

# DE LA SALLE UNIVERSITY

A STUDY OF THE GAMBLING  
ATTITUDES AND BEHAVIOR OF JAI-ALAI BETTORS

---

A Thesis  
Presented to  
the Faculty of the Behavioral Science Department  
De La Salle University

---

In Partial Fulfillment  
of the Course Requirements  
for Behavioral Research

---

by  
Willyson Ong and Arthur Pangan

LC Jr.

L Sr.

1979



# DE LA SALLE UNIVERSITY

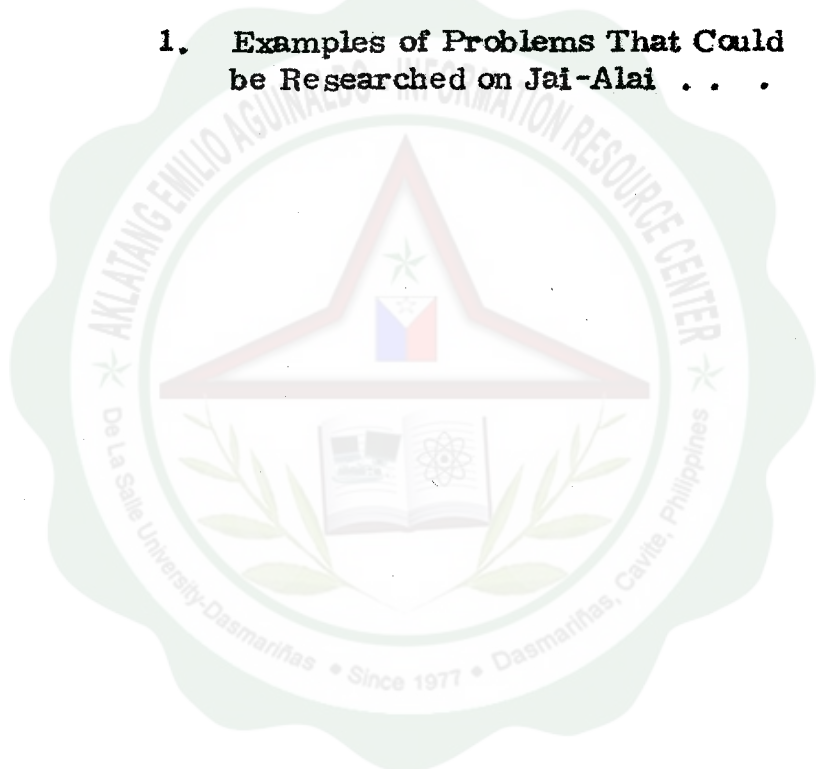
## TABLE OF CONTENTS

CHAPTER	Page
<b>I INTRODUCTION</b> . . . . .	1
A. Background of the Study . . . . .	1
B. Statement of the Problem . . . . .	6
C. Hypothesis . . . . .	7
1. Null Hypothesis . . . . .	7
2. Alternative Hypothesis . . . . .	8
D. Definition of Terms . . . . .	9
E. Scope and Limitation . . . . .	11
F. Significance of the Study . . . . .	12
<b>II REVIEW OF LITERATURE</b> . . . . .	14
<b>III METHODOLOGY</b> . . . . .	19
A. Subjects . . . . .	19
B. Data Gathering Procedure . . . . .	20
C. Instruments . . . . .	21
D. Plan For Analysis . . . . .	25
E. Pre-Testing . . . . .	32
1. First Pre-Test . . . . .	33
2. Second Pre-Test . . . . .	35
<b>IV RESULTS AND DISCUSSION</b> . . . . .	38
A. Description of Sample . . . . .	38
1. Sex . . . . .	38
2. Age . . . . .	38
3. Educational Attainment . . . . .	40
B. Frequency Distribution of Score For Each Question Item . . . . .	41
1. Group Question A . . . . .	41
2. Group Question B . . . . .	46



