirm that you have read, understand agreed to and signed the consent form

Conor: Yes

Jack: And that you have been briefed on the investigation and what we're hoping to achieve

Conor: Yes

Jack: Okay so the first topic is on attitudes and the formation of attitudes. So would you think that family have an influence on forming a person's attitude towards a certain product or service?

Conor: From a gambling perspective or just in general?

Jack: Just in general

Conor: Well yes. The nature of branding is the fact that if you grow up with something in your home, best example would be Heinz vs chef ketchup, how many people actually know the difference between Heinz and chef? Or choose the one which is constantly in front of them in the house. So if you're family always buys Heinz ketchup or your family always buys

chef ketchup, that'll be the one you always decide on. So peer effects are there even little things like your friends are all buying Pepsi in the shop you might just go with them even though you might be personally indifferent between the two brand types because they're vaguely homogenous goods, you might just go for it. So from a general perspective yes, from a gambling perspective potentially no

Jack: Potentially no?

Conor: Potentially no from a gambling perspective because I think a lot of people's viewpoints on gambling have been shaped by social media or the likes. There might be a peer effect with regards to gambling less so a familiar kind of effect. Because of the nature of gambling, the fact that one place in which family interfere is say, dog racing or horse racing. You and your family might have this thing where you go down to watch the dogs or you go down to watch the horse racing on a regular basis

Jack: And put small bets on?

Conor: Yea, from that perspective, because it's kind of something that is seen as socially acceptable from a young age, you know, going down to the dog race, putting two euro on the one which has a funny name. So from that perspective maybe there would be a family effect but in other regards to gambling, potentially no. it depends on how things have been shaped in your mind

Jack: So, if an individual grows up in a family that has positive or negative relationships with gambling. Would that affect their attitude towards it in the future?

Conor: Potentially. I'd actually say that the negative reaction would be larger than the positive reaction because again, if you're father or mother has a gambling addiction let's just say and you see that. That may make you less likely to gamble in the future. I think that's the most obvious one from a consumer's perspective.

Then when you look at things from another point of view, if your dad has positive experiences with gambling or your mam has won a lot on gambling, the problem is that even when I'm saying this its regards to what you define gambling as. Because so many people out there don't define the lottery as gambling for example. When in reality it's probably the purest form of gambling. It's an out and out straight forward buy this ticket

with horrendous odds. But if you see your parents, say, buying the lottery every week you might buy it but that's less likely with bookmakers because the art of the bookmaker of being going down there and being an activity is gone. It's all modern and online. There is only a small perspective. But if you look in a bookies, what proportion of people relative to say the 60s or 70s or even 80s or 90s are going to be of a young age group comparatively? So that's what you kind of have to perspective, it's like, are people of a young age less likely to follow a familial thing of going to the bookies just due to the nature of how the industry is changing

Jack: But would you say age plays a factor in how they're actually susceptible to an attitude change? So young people might be more susceptible than older.

Conor: Younger or older people?

Jack: Yes

Conor: Younger people obviously. I think that's the obvious thing like during your formative years you're most likely to react to a change in attitudes if you know what I mean. The best example is drink. When you're very young drinking or smoking, like smoking in particular, when you are young smoking is like "ugh why would I ever do that" and then when your older you're smoking 20 john player blue a day. That's the kind of thing you have to look at. So yea that's formative year and the influence of formative years. If a brand image has potentially a positive peer effect or a positive familial effect, the impact is has can be very, well you see, how many people drink the same beer brands as their parents used to do? Or how many people's first beer that they go out and buy, you know if you saw your dad drinking bud all the time, you'll think "oh that must be the good one I'll go for that"

Jack: Now for section two, would you associate gambling with any certain social class or lifestyle?

Conor: No. I actually would not

Jack: Or would you say it depends on the individual?

Conor: It's more of an individual compulsion which is the most interesting part. But again there are categories of gambling so the lottery, let's just say, as somebody who's worked in a shop and seen the demographic of people buying lottery it's completely all encompassing.

