



An Exploration of the Socio- Cultural statues of the lottery salespersons: the case of Wolaita Children in southern Ethiopia

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Abstracts

This study explores the socio-cultural status of Wolaita children who were involved in Lottery sales. Specifically, the study was aimed to investigate the socio-cultural factors (push/pull) that make lottery sellers to engage in the lottery ticket sale, to explore the challenges and opportunities of lottery sellers in the new environment, to distinguish the contribution of lottery sales for the children's families cultural and social life improvements and To find out the cultural and social effects of lottery sales for lottery vendors. It is child labor exploitation for they are not beneficial after moving long-distance and selling lottery tickets. Besides, the children are challenged in the new environment by robbery, physical and mental damage, and lack of education. The socio-cultural effect was that it increases socialization, exposure to physical and mental damage, robbery, and drop out of school, misperception of society about lottery sales that considering it illegal affects children's Psychology. Thus, the result indicates that children were not socially and frugally beneficial by lottery sales

Key words: Socio-Cultural, Wolaita, Lottery sale, lottery vending, children, child trafficking, drop out, peer pressure,

Introduction

Lotteries had long history being one of the oldest and most common forms of gambling around the world with origins dating back at least to ancient Rome and possibly even earlier to the Han Dynasty of China in the second century B.C. A lottery involves the sale by an organizing body, typically the government but also occasionally private businesses or charities, of a ticket giving the possessor a potential monetary reward. Lotteries differ from casinos in that lottery ticket sales generally do not take place at a location specifically set aside for gambling, and modern lotteries are usually operated by governments instead of private firms (Kent and Matheson, 2011). However, Lotteries remained illegal in the United States for almost 70 years. In the early 1960s, however, New Hampshire had a lottery referendum that allowed the citizens of New Hampshire to vote for or against a state-sponsored lottery not only was New Hampshire the first state to propose the legalization of lottery gambling after 70 years of nationwide prohibition, it was the first modern attempt at state-run gambling (Coughlin et al., 2006).

Lotteries have become the most popular form of gambling, by the Americans in a 1999–2000 survey (Welte et al., 2002) and in a 2008 Gallup poll (Jones 2008), as well as by the British (Parsons and Webster 2000), Canadians (Azmier, 2000), Norwegians (Gotestam and Johansson, 2003), and Thais (Piriya-rangsan et al., 2004). Minors also play lotteries; parents routinely bought lottery tickets for their children (Felsher et al., 2003), and lottery tickets were sold to minors despite its legal prohibition (Radecki, 1994).

Because of lotteries' ubiquity, people do not consider them a form of gambling; women in the U.K. defended their lottery gambling as a leisure activity (Casey, 2006); students who bought scratch cards and state lottery tickets did not see themselves as gamblers (Lange, 2001); and young people did not perceive buying lotteries and scratch cards as a form of gambling (Wood and Griffiths, 1998). Not only is the lottery no longer viewed as gambling, gambling itself is no longer looked upon as a vice but as a refuge for women from the sense of alienation (Trevorrow and Moore, 1998), a forum of social support for older adults (Vander Bilt et al., 2004), a social activity (McNeilly and Burke, 2001) for relaxation, passing time, and getting away for the day.

What happens to people who have won large amounts of money from lotteries is an interesting topic of research. According to myth, lottery winners are predominantly working class and poor, and once they become millionaires, they quit their jobs, become spendthrifts, and lose all their money (Kaplan, 1987).

Also, early empirical research does not point to the positive effect of lottery winning: lottery winners are not different from the control group in the ratings of their happiness (Brickman et al., 1978), and there are winners who are hospitalized for depression after winning lotteries of over 1 million deutsche marks (Nissle and Bschor, 2002).

Reality does not confirm the myth. Lottery winners seem to be well adjusted, secure and generally happy: they come from various education and employment backgrounds, tend to earn higher incomes than the general population, continue working regardless of the amounts they win, and do not spend money lavishly but do give large amounts of winnings to their children and their churches. Winners also did not increase the amount of money they spent on lotteries after winning, and rarely engaged in other forms of gambling (Kaplan, 1988).

