

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.

INTRODUCTION

Life is all about choices, what religion or occupation one should practice, who to vote for in an election, and what games to play when visiting a casino. According to Hawkins et al. (2003:563), choices require the comparison of each specific attribute across all the brands considered. Motivational, informational, individual and situational factors all interact, to determine which choice process the consumer will use when selecting a specific product or brand.

The clinging sound of coins falling into the coin collectors of the slot machines, and the bells ringing in the background encourage gamers to try their luck on the slot machines or at the table games. Each casino game category is sub-divided into games of chance and games of skill. Schneider (2004:4) stated that games of chance are those games where the outcome of each event is independent, like the flip of a coin. In games of skill, the gamers' knowledge of and proficiency at the game can influence their odds of winning. Jolley et al. (2006:2) stated that gambling is a consumer product that has some forms like lotto that generate the highest penetration

of purchase in the population, and the greatest frequency of purchase of all consumer products.

Various factors can influence a person's decision-making process. The first factor might be the casinos marketing efforts or the socio-cultural environment with which the gamer associate. Casino management need to understand why gamers prefer playing slot machines, how gamers make their slot machine selection, and who or what influence them to select a specific slot machine. By understanding the gamer's decision-making process, can assist casino management in better understanding gamer's needs and what additional services can be provided to make the gaming experience at the casino more enjoyable.

The main objectives of the study was to determine whether colour, theme and sound, as slot machine attributes, play any role in the gamers' slot machine selection process. For the purpose of this study, the decision-making process that slot machine gamers follow, when selecting a slot machine game to play on, was investigated. A structured questionnaire was used to collect the final data for this research.

Research Question

In a personal interview with Mr. Witcher, gaming director of the Sun International Casino group (2012) stated that the casino management does not know if slot machine attributes like colour, themes and sound have an influence on gamer's slot machine selection. However, due to

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the limited academic research in this field, the research question asked was, "Does male and female casino gamers follow the same slot machine selection process or not? To answer this question, the author explored the decision-making process that casino gamers follow when making a slot machine selection. The purpose of this study was to enable casino management and slot machine manufacturers to better understand how casino gamers make their slot machine selection, to develop new slot machine games and new marketing strategies. In the following section relevant literature will be discussed.

The Gamers Decision-making Process

Gamers are faced with a wide selection of slot machine games when entering the casino-gaming area. The clanging sound of coins falling into slot-machine coin collectors, the bright colours, the symbols and themes on the slot machines all help to create an interest and awareness amongst the gamers entering the casino. The interest and awareness that casinos create through colour, music and symbols are known as atmospheric stimuli (Turley et al. 2000:195). Blackwood (2006:10) states that nothing is left to chance in a modern casino. All the colours, sights, sounds and sensations serve one purpose: and that is to make the gamers happy even when they lose. Reid (1986:38) stated that casino management should take casino games more seriously, seeing that a lot of time and money is spent in playing slot machine games; and so far, little has been done towards studying the structural characteristics and influences of slot machine games. Blackwell et al. (2006:70) stated that the consumer decision-making process represents a road map of consumers' minds that marketers and managers can use to help guide their product mix, communication and sales strategies. Solomon (2011:332) stated that the intensive decision-making processes are more complicated in today's market environment, because of the many product options, from which consumers can choose. Blackwell et al. (2006:70) stated that the consumer decision-making model captures the activities that occur when decisions are made. Various consumer decision-making models exist in the marketing environment. The consumer decision-making model used in this research is the Schiffman and Kanuk decision-

making model (2010:36). The Schiffman and Kanuk decision-making model of the consumer decision-making process focuses on the mental stages that gamers go through when making a slot-machine game choice. The decision-making model is divided into three major stages, namely: the input, the process and the output stage. Each stage is sub-divided into secondary stages. The input stage includes the casino's marketing efforts that encourage game play, as well as the socio-cultural environmental factors that influence the gamers' slot-machine choice. Stage two is called the process stage; and it focuses on the consumer decision-making process and the psychological aspects that influence gamers' slot-machine choices. The final output stage focuses on the actual use of the slot-machine game, as well as the post-gaming evaluation of the slot machine. The input stage, the process stage, and the output stage all play a vital role in formulating and understanding the gamers' decision-making process and will be discussed next.

The Input Stage: Casinos' Marketing Efforts

Blythe (2012:2) defined the term marketing as activities, which occur at the interface between the organisation and its customers. It comes from the original concept of a marketplace, where buyers and sellers would come together to conduct transactions or exchanges – for mutual benefits. The casinos' marketing efforts, which influence the gamers' choices, include product, price, place and promotions. The first factor is the slot machine itself (product); secondly, the various denominations of the slot machines (price); and finally, the promotion strategies used to influence the gamers' game play.

Product: The Slot Machine

Kotler et al. (2006:15) stated that the product concept holds that consumers will favour those products that offer the most quality, performance or innovative features. Over the years, slot-machine manufacturers have adapted the slot-machine games to satisfy the needs of the new technology slot-machine gamers. Cardoza (2003:59) identified five of the most popular types of slot machines between which gamers can choose, when visiting a casino. The five most popular slot machine games include: single-coin

slot machines, multipliers or multiple-play-line machines, five-line slot machine, or the three-line slot machine and the progressive-slot machines.