The lottery as a form of gambling is just something people do. Whereas for some reason it's just kind of taken on a life of its own and you know the famous quote "it's a tax on stupidity". It just seems to be all encompassing, like people have this attitude, the most genius that that's ever been said "if you're not in you can't win" but the other thing is if you're not in you can't lose a significant amount due to the expected value you would get. But that's the issue, I think lottery for example is completely all encompassing, horseracing betting, I would almost associate that with almost a male past time more so than any social class because if you look at horse or dog racing, for some reason it's kind of fraternal kind of environment. It's kind of one which seems to be kind of a male traditional activity, go down to the track place a few bets. But then you look at the Galway races for example which have

Jack: Ladies day

Conor: Ladies day and women's fashion day where it's for both sides. So that counters my point but if you're talking about a day at the dog track at Shelbourne park, I'd almost wager a bet that its 80-20 male-female but again the demographic is different because I recently was at Shelbourne park and the demographic there was a combination or lower working class people but also people just going after a working day in an office

Jack: Just for a bit of fun

Conor: Just for a bit of fun and I think that's the connection. The connection between the notions of gambling as a past time versus gambling for fun. Actually no that the same thing. Gambling as a way to make money versus gambling for a way to have fun is a distinction to make and has a lot of interesting parts. Even when you look online there are forums everywhere of gambling advice and stuff like that, even look at the boards.ie forum. There's a lot of influxes about gambling you could make from there and they aren't exactly the kind of stereotypical image that perhaps used to be known as the gambler, like the guy who goes down on a Saturday morning to the bookies and squanders all his money all day.

Jack: And would you agree that education plays a part in whether an individual would gamble or not?

Conor: No

Jack: So it wouldn't matter whether they're third level or second level?

Conor: Actually yea I completely disagree. I genuinely do believe that generally more so the kind of gambling is different. Let's compare someone who did a degree to someone who's done a maths degree. They're probably more likely to start doing stuff like laying and hedging and stuff like that, which is trying to find the best odds relative to other ones and playing them off each other to lock in profit. Whereas, potentially they'd be less susceptible to make crazy accumulators which is where bookies make their money. It's the difference between a very distinct demographic and it's something I did notice when doing some work with that kind of stuff. The fact the people seem to be more likely to, let's just say if someone doesn't know how odds fully work they're more likely to make a crazy accumulator. Is it okay to make a bit of an anecdote here?

Jack: Yea of course yes

Conor: So a story I remember is that there was a guy in work and he made a 20 team accumulator and he had 19 correct and he stood to win a couple of grand. So what I advised him to do was put 50 quid on the other team/draw and you're guaranteed to win money and he said "no that's stupid that would be a gambling problem" when in reality, by the way he lost the 20th game and the other team were 6/1 to win so he would have won 350 off effectively a 5 euro bet. He just didn't understand the notion of locking in things. So accumulators and other silly bets are more likely to be potentially made by people who can't understand if you get what I mean. So yea it's more subdivision rather than likelihood to gamble

Jack: Okay cool. And the third section now is consumer behaviour. The first topic is the extended self, so do you believe that individuals could use gambling to form part of their extended or even ideal self?

Conor: Very extensible. It's a tough one because yes and no potentially. I see it more so as using it as a way to achieve a potential dream or something like that. Seeing it as a way to maybe make it, if they really want to be rich and have a load of money fast they can use gambling as a way to get that. But the attitudes towards gambling are very negative even if you're quite good at it. It's like an overall negative connotation. It's a tough one to say as regards to, do people see as it as a positive or a negative addition to their personal behaviour.

Jack: And seeing it as trying to create an ideal self or extended self-using gambling, this could lead to compulsive consumption. Would you agree with that and if so do you believe that this compulsive consumption could eventually lead to dark consumer behaviour or consumer misbehaviour?

Conor: Well actually yes. Are you potentially familiar with the terms risk aversion and loss aversion?