Research conducted in Europe support Kaplan's findings. Lottery winners paid off their debts and shared their winning with their children. Their betting before and after winning lotteries was modest; their experiences with winning were largely positive; and their life quality was either stable or had improved

A comparison was made in the U.K. between a group of lottery winners of moderate amounts with two control groups—no-win and small-win groups. Results showed that the moderate winner group exhibited significantly better psychological health and the mental well-being was still evident 2 years after the lottery win (Gardner and Oswald, 2007).

The literature on lottery markets focuses on the demand for lottery products, be it in the form of estimating demand equations, determining the regressive nature of ticket purchases, or discussing the concepts of consumer rationality and market efficiency. Indeed, why people demand lottery tickets in the first place is a real question. Friedman and Savage (1948) and subsequently Markowitz (1952) suggest that the curvature of individuals' utility functions changes as they get richer (or move away from their "normal" income) providing a theory for why individuals exhibit risky behaviour through their participation in lottery markets at the same time that they exhibit risk averse behaviour elsewhere. These theories provide motivation the idea that lottery purchases can be considered rational behaviour and, if so, then consumers of lottery products should have typical demand functions that include some familiar microeconomic variables including price, income, consumer preferences, number of consumers, price of related products and product characteristics.

Lower social strata are excluded from most other "evocative" consumer goods that also create dream worlds, for example status goods such as fine clothing, wines or luxury cars. Because of this relative exclusion from alternative opportunities for imaginative goods consumption one can assume that individuals from lower social strata are more likely to be drawn to lottery tickets than members of higher social strata (Beckert et al., 2013, p.6)

On the basis of in-depth interviews, Casey (2003, p.259) shows that female working-class lottery gamblers express dissatisfaction with their social situation and maintain the hope that the lottery will reduce their socio-cultural constraints as. Low socio-cultural status leads to higher personal states of tension and therefore more frequent lottery participations (cited in Beckert, et al., 2013, p.6)

Previous studies have sought to find a possible correlation between lottery purchasing behaviour and demographic characteristics, such as age, gender, race, income, and educational attainment, but with little consensus achieved among researchers. The study of Clotfelter & Cook (1989) suggested that lottery players who have relatively low incomes are motivated by the prospect of wealth, while those who have higher incomes play for entertainment; hence, low income-earners participate with a stronger desire to win.

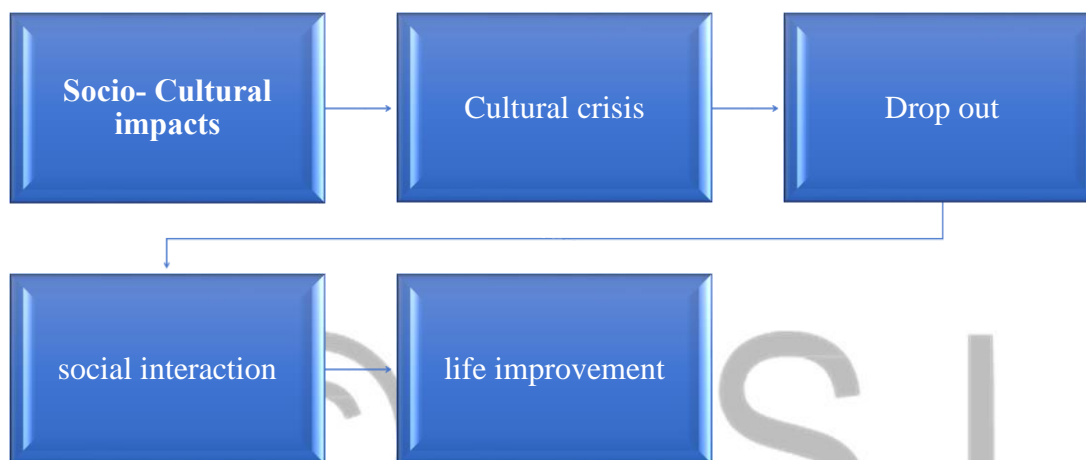
The study of Miyazaki, et al., (1999) found that the enjoyment, the sense of participating in government-sponsored activities, and a belief in one's own luck had no significant bearing on the lottery purchasing behaviour of individuals Kaizeler (2008). Similar to other countries, in Ethiopia lottery tickets are not sold at affixed place. Lottery vendors are expected to move many places such as marketplace, hotels, restaurants, recreation centres where they can get people who play lottery ticket. In many countries of the world governments legalized lottery sales in order to increase the national income. In this activity many children aged mostly under 15 are engaged leaving the area of the birthplace.

