



**RESEARCH PAPER**

**Shuffling Desires: An Exploration of Gambling Motivations among Pakistani Card Players**

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**ABSTRACT**

Gambling has captivated me to deep down the inner motivations of card players that sustain their shuffling desires. A sense of exploration to unmask the realities behind risk and reward leads to the qualitative exploration of eight gamblers. The transcribed data converged into the five primary motives driving gambling behavior. The study took care of ethics throughout the research process. The rigor of the study was taken care of by the criteria of Tracy (2010). In-depth interviews open up the close corridors of wonder, and reflexive thematic analysis (2019) empowered me to understand the unique perspectives of card players. These include psychological factors, encompassing emotional engagement, thrill, suspense, and intrigue; social factors, comprising social context and participation, social perception, and social bonding; financial factors, including financial necessity and financial management; and entertainment and management factors, encapsulating game preference, self-regulation, and caution. Furthermore, the study highlights the significance of legality and ethical concerns in shaping the landscape of gambling motivations. This study may provide the first baseline of data to understand the hidden motives of Pakistani gamblers. This research contributes to a nuanced understanding of the act of gambling among male card players only. In the future, we are convinced to study the addictive secrets of female gamblers, specifically in the locale of Sindh, where females take part in card-based gambling.

**KEYWORDS** Card-Based Games, Gambling, Inner Motives, Pakistan, Qualitative Exploration, RTA

**Introduction**

In Pakistan, Teen Patti / Flash, poker, and Mung Pata have garnered significant popularity among individuals from many backgrounds and age groups, there exists a dynamic although insufficiently researched sphere pertaining to gambling behavior. The factors motivating Pakistani card players to participate in such activities, as well as the impact of these motives on their gambling behaviors, have not been well explored. Illegal gambling presents a complex and varied predicament, exerting its influence on individuals, families, and communities within the borders of Pakistan, akin to numerous other nations worldwide. However, a notable characteristic of unlawful gambling in Pakistan is the significant influence of cultural and contextual factors on the underlying motivations that prompt individuals to participate in such behaviors.

The act of gambling is observed as a longstanding human practice that is prevalent across diverse cultures and geographical regions. The level of acceptance towards gambling exhibits cultural variability. Presently, gambling is widely and openly

practiced in numerous countries, and in certain nations, it has even become a prominent cultural activity. Just as gambling is prevalent in nearly all societies, problem gambling (PG) seems to be as widespread (Raylu & Oei, 2002). According to Lesieur and Rosenthal (1991), the legalization of gambling has been observed in more than 90 nations. Consequently, problem gambling (PG) has become a significant concern not just at the national level but also on an international scale (Lamberton & Oei, 1997).

Problem gambling (PG) arises when an individual loses control over their gambling behavior, leading to the manifestation of social, personal, and interpersonal difficulties. Several words have been employed within the gambling literature to denote problem gambling (PG). PG refers to gambling behavior that aligns with the diagnostic criteria outlined in the Diagnostic Statistical Manual IV (DSM-IV) by the American Psychiatric Association (APA, 1994). Problem gamblers, sometimes referred to as PGs, exhibit a notable degree of heterogeneity as a collective group. Nevertheless, there have been reports indicating that certain cultural groups exhibit a higher propensity for engaging in gambling activities and developing problem gambling.

Cultural disparities may also contribute to divergent gambling patterns observed among distinct cultural communities. The factors that have been identified as relevant in this context, encompass the diversity in the functions and objectives of the games, disparities based on gender, and the specific types of gambling that individuals choose to engage in (Gamecs Project, 1999; Goodale, 1987; Heine, 1991; Raylu & Oei, 2002; Sexton, 1987; Zimmer, 1986). Therefore, considering the disparities in gambling rates and problem gambling (PG) rates, as well as the cultural differences in gambling behaviors, it is imperative to investigate cultural elements that may contribute to the commencement and perpetuation of gambling. The gambling literature consistently identifies cultural variables as influential factors in the development and persistence of mental health issues, such as substance-related problems. These variables encompass the beliefs and values held by specific cultural groups, culturally influenced patterns of seeking help, and the process of acculturation. This has been highlighted by various researchers, including Escobar et al., (2000); Loue (2013), and Westermeyer (1999).

