

The Slot Machine Selection Process of Casino Gamers

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ABSTRACT Consumers are faced with decisions, such as what product or brand to buy. The casino gaming area hosts hundreds of slot machines that vary in theme, colour and sound. The objective of this research was to determine if differences existed between male and female gamers regarding the way they select a slot machine game. The sample population consists of gamers playing at a specific slot machine in the casino. Six hundred and thirty structured questionnaires were obtained through personal interviews. The main findings indicated that no significant differences exist between male and female gamers regarding the way they select a slot machine game to play on. The findings of this study could assist the casino management and slot machine manufacturers in understanding what process casino gamers follow when selecting a slot machine game to play as well as in the development of new marketing strategies and new product development.