Promotions and Price

Strydom (2009:139) stated that promotion has three main objectives, namely: to inform potential consumers about the attributes of the product, to persuade them to buy or use the product – and to remind them to continue buying or using it. Connett et al. (2010:72) indicated that promotion, is a careful blend of advertising, sales promotion, direct marketing, public relations and publicity that an organization uses to accomplish its promotion objectives. Brijball et al. (2013:331) pointed out that traditional marketing uses one-way mass advertising to communicate with customers. This includes promotion or marketing communications, in attempt to influence potential customers. Specifically, promotion is the element in an organisation's marketing mix that serves to inform, persuade and remind the market of a product and/or the organisation selling it – in the hope of influencing the recipients' feelings, beliefs or behaviour. The promotional strategies used by the casinos focus on free slots-play vouchers, free gifts, meal vouchers and other gaming merchandise to name a few. Gullo (2002:25) stated that the casino promotional mix consisted of special promotions, junkets, casino rate and bus programs. Strydom (2009:10) stated that the customers are the focal point of the company; and all the functional areas of the company must be geared towards satisfying customer needs and wants. Strydom (2009:25) further stated that the price of a product should reflect its value to the customer. For the purpose of this research, price as an external influence will be added to the promotion section. Slot-machine promotions, like jackpot payouts, create value for the gamers, and motivate the gamers to increase their playtime on that specific slot machine. The various slot machine denominations seen as price also influence the gamers' decision-making when deciding on which slot machine game to choose.

The Process Stage: The Psychological Field

Wright (2006:38) stated that psychology included the conscious and sub-conscious parts

of the brain, and what might be considered to be normal and abnormal, voluntary and involuntary, behavioural activity. The first psychological field factor discussed is motivation; this will be followed by perception, learning, personality and attitudes.

Motivation

Neal et al. (2006:299) defined motivation as the energizing force that activates behaviour and provides purpose and direction to that behaviour. Brijball et al. (2013:6) stated that motivation is the driving force within individuals that pushes them to action. Blackwell et al. (2006:189) indicated that consumer motivation represents the drive to satisfy both physiological and psychological needs – through product purchase and consumption. Wright (2006:208) described motivation as a process that starts with some kind of motive or need. Gamers might have a need for entertainment; the drive or action to satisfy that need and the fulfilment of the need could be to visit a casino to play slot-machine games. Gamers are motivated to play slot machines for various reasons. Through this research study, the researcher seeks to determine whether gamers play slot machines to relax or to win money.

Perception

Schiffman et al. (2010:175) stated that perception is defined as the process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world. Joubert (2010:36) stated that the process of perception involves, being exposed to a stimulus, paying attention to it, and then interpreting its meaning, in order to respond to it. Joubert (2010:36) further stated that perception is selective. This means that we, as humans, can only notice a small number of the stimuli in our environment. Foxall et al. (2002:52) indicated that the perceptual process is very selective, so that the consumers pay attention to and interpret stimuli that reinforce and enhance their views of the world, of themselves – and of the goods and services that they buy. Daugherty et al. (2007:123) stated that understanding the relationship between the various perceptions of luck and gambling is one way to understand why gamblers continue to gamble, even when the odds are set against them.

Personality

Strydom (2009:49) defined personality as those inner psychological characteristics that both determine and reflect how a person responds to her/his environment. The slot machines found on the gaming area of a casino have various symbols and themes to cater for all the different personality types. Hawkins et al. (2007:380) have identified five dimensions of a brand personality. The five dimensions include: sincerity, excitement, competence, sophistication and ruggedness. The slot machine themes found in the gaming area of a casino range from fantasy to adventure-seeking themes.

Attitude

Funk et al. (2006:43) defined attitude as the degree to which a person has a favourable or unfavourable evaluation or appraisal of the behaviour in question. Hawkins et al. (2007:396) stated that an attitude is an enduring organisation of motivational, emotional, perceptual and cognitive processes with respect to some aspect of one's environment. Blackwell et al. (2006:396) stated that three fundamental properties of attitude exist. Firstly, attitude valence refers to whether the consumer's attitude is positive or negative. Secondly, attitude extremity reflects the intensity of liking or disliking the company's product. Finally, attitude resistance is the degree to which an attitude is immune to change.

The Process Stage: The Gamer's Decision-making Process

Hollywood et al. (2007:692) stated that it is crucial for a marketer to understand the nature of the finalised decision process, to discover what a consumer wants, and what they are seeking to achieve within the purchase of a product. The decision-making process includes the following steps.

