



A comparison between casino and non-casino workers. The Roles of materialism and perceived equity on Gambling

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Materialism

- The role of Materialism on gambling is not certain
 - E.g., Mowen, Fang & Scott (2009) reported a relation between materialism and a general gambling propensity while Chen, Dowling & Yap (2012) found that gambling frequency and severity may not be related to materialism
 - It may be related to the nature of samples
- Ku (2012) found that materialism is high in Macao compared to other places
- We would like to explore materialism's role on gambling behaviors using a representative sample



Equity

- Equity is the proportional distribution between one's effort and one's outcome (Thibaut & Walker, 1975)
- How equity relates to gambling is relatively unknown
- We speculate that perceived inequity would increase gambling and gambling amount



Casino Workers

- There are few studies that employ a representative sample of casino and non casino workers to explore potential differences and how those differences may contribute to different behaviors



Method

- Participants
 - 952 local citizens (18 or above)
 - 299 male and 553 female
 - 560 have jobs and 156 work in Casino
- Procedure
 - Telephone interview (CATI)



Method

- Scales
 - Life satisfaction (Pavot & Diener, 1993)
 - Materialism (Richins, 2004)
 - Equity (adapted from Leventhal, 1976)
 - DSM IV



Role of materialism and equity

- Controlling for monthly income, both materialism and equity predict the gamble amount
- Controlling for monthly income, both materialism and equity predict whether one gambles in the last 12 months
- *(some statistics are omitted in this version)*

Comparison between casino workers and non casino workers

- Casino workers are not more likely to gamble than non casino workers

- Gamble last 12 months

	Casino	Non Casino
◦ Yes	66.3%	58.4%
◦ No	33.7%	41.6%

 - Chi-sq = 1.63, ns
 - But...
 - *(some statistics are omitted in this version)*



Comparison between casino workers and non casino workers

- Those who work in casino *may* be more likely to begin to gamble younger
 - And their gambling amount is larger
 - **AND** interestingly ...
-
- *(some statistics are omitted in this version)*



Comparison between casino workers and non casino workers

- Those who work in casino scored higher in DSM IV measurement
- For example, 5.4% (casino) vs. 1.9% (non casino) scored 5 or above on DSM IV criteria
- *(some statistics are omitted in this version)*



Comparison between casino workers and non casino workers

- There are a number of explanation for why casino workers may gamble more
- For example, those who work in casino are more materialistic than those who work else where but there is no difference in equity perception
- *(some statistics are omitted in this version)*



Comparison between casino workers and non casino workers

- As an exploration, we test the difference between casino and non casino workers on the relation between materialism, equity and wager
 - casino workers' gambling amount of wager was predicted by materialism but not equity
 - non casino workers' gambling amount was predicted by equity but not materialism
 - *(some statistics are omitted in this version)*



Conclusion

- Our results supported Mowen, Fang & Scott (2009)
- Yet, sample demographics may moderate the relationship between materialism and gambling – require more investigation