### **Literature Review**

The examination of cultural variables pertaining to the initiation and perpetuation of gambling holds significant importance for two primary rationales. The exclusion of cultural factors from study is a major limitation of prevalence studies (Betancourt & Lopez, 1993). Additionally, scholarly research on gambling that has already been conducted has identified a number of factors that are linked to the beginning and maintenance of gambling behaviours, including cognitive processes, personality traits, biological factors, psychological moods, and familial influences (Raylu & Oei, 2002). All of these traits, however, fall short of offering a thorough explanation for the cultural differences in gambling and problem gambling (PG) that are seen across many cultural groups. Consequently, it is conceivable that particular cultural elements could have an impact on a person's propensity to both initiate and maintain gambling-related activities.

It is crucial to recognize that the lack of research in this area limits the conversation that is now taking place on possible cultural influences on the beginning and continuation of gambling. Consequently, the examination of cultural variables that have been recognized as significant contributors to the emergence and persistence of other mental health conditions, such as substance-related disorders, serves as the basis for discussing potential cultural influences on gambling behavior. Betancourt and Lopez (1993) support this approach, arguing that a broad strategy to identify and quantify directly the cultural determinants that influence a particular behavior (e.g., gambling or

PG) is required. According to Betancourt and Lopez (1993), adopting such an approach would lead to an improvement in our comprehension of both group-specific and group-general (universal) processes while also making a valuable contribution to the incorporation of culture in the development of psychological theories and practices.

The regulation of gambling in Pakistan is governed by the Prevention of Gambling Act of 1977, which draws its origins from the Public Gambling Act of 1867, a legislation established during the British colonial era. The statute imposes a ban on gambling activities for the wider populace. Nevertheless, in 1978, provincial legislatures implemented different versions of this legislation. Islam is the prevailing religion in Pakistan, and it holds a strong stance against gambling, hence resulting in the absence of legally sanctioned casinos across the country.

The Parchi-Jua sector has emerged as a prominent alternative to conventional casinos in several regions of the country. This sector includes the trade of prize bond numbers, providing an alternate avenue for gambling for individuals, notably those belonging to the lowest and moderate socioeconomic strata, who seek to enhance their financial standing through expedited means. In spite of the comprehensive restriction on all manifestations of gambling, the utilization of prize bond slips, commonly referred to as "Parchi-Jua," has experienced a surge in popularity, particularly in areas such as Sindh and Punjab. This may be attributed primarily to their cost and somewhat more favorable probabilities.

### **Theoretical Framework**

The elucidation of various gambling reasons can be enhanced through the application of Deci and Ryan's (2013) self-determination theory (SDT). SDT can be employed as a framework to investigate the psychological mechanisms behind the behaviors of individuals engaged in gambling activities. The concept of SDT posits that individuals when possessing a feeling of self-determination, perceive a state of autonomy to engage in activities that are personally intriguing, significant, and invigorating.

The concept of intrinsic motivation pertains to the cognitive and social growth of individuals, encompassing assimilation, mastery, and exploration in the pursuit of activities that bring about pleasure and vitality (Ryan & Deci, 2000). Deci and Ryan (2013) claim that a high degree of autonomy and self-determination is a characteristic of intrinsic motivation. For instance, people participate in gambling activities in order to feel pleasure, excitement, and enjoyment (Chantal et al., 1995).

The phrase "extrinsic motivation" refers to actions or behaviors that are motivated by the need to accomplish certain objectives rather than the pleasure that comes from the activity itself (Chantal et al., 1995; Ryan & Deci, 2000; Wang & Chu, 2007).

### **Material and Methods**

#### **Research Design**

This study utilized a qualitative research approach to examine the motives and behaviors of persons involved in land-based card play gambling in Pakistan. The research design employed a descriptive technique in order to examine the viewpoints of the participants. For the data-collection method, in-depth interviews were used to acquire comprehensive and intricate data straight from the participants. The employed methodology for data analysis encompassed reflexive thematic analysis (RTA), which is a recognized methodological approach renowned for its capacity to discern and investigate latent themes and patterns within qualitative data.

#### **Study Participants**

### Researcher Description

The researcher has experience of land-based card-play gambling. It was easy for me to understand and see the holistic gambling picture that other people are blind to. During the establishment of findings pre-existing ideas and knowledge of the mine were bracketed using Adu's (2019) guidelines to bracket pre-existing perceptions.