According to PIN (2009), Simple observation in the big cities and towns also confirms the fact that the number of children who are entering into the formal and informal labour is on the rise in recent years. Especially children under the age of 14 are increasingly observed in the streets of Addis Ababa the capital of the country and in other regional big towns, as beggars, street children, shoe shiners, porters and as domestic servants and lottery sellers. In urban settings the most common types of child labour are

shoe shining, lottery tickets selling in the streets, vending injera (traditional bread), kolo and bread, peddling, working as taxi assistant (*woyala* in local language), begging, prostitution, weaving, baking and carrying goods for people.

Most of the lottery sellers in the country municipalities were not understand Ethiopian working language and the local language far from their birthplace. Which leads great influence of lottery seller's identity and some of them were assimilated by other culture, later it made cultural crises on the hands of lottery sellers. In fact, since of these challenges the city gangsters and lotters took from them lottery and sale money. This made lottery sellers were socially and culturally unseated in the city residence. The aim of this study was explored the socio- cultural statues of the lottery sellers in Wolaita southern Ethiopia.

Theoretical framework of lottery trades in socio- cultural aspects



Methodology

This study designed were both qualitative and quantitative research approaches. Which was descriptive cross-sectional study in assessing the socio-cultural effects of lottery sales on lottery vendors. Because cross sectional research design is appropriate to have one time contact with subject of study and to analyse the current socio-cultural effects of lottery sales. The study also adopted both the quantitative and qualitative and approaches of data collection and analysis as there were data obtained through questionnaire, interview, Focus group discussion and observation. The Interview guides was used for Semi – structured and depth interview types. The interview was conducted by local language (*Wolaitteigna*) and was tape recorded with interview consent field notes, and photography was taken during the interview. And observation was making in the case of interview with the implementers.

The target of population for this study is parents of lottery vendors and lottery sellers in rural Wolaita and selected urban centres Hawassa, Dilla, Ziway and Adama, Addis Ababa and Arbaminch. Thus, the selected woredas of Wolaita Zone are kindo- Didaye, Kindokoisha, and Duguna Fango area are better representatives of the other woreda to assess the socio-cultural effects of lottery sales as most of the children migrate from them to engage in lottery ticket sales. The main reason of the selection of the area was the majority of lottery sellers migrate from Wolaita area and observed in towns.

In this study the researchers used different sampling techniques such as multistage sampling to select the respondent so as to administer questionnaire, purposive sampling selected three woreda , simple

random sampling , selected 6 kebeles , probability proportional to sample size method was employed to determine the number of respondents from each kebele, and snowball sampling was used to select lottery vendors parents for administration of questionnaires. Additionally, questionnaires were administered parents of lottery ticket sellers.

The research sample size determination used household heads in three woredas and give data about their children aged between 5-15 years old who are engaged in lottery ticket selling in different towns of the country.

The research quantitative data was analysed by descriptive statistics, such as frequency cross tabulation, percentages. Qualitative data were analysed by exploratory approach since qualitative research is exploratory by nature. Besides document analysis was made for the secondary data obtained from published and unpublished sources.

Analyses and discussions

Society and culture have an impact on every aspect of the overseas business of multinational companies. Although society and culture are not directly included in business operations, they indirectly appear as key elements in shaping how the business is managed, from what goods are produced, and how and through what means they will be sold, to the establishment of managerial and operational patterns and the determination of the success or failure of external businesses(Masovic, 2018). Liu (2008) stated that the socio- cultural events are emerging worldwide and are seen to have significant socio-cultural impacts on the destination and host society. The Socio- cultural effects of lottery vending in Wolaita, Ethiopia explored by both the quantitative data the qualitative data research methodology.

