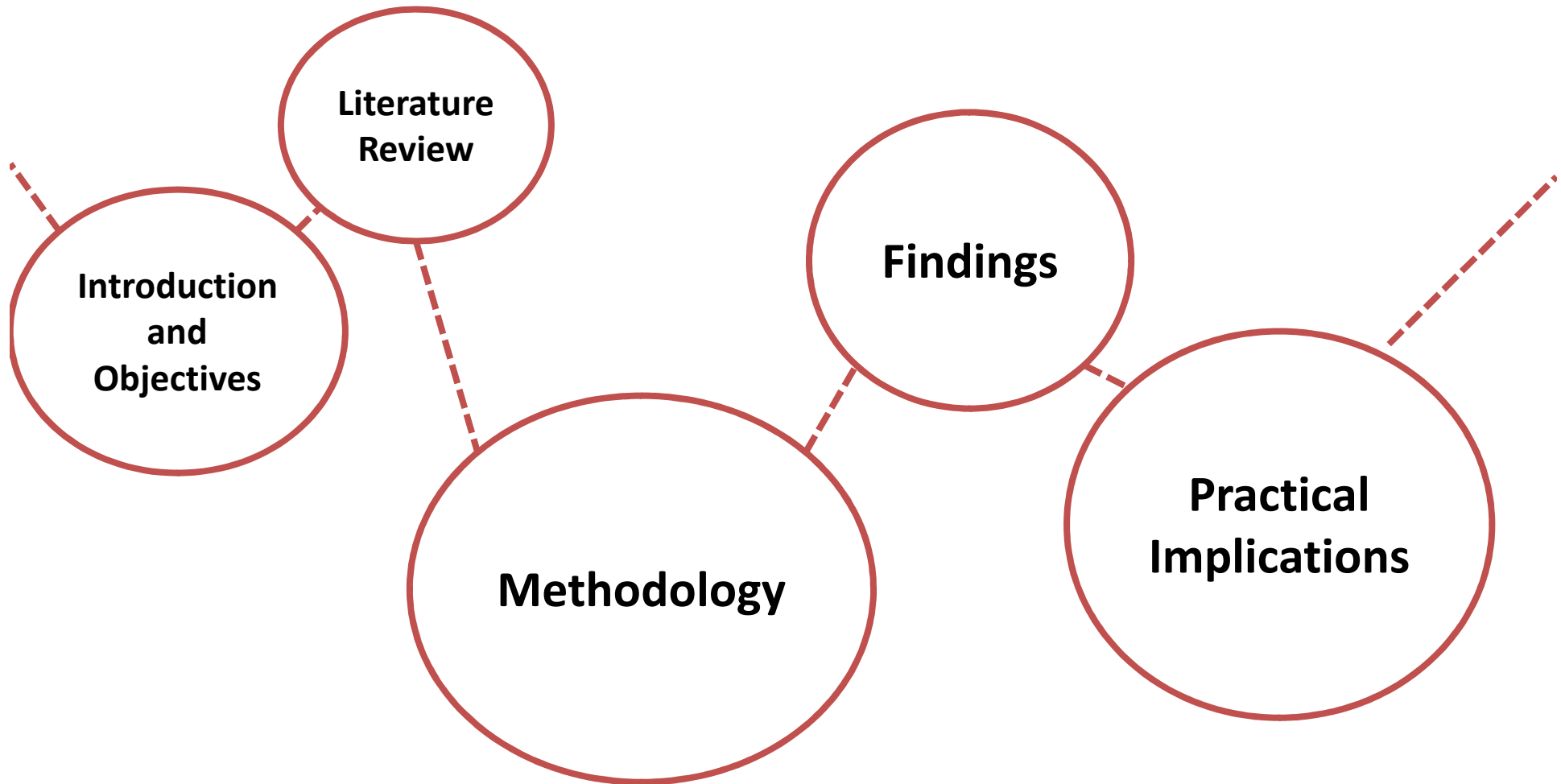


An Exploratory Study on Hong Kong and Mainland Chinese Gaming Behavior in Macau Casinos

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Presentation Agenda



Introduction

- The gaming revenue of Macau, The Monte Carlo of the Orient, surpassed of Las Vegas Strip in 2007 (Sheng & Tsui, 2009)
- A influx of tourists are enchanted to the city, especially Mainland Chinese and Hong Kong Chinese (Macao Statistics and Census Service, 2012)

Problem Statement

- Previous literature offers limited materials on Chinese gaming behavior
 - Zeng (2008) analyzed the behavior of high roller Chinese players
 - Wong and So (2003) focused on pathological gambling
 - Tao, Wu, Cheung and Tong (2010) studied Chinese gaming behavior without specifying the research population