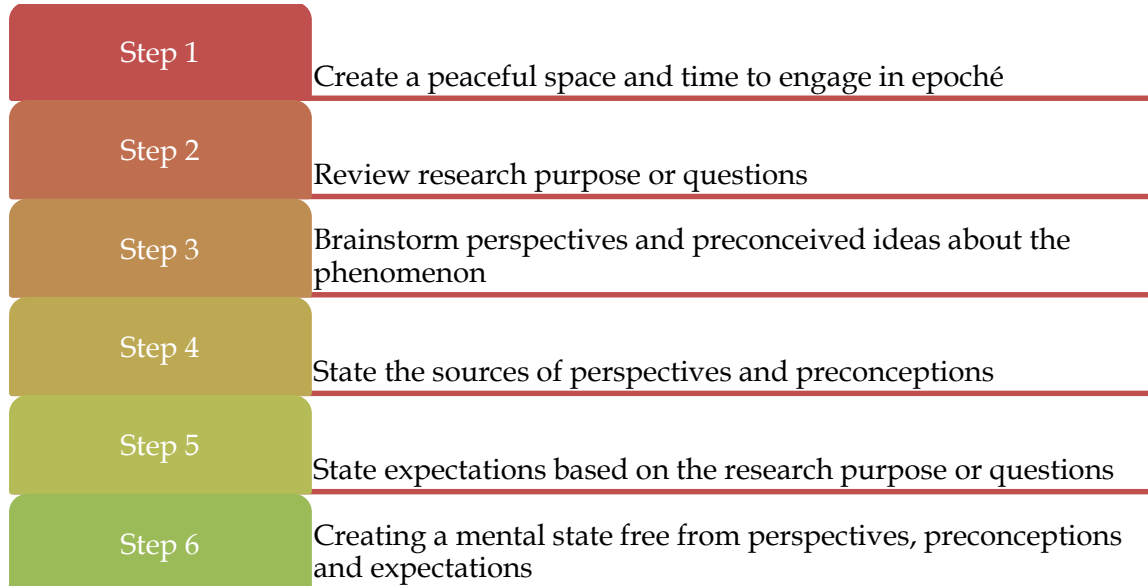


Figure 1. Bracketing Steps

### Participants

As the primary aim was to obtain firsthand perspectives from the participants. Hence, the participants themselves constituted the major data sources, with their experiences and narratives being the fundamental basis of the research. The prioritization of participants' privacy and confidentiality was given due consideration, owing to the sensitive nature of the subject matter.

**Table 1**  
**Demographics of Participants**

| Participant ID | Age | City            |
|----------------|-----|-----------------|
| P1             | 22  | Rajanpur        |
| P2             | 35  | Muzzafargarh    |
| P3             | 46  | Dera Ghazi Khan |
| P4             | 54  | Multan          |
| P5             | 27  | Fazilpur        |
| P6             | 49  | Multan          |
| P7             | 33  | Rajanpur        |
| P8             | 55  | Fazilpur        |

### Participant Recruitment

The recruiting procedure employed in this qualitative study predominantly involved direct, in-person engagements with the participants. As it has been mentioned, researcher has himself experience of card-play gambling and he also is close friends with a lot of gamblers. So, at first participants were contacted directly through phone calls and meet ups. Subsequently, these participants were reached and extended an invitation to participate in the study. In order to increase the size of the sample, the researchers utilized the snowball sampling technique. Creswell (2013) provided general guidelines to determine how many participants should be interviewed. According to him, a

qualitative study should include several individuals who have shared the same experience. When the data reached saturation, no new data emerged, all leads were pursued, all negative cases were investigated, and the story or theory was complete. Interviews were halted (Mayan, 2016). A total of 11 people from Punjab were approached for interviews, with 08 of them making to the study. From January 2023 to October 2023, data was conducted from these eight participants. The process of selecting participants employed purposive sampling approach.

### Data Collection

This qualitative study predominantly employed in-depth interviews as the primary method of data collecting, focusing on individuals who possessed firsthand experience with land-based card play gambling in Pakistan. The data-collection protocol was created using the Interview Protocol Refinement Method (2016). This method has four phases and they were incorporated as it is to make the interview protocol.

|                      |  |
|----------------------|--|
| Phases of IRP Method | <b>Phase 1:</b> Ensuring interview questions align with research questions |
|                      | <b>Phase 2:</b> Constructing an inquiry-based conversation                 |
|                      | <b>Phase 3:</b> Receiving feedback on interview protocol                   |
|                      | <b>Phase 4:</b> Piloting the interview protocol                            |

Figure 2 Interview Protocol Refinement Method

A set of targeted follow-up inquiries was devised with the aim of delving more deeply into the developing topics. The interviews were collected in a face-to-face manner, with a one-on-one format, and in a private setting. The typical duration of interviews ranged from 20 to 40 minutes, with an average interview length of 30 minutes.