Jack: Yes

Conor: So the notion that like, it's well documented the fact that people become more risky. In general people are risk averse right? They're not willing to take a risky choice. But interestingly, what you find is, at the end of the day at the dog track, say you've lost €50, people are more likely to make a crazy €50 bet because they're like, "oh I've already lost that €50", it's a sunk cost fallacy, "oh I've lost that €50, let's try win it back", so they're more likely to, on the last race, throw a fifty quid down and try to win it back so they come up for the day. So people value the utility for being up for the day higher than, if you lose money at all you don't see it as being you know don't take it as being gone. You just see your daily total and people have this reference point with regards to kind of like the kind of ideas of prospect theory and things like that come into play. The kind of, Kahneman and Tversky papers on this kind of idea of consumer compulsive behaviour. Gambling is the best example of where the rational choice model in economics completely breaks down for example like it's a well-documented case that people aren't very good at knowing risk, people aren't very good at gauging risky decisions and that's where the ideas come from. People just value things in a really odd way at times and it can lead to compulsion so it's a downward spiral because there's actually a flip side to both. If you lose you're more likely to bet more but if you win you're also more likely to bet more because you've got extra winnings, you're like "oh I'm on a winning streak", the illusion of a winning streak

Jack: So it's a paradox you're stuck in?

Conor: So it's a paradox a lot of people get stuck in gambling and knowing when to stop is potentially the hard thing which is what can lead to this dark kind of consumer behaviour in which they're completely going against the notion of, the idea is people always aim to maximise their own utility right? People always aim to maximise their own personal

wellbeing and try do the best they can but in reality, gambling is something in which your utility preferences get completely mismapped and lead towards a very odd direction

Jack: Yea I understand, and in the first section we talked about the peer and family influence, but here I've made reference to reference groups. So as an individual someone might not have any opinion for or against, negative or positive, towards gambling. But as they go into college and they meet more of the age group, which is the 18-25 year old age group, their peer group is constantly expanding

Conor: Yes

Jack: It's getting bigger and bigger and they're meeting more people so they're eventually going to meet gamblers. So would this have an effect and could this change their attitude towards [gambling]?

Conor: Like meeting new people?

Jack: Meeting new people yes

Conor: Actually that's a really tough one. The problem is that it depends on the perception of gambling. A lot of people do view gambling in a negative way because you're like "ah do you see your man there? He's after losing fifty quid." We all know the friend who loses fifty quid on the horses on a regular basis and stuff like that. Or the friend that makes the crazy accumulators because he has a really really good hunch and that's the kind of thing that can actually drag you into in because you want to get involved in the fun.

One of the best ones is, I was walking past a paddy power one day during college and I was joking with someone saying "bet if I walk in I'll win a bet", turns out I won. The way I put it, yea the college thing is actually it because once you're 18, let's say 18-24 year olds, college age yea?

Jack: You have your own money

Conor: You have your own money you've been earning, you want to try these things and that's very natural. If you see one of your friends trying and winning or like you see them posting on Facebook "just won 100 quid at the dogs, delighted. Going to spend it on a mad night out" you know? That's the reaction you know? Your reaction is "oh wow. He did it why

not me?" because you will only ever hear about, let's make an analogy to the stock market right?

Jack: Yes

Conor: So people say you can't beat the stock market

Jack: Okay

Conor: Like people say you can't beat the stock market because if you told everyone a strategy for beating the stock market they'd all follow it. So if you told everyone a strategy that's good at winning the stock market they'd all follow it. So if you hear of a strategy that's good at winning the stock market then that strategy is automatically invalid. Does that make sense?

Jack: Yes

Conor: Because everyone else would do it. So you can't actually tell if there's, the official market hypothesis states that all the knowledge is compounded right? But if someone has a system you'll never actually hear of it but the most interesting thing is overvaluation of positive instances right? So in American newspapers let's just say about finance and stuff like that. In those newspapers you'll have on the front page every so often, this success story of how they gained 100million in a day on the trading floor right?

Jack: Yes

Conor: You'll get that every so often however, what's the caveat? The caveat is they don't tell the millions of negative stories or the fact it was a zero sum gain. For them to gain that 100million someone had to lose that 100million. I know that gambling isn't a zero sum game but I suppose it is in the fact that the bookmaker, you know, has to lose that money. But what they don't tell when that story gets reported, just like on Facebook. When your friend posts something on Facebook. They aren't going to post "oh no, lost 100quid betting on the horses today" you know? They aren't going to post something like that but they might post or tell the story of the time they won the 100 quid you know? And that's the key difference. Positive stories get weighted more in our minds so we hear the story from our mates of the guy who did well, but we never really hear of people who did badly because there's a kind of shame you lost

Jack: You're ashamed of it

Conor: You're not going to tell you lost to every one of your friends you know?