Table 1. Awareness of hhs on lottery vending

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid High	18	8.8	8.8	8.8
Low	108	52.9	52.9	61.8
Medium	78	38.2	38.2	100.0
Total	204	100.0	100.0	

As it can be seen from table 1, 8.8% of parents responded that they have high awareness level,52.9% of parents responded that they have low awareness level, 38.2% of parents responded that they have medium awareness level. It is possible to understand that the majority of parents of lottery vendors have low awareness level about lottery vending

As indicated in the table 2, the minimum age of lottery sellers is 7 and the maximum age is 12 and the standard deviation is 2.755. From this it is possible to understand that children at early age engage in exploitative activity

Table 3. has your child ever got training before lottery vending

	Frequency	Percent	Valid Percent	Cumulative Percent
No	150	73.5	74.3	74.3
Valid Yes	52	25.5	25.7	100.0
Total	202	99.0	100.0	
Missing System	2	1.0		
Total	204	100.0		

As it can be seen from table 3, 73.5% of parents responded that their children have ever never got training, 25.5% of parents responded that their children have got training. It is possible to understand that the majority of lottery vendors has not got training. The training is especially in kindo-koisha and kindo didaye worda at minimum level the workers and social affairs unit tried to give training not only for lottery vending but the other activities like shoe shining and how to save so as to properly lead their life.

Table 4.who gave training if your answer yes

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid NGOs	7	3.4	3.5	3.5
social office affairs	51	25.0	25.5	29.0
No training given	142	69.6	71.0	100.0
Total	200	98.0	100.0	
Missing System	4	2.0		
Total	204	100.0		

As it is displayed in the table 4, 3.5% of the parents responded that the training is given by NGO, 25.5% of the parents responded that the training is given by workers & social affairs unit, 71% of the parents responded that no training was given as a whole.

Table 5. Does lottery vending increases social interactions

	Frequency	Percent	Valid Percent	Cumulative Percent
No	94	46.1	46.1	46.1
Valid Yes	110	53.9	53.9	100.0
Total	204	100.0	100.0	

As it is indicated in the table 5, 46.1% of the parents responded that lottery vending does not increase social interaction, 53.9% of the parents responded that lottery vending increases social interaction. The majority (53.9%) of the parents responded that lottery vending increases social interaction. Thus, it is possible to say that lottery vending increases socialization children in their destination

Table 6. Drop out of children from school due to lottery

	Frequency	Percent	Valid Percent	Cumulative Percent
No	24	11.8	11.8	11.8
Valid Yes	180	88.2	88.2	100.0
Total	204	100.0	100.0	

As it can be seen from table 6, 11.8% of the children's parents responded that lottery vending does not results in dropping out from the school, 88.2% of the children's parents responded that lottery vending results in dropping out from the school. Thus, it can be taken that lottery vending moves away from school

that has implication for the socio-economic affairs of the country.