Research Objectives

The present research aims to:

1. Explore the gaming behavior of Mainland and Hong Kong Chinese
2. Develop a theoretical framework and propositions in reference to gaming behaviors of the two populations
3. Make suggestions for casino practitioners to better serve these segments

Literature Review

Chinese Cultural Impact on Gaming Behavior

- “Basically all Chinese have gaming gene” (Casino City, 2002)
- Chinese reckon that gaming is a pastime and an acceptable form of social activity (Lai, 2006; Loo, Raylu, & Oei, 2008)
- Chinese exhibit higher level of risk taking in gaming decision (Lau & Ranyard, 2005)
- The belief in feng shui and luck also colors Chinese gaming behavior

Literature Review

Gaming Dos and Don'ts

Chinese Gaming Dos	Chinese Gaming Don'ts
<ul style="list-style-type: none">• Wear red underwear when playing• "Go and piss" brings good luck• Females have high chance to win during their menstruation• Turn on all the lights at home before going to play• Check in hotel rooms with auspicious numbers, such as 168 and 13• Feed a baby ghost (staying behind every gaming table) with sugar• Pray to the gods before playing and the day of lottery draw• The winning lottery numbers are something related to the daily life, such as birthday day or wedding date	<ul style="list-style-type: none">• Don't tell others that you read books when they are playing since the pronunciation of 'book' is similar to 'lose'• Don't count money during the game• Avoid seeing monks or nuns before playing• Male should not have sex with female before playing• Don't go in a casino through the main entrance due to feng shui matter• Don't be a winner at the beginning as you will lose a lot of money at the end• Don't check in hotel rooms with inauspicious numbers, such as 4 and 14• Don't wear black or white clothes when playing

Adapted from Feldman, 2009; Galletti, 2003; Lam, 2005; Simmons & Schindler, 2003

Methodology

Data collection

In-depth interview

Interviewees

8 Mainland and Hong Kong Chinese who have gaming experiences in a Macau casino in the past 12 months

Data analysis

- 5 recording transcripts and 8 sets of notes were undergone an indexing method
- Follow the grounded theory approach (Glaser & Strauss, 1967)

Major Findings

Demographic Characteristics

Interviewee	Ethnicity	Gender	Age	Education level	Occupation
A	Hong Kong Chinese	Male	51-55	Secondary	Manager
B	Hong Kong Chinese	Male	18-25	College	Student
C	Hong Kong Chinese	Female	46-50	Primary	Housewife
D	Hong Kong Chinese	Female	18-25	College	Blue-collar
E	Mainland Chinese (Guangzhou)	Male	36-40	College	Civil servant
F	Mainland Chinese (Xiamen)	Male	31-35	College	Businessman
G	Mainland Chinese (Guangzhou)	Female	26-30	Post-graduate	Student
H	Mainland Chinese (Guangzhou)	Female	18-25	College	Student

Major Findings

Gaming Frequency, Casino Visitation & Games Played

Mainland Chinese	Hong Kong Chinese
<ul style="list-style-type: none">• Visited Macau casinos once or a few times only• Visited difference casinos	<ul style="list-style-type: none">• Visited on a monthly, bi-annual or annual basis• Visited specific casinos
<ul style="list-style-type: none">• Travelled with friends or family for socialization and safety purposes• Favored table games (baccarat, sic-bo, fan-tan, and blackjack) and slot machines• Varied from self-control on either losing or winning money	