Jack: Yes. And you say they share on social media so do you think that social media is giving gambling advertisers or bookmakers more power or reach?

Conor: Well yea, paddy power like, have you seen their social media page? It's absolutely [mad]. It steals stuff from Reddit.

Jack: So it's not all original content?

Conor: They had a thing there the other day where it was a comparison of Paris Saint-Germain and Ryan Giggs. They're both similar age and one has way more [trophies] than the other, spoilers, its Ryan Giggs. But they're both a similar age and Ryan Giggs has won more and he's a person. That's the kind of thing. Paddy Power just obviously have a guy who's paid to be funny on Facebook and post on their account. And do you know their insane troll advertising? They take a leaf out of the Ryanair book – any publicity is good publicity – like the famous one of Roy Keane. Then Roy Keane fed into it so stupidly by trying to sue.

Jack: Everyone falls for them

Conor: They had Roy Keane dressed as Braveheart outside the Scottish game. Or remember the shop they opened up on Baggot Street? I never saw that on Baggot Street. I never saw the shop. This is during the England game by the way. They had a shop where they covered it in bubble wrap, England fan friendly shop, and the one thing I noticed is the fact that I never actually saw that shop. I saw pictures of them setting up the shop on Facebook. And that's the thing, they just completely share this stuff on Facebook and then you get their eh

Jack: The shop might not even exist in the first place

Conor: Yea and then they get their deals, like you know sign up today or those crazy accumulators. Like the famous ones where they use Facebook. Like Facebook only flash sale for the next hour you can get 3-1 on united, city, and west-ham to win. And the thing is, it seems like a good offer because you know it's better than regular accumulator odds but at the end of the day the likelihood of it still happening is pretty low. They still are going to make money of that and there is a way to exploit that by the way. Just go to another

bookmaker and trade off like lay it on Betfair and no one will really do that and even if they do its Betfair who lose not paddy power. So it's a two way street you know? And yea they can use it so well to boost their brand image because, especially amongst the young demographic, again I'll go back to what I said, how many young people stand around the bookies all day watching the horses when you can just whip out your iphone or you can click on their Facebook deal and enter your credit card number and there you go you're already done.

Jack: You mentioned on Facebook and how people are sharing their stuff and they're putting ads on Facebook. So do you think these Facebook ads whether they be humorous or intentionally controversial would actually entice people to gamble?

Conor: Yes, well no, the way I put it is it entices them, people who would gamble, to gamble with paddy power rather than the other bookmakers. Because you see ones like Williamhill, do they do that? Not that I know of. Boylesports probably do but I don't follow them on Facebook so evidently they aren't coming into my feed enough. The only one that can stick out in my mind is paddy power so what I think it is more so, even though paddy power may not give you the best odds or greatest value for money in regards to what the service is they're offering, how they compete is based on this advertisement and brand recognition like. so the idea is the fact that say Boylesports offered 4-1 on united to win and paddy power is offering 3-1, how many people who are wanting to bet on that game would go "I'm going to look at both odds and pick the best one" or how many people are going to go "ah sure I know paddy power" that's the brand that comes to mind

Jack: "I've used them before"

Conor: "I've used them before, I already have my thing set up there, oh they just sent me and email - €5 free bet, or they've a money back special" you know, stuff like that, if they post those money back specials and come up with ridiculous names for them like "Rooney-mania" or something like that. That's the kind of stuff that sticks in people's mind. So in my opinion it's an ingenious way it's up there again with the Ryanair "we're going to make people pay to use the toilet" it's completely outlandish and has no meaning behind it

Jack: And making people stand up

Conor: Yea so it's going to keep in people's mind

Jack: Again relating back to paddy power, they're using this humour in their advertising. So do you think using emotionally evoking tools like humour or creating a fear of social loss, or those kind of motions would actually change some one's consumer behaviour and change their attitude towards gambling?