The range of questions utilized during the data collection process encompassed both open-ended and semi-structured formats, thereby affording participants the opportunity to articulate their thoughts and experiences freely.

**Table 2**  
**Interview Protocol Questions**

| Research Question                                      | Interview Questions  |
|--|--|
| 1. What are the gambling motivations for card players? | 1. What type of games do you play for gambling?<br>2. What are the basic motives that keep you going for gambling?<br>3. What are your specific gains from gambling? |

The data-collection processes encompassed the utilization of audio recording during interviews in order to capture the participants' responses accurately. After the completion of data collection, the interviews were transcribed in accordance with the transcription guide developed by Peraza (2019) in order to produce a written record of the interviews. The responses of every participant were recorded exactly as said and subsequently examined to ensure precision.

### Analytic Approach

The primary method utilized for data analysis in this qualitative study was reflexive thematic analysis (RTA). The researchers used the method of Reflexive Thematic Analysis (Braun & Clarke, 2021) because of its ability to reveal and analyze the underlying themes and patterns present in the data. The analytical approach commenced

by conducting a thorough examination of the transcribed interview material. The first codes were developed in accordance with the parameters put forth by Braun and Clarke (2021). The codes were carefully produced through the process of encoding all relevant information derived from the data. A rigorous and iterative approach characterized the coding method. The codes underwent further examination and refinement in order to find both commonalities and differences present within the dataset. The utilization of an iterative process facilitated the identification of cohesive themes that encapsulated the fundamental aspects of the participants' experiences.

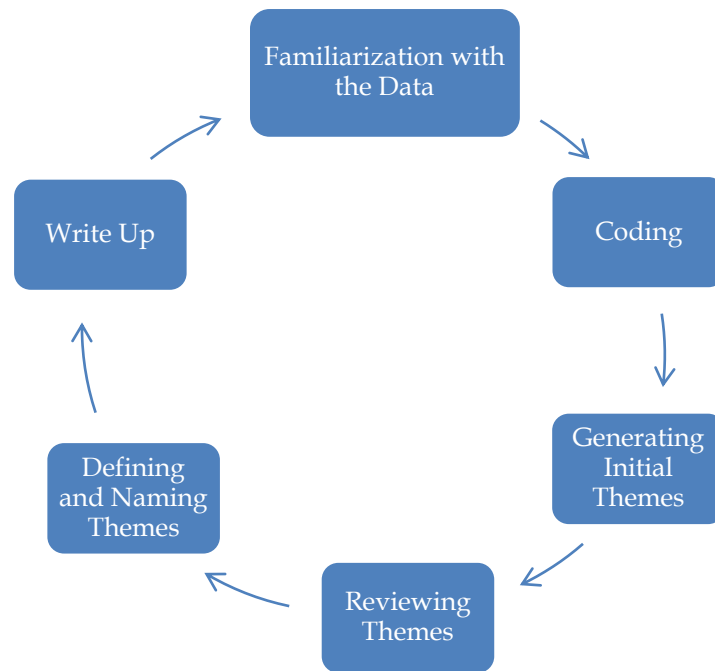


Figure 3. Steps of Reflexive Thematic Analysis

The research team, consisting of qualitative researchers, carried out the data analysis. The team held a comprehensive training in qualitative data analysis, which equipped them with the necessary skills to manage the intricacies of the data effectively. The coding categories were derived from the data in an emergent manner rather than being predetermined or established in advance. The utilization of the inductive approach to coding facilitated the discernment of themes that were firmly rooted in the narratives provided by the participants. The formulation of the analytic framework was a continuous and iterative process throughout the investigation. The themes and codes underwent regular scrutiny, with a focus on identifying their interconnections. A distinct label was assigned to each theme in order to accurately represent its core characteristics, hence guaranteeing that the resulting analytical framework remained consistent and accurately reflected the collected data.

### Methodological Integrity

The analysis conducted in this study demonstrated a commitment to upholding the norms of methodological honesty. Tracy's 8 big tent criteria was used throughout the research process to keep the study rigorous.

