

Lotteries Buying Behavior in Sri Lanka

M.B.M. Amjath

*Department of Accountancy and Finance,
Faculty of Management and Commerce, South Eastern University of Sri Lanka*

*amjathmb@seu.ac.lk***ABSTRACT**

Purpose: The main purpose of this study is to generate additional revenue to the government for public expenditure to the welfare facilities of the people in the country from the sale national lottery products. The lotteries buying behavior of people specially in the Northern & Eastern provinces are very less in compare with other districts even though there is no price variance in regional wise. It is a very big question alarming in the mind of researcher why this much of difference of buying lottery tickets in the districts of North and Easter Provinces. There may be some specific reasons for the less sales performance in these districts. It was motivated the researcher to study this problem.

Methodology: This non-experimental quantitative study is based on the research questions mentioned above. The study used the lottery buying behavior as dependent variable and its determinants – demographic, economic, social, cultural, psychological and advertisement factors as independent variables. Testing of hypotheses employs statistical procedures to draw inferences about the population to seeks answer. The sampling size cover lottery buyers from 8 districts of Northern and Eastern provinces. According to the population, a sample size of 384 respondents (Lottery buyers) was identified by using online sample size calculator at 95% confidence interval. Collected data was analyzed by means of statistical method using SPSS. In the analysis descriptive statistics, Chi-squared test, correlation test and multiple regression techniques were performed to meet the objective of the study.

Findings: The demographic factors analysis, the urban and the rural areas did not contribute, but gender contribute marginally to buying behavior of lottery tickets while age group showed differently.

Implication of the research: The findings of the study would be useful for government and the senior marketing managers of the DLB & NLB improve sales performance. Finally, the public can understand the important and the philosophy behind the corporate social responsibility for the wellbeing of the public.

Keywords: *Passive Lotteries, Betting and Gambling Business, Buying Behavior*