Major Findings

Gaming Superstitions and Taboos

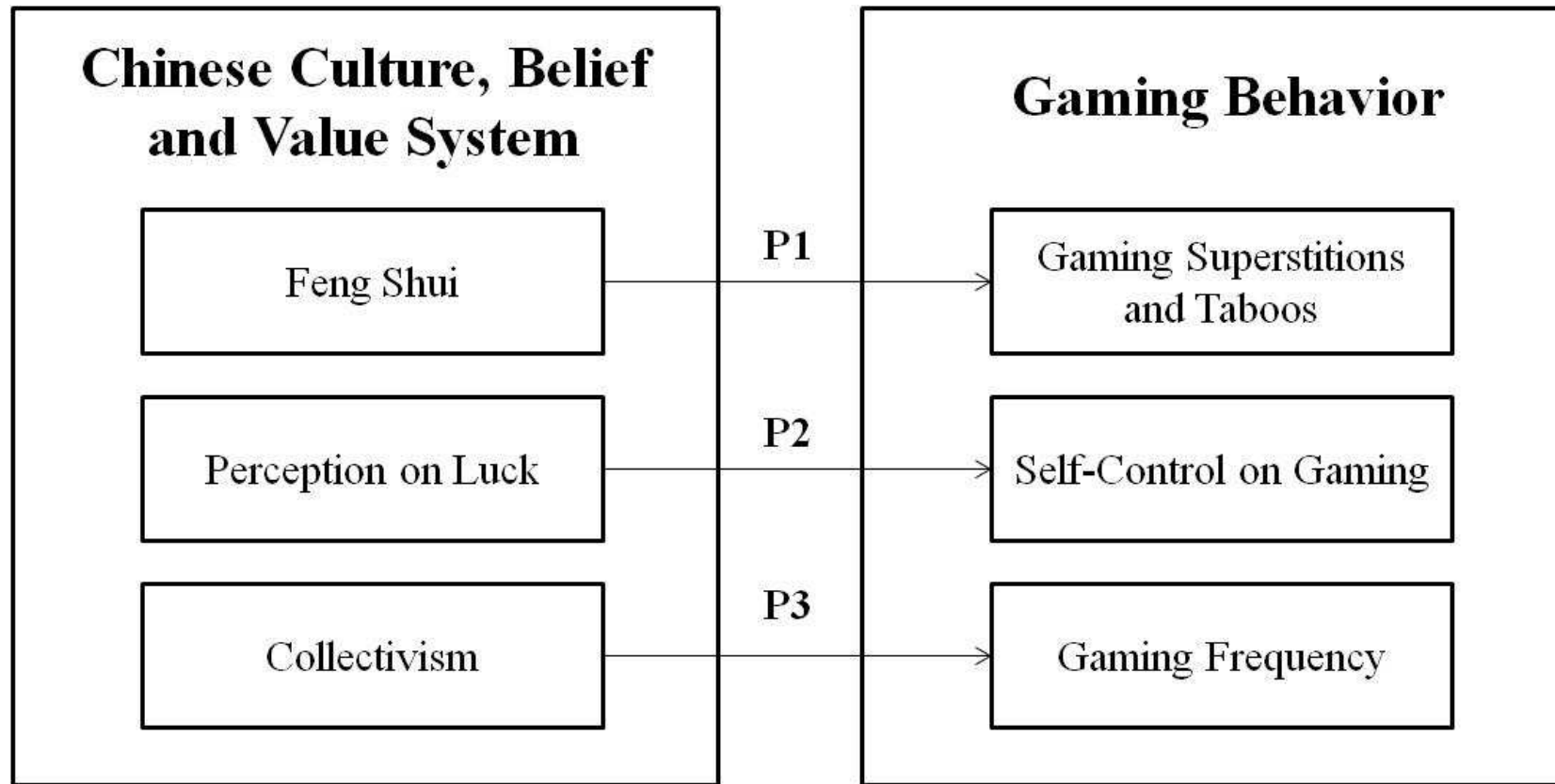
Superstitions	Taboos
<ul style="list-style-type: none">• Wear red-color underwear• Play at an auspicious time• Bring a Pixiu when playing• Play with someone who is auspicious• Bet more money on birthday (good luck)• Play at the table with dealers having bad complexion• Go to washroom for a break if losing money	<ul style="list-style-type: none">• Do not touch people's shoulders when they are playing• Do not enter a casino through the main entrance due to feng shui matter• Do not play when seeing anything unlucky or inauspicious, e.g., hearse• Do not play with pregnant women• Do not play after seeing monks• Do not play if been swept or stepped on the feet

Major Findings

Likes and Dislikes of Casino Facilities and Services

Likes	Dislikes
<ul style="list-style-type: none">● Fabulous decoration and facilities● Free shuttle bus● Spacious environment● Gentle and polite players● All-inclusive casinos, including performance, shopping malls, hotels and restaurants● Convenient locations● No need to pay a certain percentage of winning as commission● Separate smoking and non-smoking areas	<ul style="list-style-type: none">● Poor air quality● Dirty toilets● Impolite dealers● Too many loiterers● No shopping mall attached● Too crowded● Too noisy● Changing dealer when players win● No clear indication of commission charged

Conceptual Framework



Propositions

Proposition I. Chinese's belief in Feng Shui affects their gaming superstitions and taboos

Proposition II. Chinese's perception on luck affects their self-control on gaming

Proposition III. The collectivism value affects their gaming frequency

Implications to Casino Management

Casino Management are recommended to:

- Offer selected discounts
- Implement effective marketing promotion
- Exert effort on the tangible and physical aspects for Mainland players
- Improve the intangible facets for Hong Kong players

Thank you!

Questions are welcome