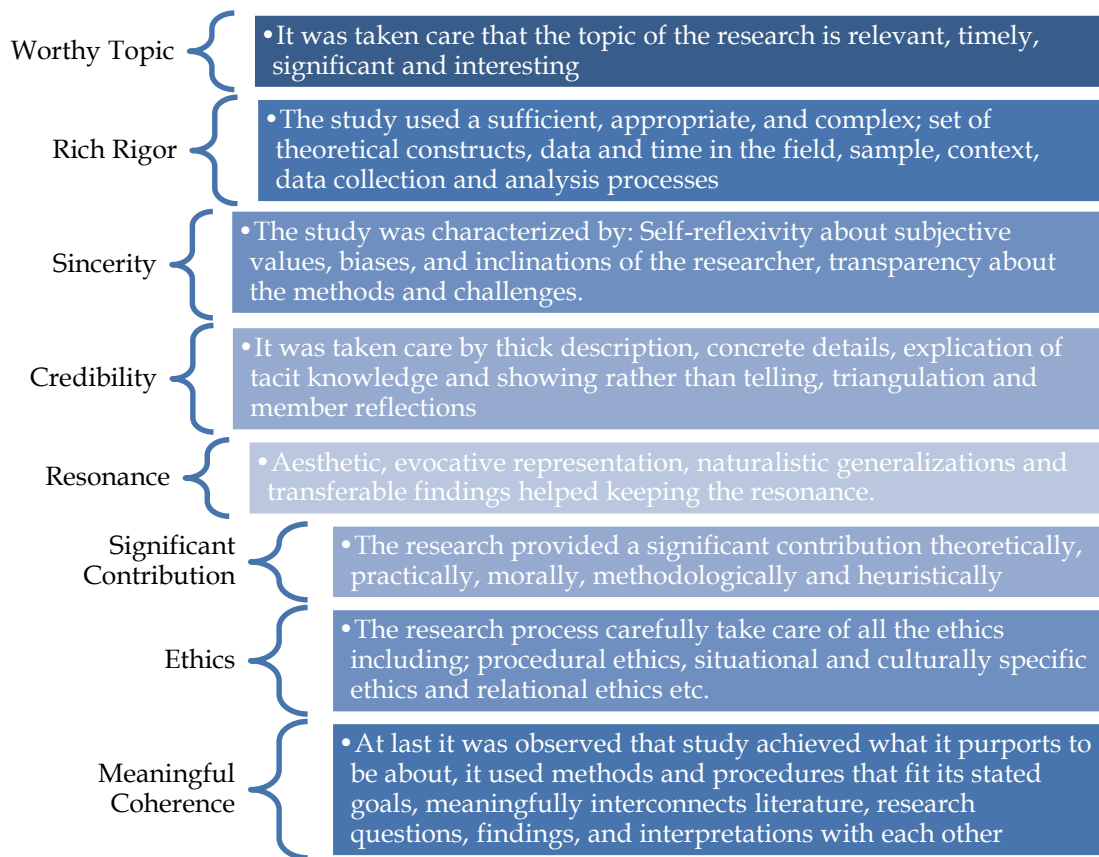


Figure 4 Rigor Steps

Participants were provided with transcripts and findings in order to solicit feedback, enabling them to validate the precision and understanding of their comments. The method of triangulation was utilized in this study by cross-referencing data from various sources of information and incorporating multiple researchers in the process of analysis. To assure dependability, a comprehensive audit trail was diligently maintained, meticulously recording all decisions taken during the analytical process. The study team convened consensus meetings to address and reconcile any disparities or conflicts in the data interpretation. The process of member checks was conducted by soliciting participants' feedback regarding the emerging findings, thereby verifying the accuracy of the interpretations.

### Research Ethics

Research ethics were taken care throughout the research process. The recruitment process was conducted in accordance with ethical guidelines, ensuring that all participants provided informed permission. To ensure the safeguarding of participants and address ethical issues, the study gained permission from the Institutional Review Board (IRB). The absence of compensation for participants was deliberate, as providing financial incentives could have potentially raised ethical concerns due to the illicit nature of the activity. The objective of the study was clearly communicated to the participants, and they were provided with reassurances regarding the anonymity of their responses.

### Results and Discussion

This section unveils the results for an exploration of the gambling motivations of card players. The sole objective was to unravel the core drivers that lead individuals to participate in card-based gambling activities. Card playing, a widespread and enduring form of leisure, has garnered considerable attention for its connection to gambling. In this section, key findings based on a thorough analysis of qualitative data, shedding light



on the motivations that propel card players into the realm of gambling. The study delved into the voices of participants, capturing their motivations, preferences, and attitudes while maintaining a sharp focus on the specific objective of this study: understanding the underlying gambling motivations within the unique context of card games.

