

# **Locus of Control on Luck: Theoretical and Strategic Implications for Casino Gaming**

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# Presentation Outline

- 1. Introduction**
- 2. Locus of Control on Luck**
- 3. Discussions and Implications**
- 4. Q & A**

# Introduction

## Importance of Luck

- **Desire to control outcomes in daily lives**
- **No perfect skill**
- **Chance > Skill in casino gaming**
  - ❖ Baccarat, slot machine (games of chance)
  - ❖ Blackjack

# Introduction

## Importance of Luck

- **Casino players are not always very scientific**
  - ❖ Reserve slot machine
  - ❖ Avoid certain casino entrance
- **Win/Loss no matter how**



**LOCUS OF CONTROL ON LUCK**

**New research direction -> Implications to casino**

# Locus of Control on Luck

## ● Three major streams

- ❖ 1st Stream: Belief in luck <-> Individual differences
- ❖ 2<sup>nd</sup> Stream: Counterfactual thinking -> Perceived luck
- ❖ 3<sup>rd</sup> Stream: Perceived luck -> Affective / Cognitive / Behavioral responses

# Locus of Control on Luck

## ● Perceived luck -> Responses

- ❖ Lucky number -> emotion, winning expectancy, willingness to participate in lottery, & betting amount (Jiang, Cho, & Adaval, 2009)
- ❖ Lucky number / color -> Pay higher price (Block & Kramer, 2009)
- ❖ Lucky bracelet -> Confident on winning (Bersabe & Arias, 2000)
- ❖ Rely on lucky others -> betting amount (Wohl & Enzle, 2009)
- ❖ Lucky store effect (Guryan & Kearney, 2008)
- ❖ Look for lucky entities in casino (Hayano, 1978; King, 1990)

# Locus of Control on Luck

- **Superstitious belief scales** (Carlson, Mowen, & Fang, 2009; Dagnall, Parker, & Munley, 2009; Leonard, Goldberger, Rapoport, Cheslow, & Swedo, 1990)
- **Luck is attached to external factors, and thus controllable**

# Locus of Control on Luck

## Research of Luck

- **In a run of good / bad luck** (Keren & Wagenaar, 1985)
- **Contagious in nature** (Toneatto, 1999)
- **Generalized across domains of life** (Wiseman, Harris, & Middleton, 1994)
- **Luck is a personal quality** (Wohl & Enzle, 2002)
- **Luck is attached to a person per se**



# Locus of Control on Luck

Locus of Control

## Attribution of luck

Internal ←————→ External

∥

## Locus of control

(attribution of outcome)

Internal ←————→ External  
Skill, effort & ability      Chance, luck, fate, & powerful others

# Locus of Control on Luck

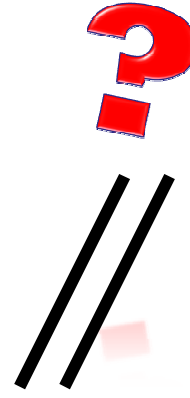
## ● Locus of control on luck

- ❖ Internal: the degree to which people attributing their luck to themselves per se
- ❖ External: the degree to which people attributing their luck to external factors

# Locus of Control on Luck

## Locus of Control

- Internal /External locus of control on luck



Internal /External locus of control

- Luck is controllable

- Internal /External locus of control on luck



Internal /External (Powerful others) locus of control

# Discussions & Implications

- **Research Agenda One: Locus of control on luck as a moderator of the relationship between perceived luck and responses**

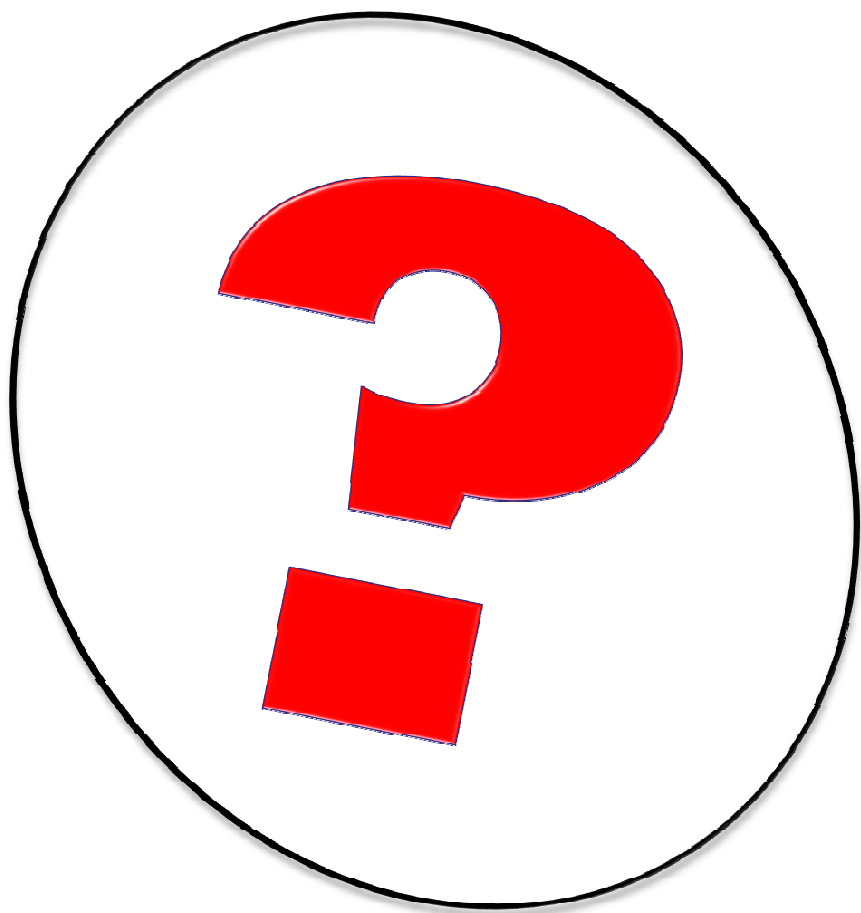
- **Message framing in slot machines**

- ❖ If internal > external, “You are so lucky today, keep it up”

- ❖ If external > internal, “What a lucky machine to you, keep it up”

# Discussions & Implications

- **Research Agenda Two: Internalize good luck and externalize bad luck**
- **Asymmetry of good and bad luck**
- **Self-serving bias**
- **Ensure sufficiency and diversity of gaming supply**
- **Research Agenda Three: Measurement scale and relationships with other variables**



**Thank You!**

**Q&A**