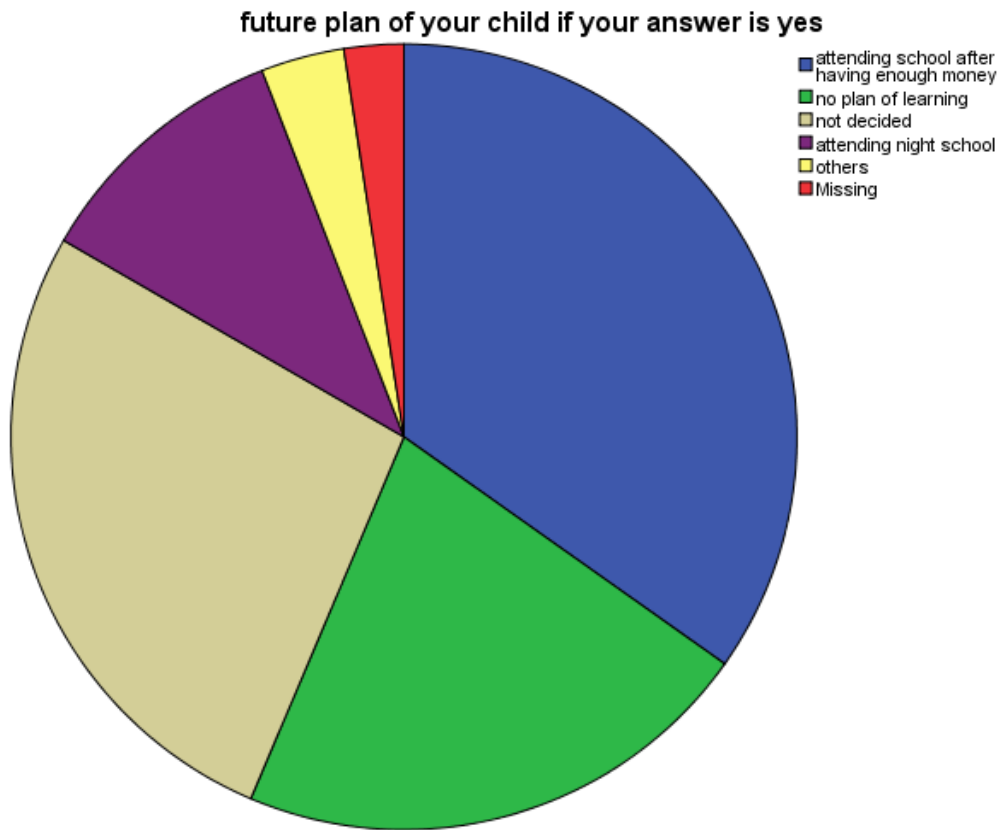


Figure 5. Future educational plan of lottery venders

As it is illustrated in the figure 5, majority of the parents of lottery sellers responded that their children will attend after earning enough amount of money, some of the parents of lottery sellers responded that their children have no plan of learning; still other parents responded that their children were not decided to learn, others again responded that their children attend night school in their destination

Table 6.why lottery vending is age specific especially 7-15

	Frequency	Percent	Valid Percent	Cumulative Percent
easily move from one place to another	63	30.9	30.9	30.9
Valid easy to do	132	64.7	64.7	95.6
Others	9	4.4	4.4	100.0
Total	204	100.0	100.0	

As it is indicated in the above table 6,30.9% of the parents responded that lottery vending is age specific especially 7-15 because children easily move from one place to another,64.7% of the parents responded that it is because lottery vending is easy work to do that does not consume much energy,4.4% of the parents of lottery sellers gave other responses such as children are easily deceived and cheated by others as well as the working culture of Ethiopians in which there is labor division sothat there are works performed by females, males and children.Thus, as majority of the respondents said lottery vending is age specific because of it is easy task to do.

Table 7. Social perception of lottery vending

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid it is legal game	99	48.5	48.5	48.5
it is illegal game	100	49.0	49.0	97.5
it is normal job	3	1.5	1.5	99.0
Others	2	1.0	1.0	100.0
Total	204	100.0	100.0	

As it can be seen from table 7, 48.5% of the parents responded that they consider lottery vending as legal game, 49% of the parents responded that they consider lottery vending as illegal game,1.5% of the parents responded that they consider lottery vending as normal job,1% of the parents responded that they consider lottery vending as other work that refers to activity that leads to crime. As put by Miyazaki et al.,(2001) in their study of consumer misconceptions about random events, if consumers hold a mistaken belief about the random nature of lotteries, *i.e.*, that they are in control of the outcomes of random events, such a misconception will tend to influence the decision to play lottery games.

Table 8. challenges/problems/ encountered in new environment(in the area of destination)

	Frequency	Percent	Valid Percent	Cumulative Percent
loneliness and fear	14	6.9	6.9	6.9
language barrier	89	43.6	43.6	50.5
being deceived by others	58	28.4	28.4	78.9
exposure/subject to external threat	43	21.1	21.1	100.0
Total	204	100.0	100.0	

As it can be seen from the table 8, 6.9% of the parents responded that the challenges/problem/ of lottery sellers in the area of destination is loneliness and fear, 43.6% of the parents responded that the challenges/problem/ of lottery sellers in the area of destination is language barrier, 28.4% of the parents responded that the challenges/problem/ of lottery sellers in the area of destination is exposure to external threat. Thus, 43.6% of the parents responded that the challenges/problem/ of lottery sellers in the area of destination is language barrier. This is triangulated with data acquired through FGD at the area of origin from composite groups such as kebele principals, social and workers unit, farmers and those who returned back to their home and interview with lottery sellers in Dilla, Hawassa and Adama. Besides, they told the researchers during the interview that they have no work during the rainy season.