**Table 3**  
**Analysis Table**

| Psychological Factors   | Social Factors   | Financial Factors   | Entertainment and Management   | Legality and Ethical Concerns   |
|---|--|---|--|---|
| <b>Emotional Factor</b><br>Emotional Journey<br>Emotions Influencing Decision-making<br>Regulating Emotions<br>Influence of Human Behavior on Strategy<br>Emotional Preparation Before Game<br>Coping with Emotions<br>Emotions in determining outcome<br>Balancing Emotions<br>Managing Emotions<br><b>Engagement and Thrill</b><br>Impact of winning and losing<br>Wins, losses and risk acceptance<br>wins, losses, Competitive element and adrenaline rush<br>Thrill and unpredictability<br>Thrill of Unpredictability and Social Enjoyment<br>Engagement and Thrill in Card Games<br>Fascination with Uncertainty and Risk<br>Competition<br>Engagement Factors and Intrigue<br>Attraction to Unpredictability and Calculated Risks<br><b>Suspense and Intrigue</b><br>Preparation and Mindset for Gambling<br>Strategy and Skill for Earning<br>Strategies, Skills, and Intuition<br>Psychological Aspects and Strategic Approach<br>Attraction to Psychological Complexity<br>Challenges in Navigating Psychological Aspects<br>Understanding Human Behavior and Advantages of Gambling<br>Role of Psychology in Determining Outcomes | <b>Social Context and Participation</b><br>Selectivity in Participation<br>Planning and Gathering<br>Attendance and Duration<br><b>Social Perception</b><br>Transition from Casual Games to Social and Recreational Beginnings<br>Influence on Social Interactions<br>Social or Community-based Benefits of Gambling<br>Negative Social Impacts and Awareness<br><b>Social Bonding</b><br>Role of Gambling in Society<br>Social Gatherings<br>Social Interaction and Bonding<br>Social Aspects and Bonding | <b>Financial Necessity</b><br>Financial Incentives<br>Future of Gambling - Social Acceptance and Financial Implications<br>Financial Aspects<br>Impact on Financial Life<br><b>Financial Management</b><br>Financial Management in Gambling<br>Financial Adversities and Learning from Challenges<br>Balancing Gambling with Personal Finances<br>Advice for New Gamblers - Financial Perspective<br>Budget Management and Responsible Gambling | <b>Game Preference</b><br>Nuss, Cards, Mang-Patta<br><b>Self-Regulation and Caution</b><br>Avoidance of risk<br>Managing Risk<br>Coping Mechanisms<br>Early Influence and Learning<br>Balance and Moderation | Privacy and Legal Concerns<br>Integrity and Ethical Behavior<br>Ethical Perspectives and Harmless Entertainment<br>Legality, Ethics, and Recreational Perception<br>Ethical Considerations and Responsible Gambling |



This study found five major themes.

1. Psychological Factors
  - a. Emotional Factor
  - b. Engagement and Thrill
  - c. Suspense and Intrigue
2. Social Factors
  - a. Social Context and Participation
  - b. Social Perception
  - c. Social Bonding
3. Financial Factors
  - a. Financial Necessity
  - b. Financial Management
4. Entertainment and Management
  - a. Game Preference
  - b. Self-Regulation and Caution
5. Legality and Ethical Concerns

### **Psychological Factors**

The first and most important theme shown by the study is "Psychological Factor". A participant said,

"When someone remains silent for quite a while, you wonder whether they have a good or bad hand (P-1)."

This observation aligns with the concept of anticipation and uncertainty discussed in prior research. Zitzow (1996) noted that the excitement and cognitive aspects of gambling can significantly influence motivation. In card gambling, players often experience a heightened state of anticipation when faced with uncertainty, such as prolonged silence during a game, which serves as a strong motivator. As another participant in the interview said,

"Gambling is a mind game. It involves making decisions under uncertainty and risk (P-5)."

This perspective resonates with the thrill-seeking and risk-taking motivations identified in previous studies. Zitzow (1996) found that the thrill of risk-taking and the excitement of uncertainty make card games appealing to individuals seeking excitement and novelty. Decision-making under risk is a central aspect of the card gambling experience, in line with the psychological factors outlined in past research.

### **Emotional Factor**

"Complex emotional journey from excitement to disappointment, adrenaline rushes, and a tinge of regret (P-7)."

This aligns with the emotional and psychological rewards discussed by (Brenner & Lipeb, 1993). The prospect of winning and the psychological rewards tied to card gambling can evoke a range of emotions, including excitement and disappointment, as

noted in previous research. Participants in our study emphasized the importance of maintaining a balanced emotional state, which is a response to the emotional complexities inherent in card gambling. Another participant said,

"Maintaining a balanced emotional state through breaks, self-assessment, and setting limits (P-7)."