# DE LA SALLE UNIVERSITY

C.	Analysis of the Final Testing . . . . .	52
1.	Group Question A . . . . .	52
2.	Group Question B . . . . .	56
3.	Group Question C . . . . .	61
4.	Group Question D . . . . .	65
V	CONCLUSION AND RECOMMENDATION . .	74
A.	Conclusion . . . . .	74
B.	Recommendation . . . . .	82
1.	Examples of Problems That Could be Researched on Jai-Alai . . . .	83



# DE LA SALLE UNIVERSITY

## APPENDIX

	Page
A SET OF FINAL QUESTIONNAIRE . . . . .	86
B SET OF FIRST PRE-TEST QUESTIONNAIRES. .	90
C SET OF SECOND PRE-TEST QUESTIONNAIRES . . . . .	93
D FORMULAS . . . . .	95
1. Pearson Product Moment Coefficient of Correlation . . . . .	95
2. Two-Way Analysis of Variance . . . . .	95
3. Duncan's Range Test . . . . .	97
E GRAPHICAL PRESENTATION OF THE SAMPLE SIZE . . . . .	99
1. Sex of a Bettor . . . . .	99
2. Age of a Bettor . . . . .	100
3. Educational Attainment of a Bettor . . . .	101
F BIBLIOGRAPHY . . . . .	102



# DE LA SALLE UNIVERSITY

## CHAPTER V

### CONCLUSION AND RECOMMENDATION

#### Conclusion

In this research, the researchers were able to discover that the age factor of a bettor has a little effect on his attitudes in terms of the degree of involvement and the reasons that influence a bettor's choice of bet. And it also has a little effect on a bettor's behavior in terms of frequency in betting. While the sex and educational attainment factors of a bettor did have an effect on his attitude in terms of the motivations behind a bettor's choice of bet. Likewise with the age factor of a bettor, the sex and educational attainment factors of a bettor have a little effect on his attitude in terms of the degree of involvement of a bettor and also his behavior in terms of the frequency in betting.

In general, jai-alai bettors tend to have a low degree of involvement towards betting in jai-alai. This could be attributed to a bettor's notion that jai-alai is a source of amusement and recreation. A jai-alai bettor bets in jai-alai just for mere fun sake and it serves as a pass time for them to do. According to the majority of the bettors that we had interviewed, betting in



jai-alai gives thrill and excitement to them and they consider betting in jai-alai as something adventurous. For them, it is very foolish to say betting in jai-alai is like working in a business firm, because for the fact that betting in jai-alai gives pleasure and entertainment to the bettors. But still some of the bettors consider betting in jai-alai as a source of income. The researchers think that this maybe due to the fact that in winning a bet, dividends in cash would be paid to the winning bettors which could be considered also as a source of income. Majority of the bettors feel that in winning a bet, of course it would make them happy but in losing a bet, they would feel sour but not actually unhappy, it is just a natural reaction; after a minute or so, this feeling of sourness would be forgotten. As a matter of fact, majority of the bettors feel there is nothing to it in losing a bet. It is an ordinary game where in one has to win and one has to loose. Finally, the researchers believe that this attitude of the bettors, a low degree of involvement towards betting in jai-alai, could be considered as a healthy attitude. Because this attitude helps a bettor in avoiding too much commitments toward betting in jai-alai. Too much commitments could sometimes lead to undesirable consequences. An example is indebtedness.



On the issue of reasons behind a bettor's choice of bet, the researchers were able to get many of these reasons and the researchers decided to summarize them into two groups, namely:

a. rational reasons b. non-rational reasons . Because the researchers were able to discover that some of these reasons are based on non-facts which have no relationship with betting in jai-alai, for example birthdays, dreams, random choosing of numbers and "swuerte", swuerte" or luck choosing of numbers. Thus, the researchers call these motivations as non-rational motivations. While some of these reasons are based on the players playing, jai-alai programs and analysis of performances which are all factuals and have a relationship with betting in jai-alai. Thus, the researchers call these reasons as rational reasons.

As the researchers had stated earlier, the age factor of a bettor has little effect on his attitude in terms of the reasons behind a bettor's choice of bet. While the sex and educational attainment factors of a bettor did have an effect on his attitude in terms of the reasons behind a bettor's choice of bet.