Table 9. type of influence on lottery vendors

	Frequency	Percent	Valid Percent	Cumulative Percent
Insulting	53	26.0	26.0	26.0
Robbery	83	40.7	40.7	66.7
physical damage	62	30.4	30.4	97.1
Others	6	2.9	2.9	100.0
Total	204	100.0	100.0	

As it is stated in the table 9, 26% of the parents responded that lottery sellers were victims of insulting by different people, 40.7% of the parents responded that lottery sellers were victims of robbery by different people, 30.4% of the parents responded that lottery sellers were victims of physical damage, 2.9% of the parents responded that lottery sellers were victims of other influence.

like mental damage. Most of the parents responded that their children were subject to robbery. This is triangulated with data obtained in Hawassa, Dilla and Adama.

Table 10 Reason for engagement in lottery vending

	Frequency	Percent	Valid Percent	Cumulative Percent
to escape from poverty	139	68.1	68.1	68.1
peer pressure	55	27.0	27.0	95.1
profitability of the job	7	3.4	3.4	98.5
lack of alternative job	3	1.5	1.5	100.0
Total	204	100.0	100.0	

As indicated in the table 10, 68.1% of the parents responded that their children sell lottery ticket just to escape from poverty, 27% of the parents responded that their children sell lottery ticket because of peer pressure, 3.4% of the parents responded that their children sell lottery ticket due to its profitability, 1.5% of the parents responded that their children sell lottery ticket due to lack of alternative job.

Table 11. what your child would be if he does not engage in lottery vending

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no drop out from school	143	70.1	70.1	70.1
	engage in other labor exploitative activity	54	26.5	26.5	96.6
	burden for society	7	3.4	3.4	100.0
	Total	204	100.0	100.0	

As it can be seen from table11 , 70.1% of the parents responded that children would not drop out of the school if don't engage in lottery ticket selling,26.5% of the parents responded that children engage in other labor activity if don't engage in lottery ticket selling,3.4% of the parents respondedthat children become burden for the society if don't engage in lottery ticket selling. It is possible to say that majority (70.1%) of the parents respondedthat children would not drop out of the school if don't engage in lottery ticket selling.

To triangulate the quantitative data the qualitative data were analysed from, key informant interview and Focus group discussion in Kindo Didaye, KindoKoisha and DigunaFangonWoreda. In these woreda our informants stated that families as well as lottery sales are not mostly benefited; however, sometimes they got some benefit constructed rural house, bought cows and oxen, bought different dresses. Mostly it was not the last long benefits for families as well as for lottery vendors.

Our informants stated that the money vendors get is looted by city gangster, and there is school drop-out, harassment, and lack of sufficient money to sustain their life in different areas that leads economic and social crisis. Our informants stated that The lottery seller Children are mainly in the age of 10 to12, 13 to 14 and sometimes below 10. According to our informants

The lottery sales Children are benefited from the sale based on the familiar agreement. The lottery names were Beherawe, Medebegna, Enkutatashe, Tombola and Fetane. These agreements are two types that were he/she had money directly buy from lottery organization he/she took 15% of the total sales but, those who were buy from wholesalers he/she takes10%from their sales. (FGD with lottery sellers)

According to our informants the main cause of lottery sales by children in kindo Dedaye woreda was: -

*Two major factors which are push and pull. Push factors are economic crisis like shortage of land*un employment, the geographical location of farm land, , loss of fertility of land, land slide during the rainy season. In the woreda the topography is not suitable for agriculture there is not mechanized agriculture. Social crisis like absenteeism of both family, nonexistence of schools in rural kebeles, and the role of*

child traffickers. In addition to that the informants stated the main kebeles that under the inspiration of lottery sales Children's are Fattat, lasho, Bossa-Borto, Ofa-Chawukare, Koyesha-Chawukare and Wamura kebeles. Pull factors are peer pressure, seeking better life in the area of destination (Interview with Ato Belay Fanta expert and coordinator in the social and workers unit of kindoDidaye woreda)