Conor: Oh 100%. Again no one wants to be the sucker is the famous thing. Social loss is what you were talking about? No one wants to be the sucker. No one wants to be the person who misses out or loses you know? So that's the kind of thing, I suppose by emphasising the positives of gambling as opposed to the negatives. Again, the one thing gambling isn't doing lately is this missing out thing. The "if you're not in you can't win" like the lottery used to do that's still sticking around and I'm still quoting for baidem. That's something that bookmakers possibly don't have right now actually. That's the thing, that's the next step is combining humour with that, that could be the next step forward for the gambling industry. You look at the humour, the humour aspect is down in paddy power but the thing is the social loss. How many ways do they do that very subtly okay?

Jack: Yea

Conor: So, if you make an event on Facebook you can pay for the advertisement to show up on the side of your Facebook bar. That says X, Y, Z are attending this or X, Y, Z have liked it you know?

Jack: Yea it just pops up

Conor: And the Facebook algorithm, the way it works is, it shows the friends that you have the most interactions with. So say one of my good friends is named Rick Sánchez, he may have you know

Jack: He may have clicked attending on one of the events

Conor: Yea if he clicked attending or liked on paddy power, he might be my good friend and I would be like "damn he's betting, maybe I should". But they do that in a really subtle way and that's the genius thing about paddy power is the fact that they're completely aware of the fact that they're completely associated with this humour stuff so they can get away with doing stuff in the background so it's a double compounded thing. Humour builds brand

name, fear of loss gets people to see the humour. So if X, Y, and Z have liked this page then maybe I should like it too

Jack: Alright that's perfect Conor. Thank you very much

Appendix 2

Consent form

Dear Candidate,

My name is Jack Hanratty. I am looking to interview a number of individuals in order to gather research for my dissertation study. The focus of this study is on the gambling culture in Dublin.

Gambling in Ireland: An investigation into the behaviour and attitudes of 18-25 year old males in the Dublin area

I believe that gathering opinions from the public on this topic will be invaluable to the completion of this this dissertation. I have prepared a number of discussion topics that I believe will help me to answer the research question.

The Interview may take from 10 to 40 minutes of your time and it will be recorded so that the author can transcribe the interview. All data provided will be anonymised and confidentiality is ensured as all data will be kept in a secure database. This data will be password protected and secured by the author. Participants are not required to provide any personal information. In accordance with The Freedom of Information Act the interviewee will have access to the information at any stage should they require it.

All candidates have the choice to opt out of the Interview process at all times.

The author is Jack Hanratty and can be contacted at the following email address: x11457178@student.ncirl.ie should the participant have an additional queries or concerns.

Thank you for your participation and time,

Yours Sincerely,

Jack Hanratty.

Please indicate that you have read and understood the information above and that you hereby consent to participate in this research.

Name: _____ Signed: _____ Date: _____

Interview guide

- Introduction with conformation that the consent form has been read, understood and signed
- Conformation that respondent understands the aim of the investigation

Section 1 – Attitudes

- Do you believe that family and friends play a part in moulding an individual's attitudes towards any products and services?
- Gambling versus general products and services.
- Does age play a factor in how susceptible an individual is to a family or friend influence
- Would you associate a particular gender with the activity of gambling?

Section 2 – Lifestyle

- Would you associate an activity like gambling with a certain social class?
- Does an individual's education play a part in their gambling habits?
- Religious influences?
- Accessibility to technology

Section 3 – Consumer Behaviour

- Confirm respondents understand the terms being used in this section
- Would/Could people use gambling to form part of their extended self?
- Would a growing reference group have an influence over changing attitudes?
- Can certain attitudes lead to compulsive consumption and from there onto dark consumer behaviour or consumer misbehaviour?

Section 4 – Advertising

- Personal opinions on gambling advertising
- Does gambling advertising have an ability to entice people to gamble?
- Is online media giving advertisers more power?
- Can companies (Paddy Power in particular) using emotionally evoking tools to entice people to gamble?

Thanks