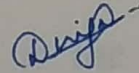


## DECLARATION

I hereby declare that the Thesis entitled **Gambling and Decision Making: A Study on Selected Games** is a record of bonafide research work done by me, under the supervision of **Dr. Thomas Paul Kattookaran**. I further declare that no part of the thesis has been presented before fully or partially for any degree, diploma or other similar title of the University.

Date : 30.11.2020

Thrissur



**Divya George**

(Research Scholar)

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The research *Gambling and Decision Making: A Study on Selected Games*, is a humble attempt to know the socioeconomic influences of gambling among Keralites. Even though gambling has its own pros and cons, here the researcher attempts to help the Keralites to take decisions, which will be beneficial for their future. This study is concentrated on two games, that is lottery and sweepstakes, one is Voluntary Gambling and the other is Non-voluntary Gambling. Here the researcher has focused on to create an awareness among the Kerala population, regarding their participation in selected gambling activities. Generating a characteristic of rational decision making among the Kerala population is another goal of the research.

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## **ABBREVIATIONS**

AIFLTAI	: All India Federation of Lottery Trade and Allied Industries
CBB	: Consumer Buying Behaviour
EFA	: Exploratory Factor Analysis
GBQ	: Gambler's Belief questionnaire
GF	: Gambling Factors
GRSP.	: Gambling Related Sales Promotion
OLRM	: Ordinal Logistic Regression Model
SH	: Saving Habits
SHL	: Saving Habits and Lottery
SHS	: Saving Habits and Sweepstakes
SP	: Spending Pattern
SPL	: Spending Pattern and Lottery
SPS	: Spending Pattern and Sweepstakes