Studies by Ladouceur et al. (2008) and Blaszczynski, Nower, and Silove (2013) have highlighted the significance of emotional self-regulation and harm reduction strategies in the context of gambling. The ability to recognize and manage one's emotional responses during gambling activities is essential for preventing problem gambling and ensuring a positive and sustainable gambling experience.

The practice of taking breaks, self-assessment, and setting limits serves as a practical manifestation of responsible gambling principles. Participants who engage in these self-regulatory behaviors are taking proactive steps to maintain control over their gambling activities, aligning with recommendations from experts and responsible gambling guidelines. Such practices not only contribute to individual well-being but also foster a safer and more enjoyable gambling environment for all participants."

### **Engagement and Thrill**

"Our excitement is such that it keeps everyone intrigued about what will happen next. For example, during the game, if the card 'A' comes up three times and 'B' twice, it creates a thrill (P-1)."

"The psychological interplay between chance and strategy held immense appeal (P-7)."

According to the participants the thrill of engagement and the interplay between chance and strategy are key components that draw individuals to card games, as indicated by Zitzow (1996) and the emotional and psychological complexity discussed by (Brenner & Lipeb, 1993).

#### **2. Suspense and Intrigue**

"Until you see the result, there is hope (P-1)."

Another participant explained the same aspect a little differently,

"Understanding the interplay between chance, strategy, and human behavior is what drew me in (P-6)."

The 'hope' associated with suspense and the understanding of the interplay between chance, strategy, and human behavior are aspects that have drawn individuals into card games. These observations resonate with the thrill of risk-taking, anticipation, and cognitive biases identified in past research, as discussed by Zitzow (1996). The element of 'hope' is a key motivator in card gambling, consistent with the psychological motivations outlined in prior studies.

### **Social Factors**

Social factors, including social networks, peer pressure, and the influence of significant others, can significantly affect an individual's decision to engage in card gambling. Participant 2 explained,

"Card games are quite common in our social circle. I started out playing casual games, mostly for fun and as a way to socialize with friends (P-2)."

He also explained,

"It was more about social engagement at the beginning (P-2)."



Figure 5. Word Cloud of Findings

**Financial Factors**

Financial conditions and regulatory environments play a pivotal role in shaping motivations for gambling. Understanding these factors is essential for a comprehensive grasp of the motivations of card players in Pakistan.

**Financial Necessity**

"Money is necessary. Like now, it's a part-time business for me, besides cars (P-1)."

"No, sir, it's not like that. Other than money, we don't play (P-1)."

Economic factors, such as income levels and employment opportunities, can be motivating factors for engaging in card gambling. This was said by study participants too. For individuals facing financial difficulties or limited employment prospects, card gambling may be perceived as a potential avenue for financial gain. Economic motivations can intertwine with other psychological and social motivations, contributing to a complex web of reasons for participation in card games (Volberg & Abbott, 1997).

**Financial Management**

"Setting strict limits with a dedicated gambling budget and adherence to it (P-8)."

Gamblers have to manage their finances strictly so they won't go bankrupt. Understanding how financial considerations impact individuals' motivations, as well as the potential economic repercussions of excessive gambling, is vital for responsible gambling interventions and policy development (Volberg & Steadman, 1992).

**Entertainment and Management**

Some people just gamble as time passes or have some fun. They don't care about money or competition that much. They just want to have fun.

**Game Preference**

"There are quite a few games in it. Typically, there are about three to four types of games. Some are related to 'Mang Patta' (a card game), and the rest are used for 'Jua' (gambling) (P-1)."

Study participants noted that there are several games available, typically three to four types, with some related to 'Mang Patta' (a card game) and the remainder used for 'Jua' (gambling) (P-1). The variety of games offered in casinos and the cohabitation of different gambling activities in one space are compatible with this conclusion.

Prior studies, including those conducted by Escobar et al. (2000), have demonstrated that casinos frequently provide a wide range of games to accommodate patrons' varying tastes and interests. The availability of a variety of game options is intended to appeal to a wider demographic and satisfy the various reasons why people visit these locations.

The differentiation found in card games such as 'Mang Patta' from other types of gambling is indicative of the complex structure of gaming environments. According to Loue (2013), casinos frequently provide a variety of gambling options, such as skill-based card games and random games. This diversity is a well-researched aspect of gaming establishments and is consistent with the perceptions of our participants. Comprehending the range of games available is essential to understanding the allure and incentives of people who participate in different types of gambling in these settings.

