

# The motives for recreational gambling

Ivan Lai

Faculty of Hospitality and Tourism Management  
University of Science and Technology

# 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

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