Based on our informants there were a number of push and pull factors that leads Children's to stress on lottery sales. Other FGD members in kindokoyesha woreda confirm the cause of Children's lottery sales were:-

unemployment, the role of child traffickers, peer pressure, death of both families, seeking better life in urban area, the topography of the area which were not suitable for agriculture, ,school dropout, over-population, lack of job opportunities in adjacent area, etc. They mentioned that the kebeles from which lottery sellers migrate were Chereche, Hanaze, Zabato, Manara (Hanaze Cluster) (FGD with Ato Abraham Amare, Kolicha Gashaw, Feleke Faltasa, Endale Dansa experts in social and workers unit, W/ro Tabita Tafesse and Ato Amare Ayele officers in Women's and children affairs department in Kindo Koisha Woreda)

In Duguna Fango woreda also our informants confirmed that the main causes of illegal migration to sales lottery in their area were:

Peer pressure is a great problem. The children fall along the road, they become street dwellers, there is serious drop out from the schools. Shortage of farm land and large size of the family are also the factors that make children engage in lottery vending. In addition to the above Our informant mentioned that the main kebeles from which lottery vendors migrate are Waraza-lasho, Duguna Koysha, and Ofa Kalacha. These areas are mountainous kebeles and previously there were many children migrate to Dilla, Hawassa and other big towns of the country so that children now at home are under the influence of this situation (Key informant interview with Ato Tadesse Churuko, officers in Administrator of Diguna Fango Woreda.

In generally the above-mentioned reasons were the main cause for lottery sellers migration from their home land Wolaita zone to other big towns of the countries

Conclusion

This study discloses, about the Wolaita Rural children socio- cultural figures during the lottery vend period. Culturally, Lottery sellers purchase sheep/goat depending on the agro-ecology, give the money to their parents as remittance and others indicating they buy motor bicycles in rare cases especially this was understood during their discussion in Kindo-didaye woreda and buy cloth during holidays, Wolaita New year (Gifatta). The majority (53.9%) of the parents responded that lottery vending increases socio-cultural interaction with other nations. Thus, it is possible to say that lottery vending increases socialization children in their destination

In contrast, lottery sellers during the rainy season in which cannot easily move from one place to another such as market place, hotels, recreation centers because the ticket may be torn and easily damaged so that that it will be deducted from their commission. Since of this challenge kindo koisha and kindo didaye woreda workers and social affairs unit officers tried to give training for the lottery sellers in how to save money, properly lead their life and cultures of other nation. Additionally, the 88.2% of the children's parents responded that lottery vending results in dropping out from the school. Thus, it can be taken that lottery vending moves away from school that has implication for the socio-cultural affairs of the country. Currently, 43.6% of the parents responded that the challenges/problem/ of lottery sellers in the area of destination is language barrier, which leads cultural crisis.

Recommendation

- In order to prevent child migration for lottery vending and other activities at early school age, it is better to improve the life of farmers/parents/
- Awareness should be created on the part of parents and children about the negative impact of migration for lottery vending and other activities to different towns of the country like Dilla, Hawassa, Adama, Addis Ababa and others.
- Training should be given for those who go for work at kebele and woreda level so that they can properly lead their life
- All concerned bodies basically, government, families and schools should work together to minimize the drop out of children from school.
- To minimize school dropout nourishing center of students should be established, awareness on family planning, creating job opportunities, jointly working with NGOs.
- The role of child trafficking should be ceased through legal process. And the rights of children should be respected.
- Research should be conducted in depth that creates awareness for whole society and gives inputs for planners and policy makers of the effect of child migration
- Government should modernize the lottery sales service and deploy the unemployed, not the children. Otherwise depending on children sales of lottery leads to cultural crises.
- Countless awareness should create during the Wolaita New year(Gifatta) holiday, when lottery Venders come to their birth place. It is because they influence other children to take with them.

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