On the sex factor of a bettor, the researchers were able to discover that male bettors tend to have a rational reasons behind their choice of bets while female bettors tend to have a non-rational



reasons behind their choice of bets. This could be attributed to the fact that male bettors are more willing and patient to observe and to analyze a whole game. And male bettors have more time for this than female bettors. Jai-alai usually starts at 4:00 in the afternoon which is just in time with the time of dismissal of work. It is a fact that majority of the working force in the Philippines are male workers. So usually after work, male bettors will have a lot of free time for them to analyze carefully and base their bets on what they had analyzed. Basing in the researchers' observation, more males are to be found in jai-alai frontons than female bettors. And usually, male bettors are more willing to stay longer in a jai-alai fronton just to observe and analyze the players playing. Another thing is that majority of the female bettors are plain housewives or simply just a member of a family whose task is to help in the house's chores. In a way, they will be quite busy at this time (4:00 pm) doing the house chores like cooking preparing the plates and etc. . . Female bettors also tend to be more emotional than male bettors. That's why female bettors would base their bets on dreams, birthdays and anniversaries.

On the educational factor of a bettor, the researchers were able to discover that the higher the educational attainment





of a bettor the more rational will his reasons be. Among the levels of educational attainment of a bettor, the college graduate bettors tend to be more rational in their reasons than the high school and elementary graduate bettors, But in comparing these 2 levels of educational attainment of a bettor, the high school graduate bettors tend to be more rational in their reasons than elementary graduate bettors. This could be attributed to the fact that education is the process of promulgating intellectual and rational thoughts among man. Thats why as one's level of education increases the more intellectual and rational the person will be.

On the behavior of jai-alai bettors in terms of frequency in betting, the sex, age and educational attainment factors of a bettor have a little effect on this behavior. In general, jai-alai bettors usually bet 3 to 4 times a week. The researchers would like to to compare the jai-alai bettors with the basketball fans. These basketball enthusiasts usually watch basketball games just in order to entertain them. Likewise in betting in jai-alai where in a bettor bets in jai-alai just for fun and to entertain them. Thats why the average frequency for betting in jai-alai of bettors is 3 to 4 times a week.



Jai-alai bettors usually bet on 3 sets of numbers per event. Betting in more than 1 set of numbers per event could ensure a higher chance in winning a bet. And the researchers could also say that it is because of thrill and fun within a bettor that seeks to fight against the odds and influences a bettor to bet more than 1 set of numbers per event.

In relation to the frequency of betting in a bettor, majority of the bettors bet on 3 to 4 events per day. This could also be attributed to a bettor's desire to be entertained. They do it just for fun sake and to the fact that they like to win.

On the money issue, majority of the bettors spend ₱20 to ₱30 per day in betting in jai-alai. The researchers is proud to say that this result is very consistent with the number of sets per event and the number of events per day that the majority of the jai-alai bettors bet on. Because if we are to count the total amount of money spent in betting in jai-alai using these previous results as our bases, we will also arrive at this amount, ₱20 to ₱ 30. As the researchers had stated earlier, majority of the bettors bet 3 sets of numbers per event and bet 3 to 4 events per day. So it means that majority of the bettors bet on 9 to 12 sets of numbers per day ( $3 \times 3 = 9$ ;  $3 \times 4 = 12$ ). While



the cost of betting ranges from ₱ 2 to ₱ 3; getting its average, ₱2.50 per set. And the resulting amount would be : ₱22.50 per day ( 9 sets x ₱2.50 per set) and ₱30 per day (12 sets x ₱2.50 per set). These amounts are in the range of ₱20 to ₱30 per day; therefore, the average amount in the researchers' study is consistent with the results of the previous questions the number of sets of numbers per event and the number of evented per day that the majority of the bettors bet on.