**Self-Regulation and Caution**

Research has emphasized the differences between problem gambling and leisure gambling. Rather than establishing deep social links through their gambling activities, recreational gamblers are frequently driven by the need for pleasure and relaxation (Lorenz & Shuttlesworth, 1983).

"Don't put heavy loads on yourself. We play for entertainment, and we don't have any connection with anyone (P-1)."

The lack of interpersonal ties that our participants reported is in line with the theory that a lot of people gamble for fun rather than as a way to build relationships. This distinction highlights the significance of responsible gambling practices and harm prevention strategies and is essential to understanding the variety of motivations and experiences that drive gamblers.

### **Legality and Ethical Concerns**

"If anyone wants to leave, they leave, and nobody says anything (P-1)."

This sentiment is in line with the principles of responsible gambling and individual choice advocated in previous research. Studies have emphasized the importance of player control and self-regulation in gambling behavior. Ensuring that individuals have the freedom to discontinue their participation in gambling without stigma or judgment is crucial for promoting responsible gambling practices and reducing the risk of problem gambling (Lorenz & Shuttlesworth, 1983).

"Legality is indeed a concern. I ensure that I'm indulging in activities that are lawful and socially acceptable (P-5)."

Various studies, have investigated the importance of legal and socially acceptable gambling environments. These studies underscore that awareness of the legal and social dimensions of gambling is integral to promoting responsible gambling behavior. Participants' concerns regarding the legality and social norms associated with their gambling choices reflect a responsible mindset and contribute to the broader effort of ensuring safe and regulated gambling practices (Lorenz & Shuttlesworth, 1983).

### **Conclusion**

This study investigated Pakistani card players' diverse motivations. The wide range of motivations our study discovered highlights how complex human behaviour can be when it comes to gambling. It draws attention to the necessity of having a thorough grasp of the variables influencing each person's decisions and actions in this area.

Our findings highlight psychological variables as a major theme, with individuals' motivations being shaped by cognitive features, anticipation, and risk-taking. With individuals describing a rollercoaster of feelings from enthusiasm to disappointment, the emotional aspect also emerges as a crucial driver. Excitation and involvement are key factors that encourage people to play card games. In addition, suspense and intrigue are important motivators, and hope is a major factor in card games.

The social component of impact on people's decisions to play cards is introduced by social variables. Social perception highlights the function of belonging to a group where non-participation is neither played nor disclosed, as well as the social acceptance of card games. Financial factors introduce economic motivations that intertwine with psychological and social motivations. Economic factors, such as income levels and employment opportunities, can motivate individuals facing financial difficulties to perceive card gambling as a potential avenue for financial gain. Legality and ethical concerns form another crucial aspect of our findings. Participants express concern for the

legality and social acceptability of their gambling activities. This aligns with the need for legal and socially acceptable gambling environments, as emphasized by prior research, to promote responsible gambling practices.

### **Recommendations**

The study participants were all men. So these findings only apply to the male gamblers. The findings are based on a specific group of card players in Pakistan, which may only partially capture the diversity of motivations among all card players in the region. Future research could benefit from a more diverse and larger sample to ensure a broader representation of motivations. Another limitation is the reliance on self-reported data, which may be subject to social desirability bias or memory recall bias. Participants might have provided responses that they believed were socially acceptable or may not have accurately recalled their motivations. Future studies could include more objective metrics and data sources to lessen this bias. The main focus of this study was the general reasons for card gambling. To obtain a more detailed knowledge of the motivations among these subpopulations, future research may examine subgroups within the card-playing community, such as problem gamblers or other age groups.

Larger, more varied samples that cover a range of demographic traits, such as age, gender, socioeconomic level, and cultural origins, should be the goal of future study. This will make it possible to comprehend Pakistani card players' intentions in greater detail. Studies with a longitudinal design can shed light on how motives change over time. Targeted interventions and policies can be improved by having a better understanding of how motives vary with experience or outside influences. Studies that compare Pakistan and other regions' card gaming motivations might bring attention to cultural differences and similarities. This kind of study can advance our knowledge of motivations in many cultural contexts. In order to gain a deeper understanding of the elements influencing compulsive or detrimental gambling behaviors, future research should concentrate on investigating motives in the context of problem gambling. This can help with focused treatments for people who are at risk. Based on the identified motives, researchers can collaborate with mental health practitioners and politicians to design solutions.

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