The motives for recreational gambling

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Problem Gambler

• Many researchers stated that gambling creates a real problem – the pathological gambler.
• Most research on gambling motivation has examined the causes of pathological gambling.
Recreational Gambling

- Gambling players can control their gambling with a reasonable money and time, gambling is a recreational activity.
- Only a few studies have examined motivation for recreational gambling.
Research Design

• Objective:
  • identify the motives for recreational gambling in Macau

• Method:
  • Qualitative exploratory

• Data collection method:
  • Semi-structured interviews

• Data analysis method:
  • Context analysis
Interview Questions

• Have you played gambling in Macau?
• What motivate you play gambling?
• Why?
• How to get these motivates in the most cost effective way?
• How frequency you play gambling in Macau?
• Are you a problem gambler?
Data Collection

• Date: from Mar to May 2012
• No. of respondents: 24 (non problem gambler)
• Location: in the ferry from Macau to Hong Kong
• Time: within one hour
• No tape record
Psychological Motives

- Excitement
- Fun
- Enjoyment
- Risk-taking
- Self-determination
- Tension releasing/escaping
Social Motives

- Friendship
- Expertizing
- Learning
Functional Motives

• Winning
• Exercise
• Benefit
Recommendations

• Affordable amount
• Set a play time
• With friends
• Have a formula
Further Research

• Impacts of those motivates on behavior intention of playing recreational gambling
• Compare the motivates between problem gambling and recreational gambling
Thank You