On the issue of how would the results of a bet affect a bettor's behavior in terms of frequency in betting, the researchers were able to find out that the majority of the bettors tend to bet more when they win a bet. The researchers believe that this reaction is just natural for the majority of the bettors. Because winning in a bet could somewhat like serve as an incentive for a bettor to bet once more. And this could be associated with the mentality of "what do you got to loose, anyway you won it and even if you loose, it is just break even". And another factor is that the prizes in winning a bet in jai-alai could be considered very high. Of course it is paid in cash and usually the dividends range from ₱50 to more than ₱1000.

The principle of consecutive gambling by Annette Leopard (1978) was very useful in this research. The researchers were



able to discover that the majority of the bettors tend to have a hard time in completely stopping from betting in jai-alai. From what the researchers had observed, majority of these bettors reason that this is not being addict to betting but it is rather the fun, enjoyment, thrill and entertainment that they feel in betting in jai-alai. And some of these bettors said that it is because of the results, specially a winning result, of a bet that influence these bettors in betting again in jai-alai.

On the issue of "illegal bookist", the researchers found out that the majority of the bettors are against this venue of operation. They feel that illegal bookist is unfair and cheats not only the government but also the bettors who are betting in this operation. Comparing the investments of a illegal bookist to the licenced jai-alai, of course it is safer with the licenced jai-alai. It gives you a 100% sure guarantee that they will be able to pay the bettors' dividend in cash which is not like in an illegal bookist where in a better feel unsecure with his dividends in cases when he wins a bet.

On the assumption of government control over the ownership and management of jai-alai, the researchers were able to discover that the majority of the bettors feel that there would be



no effect if the government takes over jai-alai. And majority of these bettors believe that the government should take over the ownership and management of jai-alai. Because with proper government control over jai-alai, it would ensure these bettors that no irregularities are happening inside jai-alai. This could reduce the speculation of cheating from the bettors. And this could also provide the government a very good source of revenue which in turn could be helpful in the development of the country. With these results, the researchers could say that there is a very strong trust on the government by the people. It shows that the present government is very accepted by the people.

### Recommendations

The researchers believe this study is recommendable for the management of jai-alai and for the Game and Amusement Board of the government to read. Because this study is very applicable and useful for them to know. This study would serve as a sort of guidelines and foundations in their dealings with jai-alai bettors. Modifications and changes could be based in this study. It would also help in understanding the attitudes and behavior of jai-alai bettors. These attitudes are in terms of the degree of involvement of a better and the motivations behind



the choice of bet of a bettor. While behavior is in terms of the frequency of betting of a bettor. Finally, the researchers would like to recommend to these 2 bodies to make future studies and researches on the attitudes and behaviors of jai-alai bettors.

This research on jai-alai was very interesting and very enjoyable. The things that the researchers had included in this study could be considered as only a few of the many topics under jai-alai.

As the researchers had stated earlier, the researchers considered this study as an exploratory research. And the researchers feel that they might as well recommend this topic for future students to research. Examples of problems that could be researched on jai-alai:

- a. Is there any significant relationship between marital status of a bettor and his attitude on the degree of involvement towards betting in jai-alai.
- b. Is there any significant relationship between the results of a game or bet and a bettor's behavior in terms of frequency in betting.
- c. Is there any significant relationship between the amount of risk taken by a bettor and his attitude in terms of motivations behind a bettor's choice



of bet.

- d. Is there any significant relationship between the amount of dividend at stake and the behavior of a bettor in terms of frequency in betting.
- e. Is there any significant relationship between the income level of a bettor and his behavior in terms of the amount spent in betting in jai-alai.
- f. Is there any significant relationship between the location of the fronton for betting and the attitude of a bettor in terms of degree of involvement.

These are only some of the many problems that one can make a research on jai-alai. The researchers really did have a hard time in making this reasearch. Specially during the data gathering stage of this research. In the interview itself, it took us a lot of time and energy just to fulfill this interview. And along this interview, it is just natural to meet different kind of people, in terms of personality. Some were pleasant and cooperative but for some were unpleasant and uncooperative. Thats why the researchers recommend that it is best for future researchers to possess the virtues of patience and determination. These two qualities could really be very helpful to one's goal of



achieving success. Finally, the researchers hope this study on jai-alai bettors would be very helpful in other future researches.