Need Recognition

Mpinganjira et al. (2013:21) stated that need recognition refers to any given point where a consumer needs something to satisfy a certain want. A need could be triggered off by an internal stimulus or an external stimulus. Turley et al. (2000:194) indicated that atmospheric stimuli,

such as colour, music and crowding can be conceptualised as stimuli leading to some cognitive effect within the individual. And these, in turn, should lead to some behavioural response. Neal et al. (2006:63) stated that consumers find themselves in two problem-recognition states. Firstly, a desired state is the way an individual wants to feel or be at the present time. The second state is known as the actual state; this is the way the individual is feeling at present. For instance, Joyce a regular gamer, may not want to be alone on a Friday night. If she finds herself alone she would treat this as a problem, because her actual state (being alone), and her desired state (being pleasantly entertained at the casino) are different. She could then choose to go to casino Y for entertainment, or to casino X for socialising with other gamers.

Pre-purchase Stage/Pre-usage Search

After a gamer has identified the need to go gaming on the slot machines for entertainment purposes, or to win money, the pre-purchase stage or pre-usage search begins. Hawkins et al. (2007:532) identified two types of searches that consumers use to do an information search – before making a decision. The first of these is called the internal search, which includes relevant information from the long-term memory base of a consumer. The long-term memory is used to determine whether a satisfactory solution is known, what the characteristics of the potential solutions are and what the appropriate ways are to compare the different solutions. The second is known as the external search. It uses external information relevant to solving the problem or need. The external sources involve independent sources, personal sources, marketing-based information and product experience. Blackwell et al. (2006:77) stated that a consumer is exposed to information resulting from an external search, which begins with the processing of the stimuli. The slot-machine stimuli, as used in this study that influence gamers' decision-making, are the colour, sound, symbols and themes of the slot machines.

Evaluation of Alternatives

Sahney (2012:3) stated that once a consumer has gathered information and identified the alternatives that are available, comparisons are

made based on certain criteria. Wright (2006:28) states that the evaluation criteria used to decide to purchase will vary for each customer, and from purchase to purchase. The importance that gamers assign to evaluation criteria, like colour, sound, themes and symbols is of great interest and importance to casinos. Solomon (2011:346) pointed out that a person who engages in extended problem-solving would carefully evaluate several brands, whereas someone who makes a habitual decision may not consider any alternatives to the normal brand used over the years. Evaluation criteria that slot machine gamers might consider before selecting a slot machine game to play on, includes: the various dimensions (colour, theme, symbols) features (single pay line, multiple-play line, three- or five-pay line slot machines) or benefits (jackpot pay-out amount, relaxation, entertainment).

The Purchase Behaviour

Marketing 101 (2012:4) indicated that at the purchase-behaviour stage of the decision-making process, consumers have already recognised a need, done some research on the product, and evaluated the available alternatives. The purchase and usage stage of the consumer's decision-making process refers to the various slot machines that gamers test before they choose the one on which they will spend a lot of time. Concerning the repeat use of slot-machine games, the researcher will determine whether gamers will play on a slot machine on which they have lost money in the past. The post-purchase evaluation and usage of the slot machine focuses on the feeling that gamers experience after the winning or losing effect.

Post-purchase/Usage Evaluation

Tanner et al. (2012:14) stated that the final stage of the decision-making process is the post-purchase evaluation of the decision. It is common for customers to experience concerns after making a purchase-decision. Strydom (2009:56) indicated that with post-purchase evaluation, the consumer re-evaluates the purchase-decision. If the product meets the consumer's expectation, this may lead to brand loyalty. Tanner et al. (2012:14) further stated that when a consumer doubts the purchase-decision the concept known as cognitive dissonance may occur.

The unpredictability of the winning combination of the slot machine will motivate and challenge gamers to try their luck another time. In the following section the research methodology used in this article will be discussed.

RESEARCH METHODOLOGY

Iacobucci et al. (2010:5) pointed out that the American Marketing Association (AMA) defined marketing research as the function which links the consumer, the customer and the public to the marketer through information; such information as is used to identify and define marketing opportunities and problems, generate, refine and evaluate marketing action, monitor marketing performance and improve our understanding of marketing as a process. Widd et al. (2009:1) stated that marketing research is a scientific process for gathering and processing information, in order to help management make decisions. For the purpose of the study a hypothesis was formulated.

Hypothesis 1

H_{01} - No significant differences exist between male and female slot-machine gamers regarding the way they select a slot machine game to play on.

H_{a1} - Significant differences exist between male and female slot-machine gamers regarding the way they select a slot-machine game to play on.

The research design used for this research ensured that the information collected should provide answers to the research question, as well as to resolve the hypothesis and the objectives of the paper that were formulated to solve the question at hand. The cluster sampling method was used in this research. Six Sun International casinos, located around South Africa were used in this study. Each selected casino offers table games and slot-machine games as entertainment products to the gamers. For the purpose of this study, the researcher only focused on slot-machine games; and, therefore, six slot-machine clusters were identified as subgroups: also known as subsets. The subgroups were representative of the population investigated in this study. The researcher divided each of the six selected gaming areas into four clusters. Each fieldworker was assigned to a specific cluster

area in which to conduct the personal interviews. The researcher used the cluster method, seeing that there was no comprehensive list or sample frame of the population elements that could be used for drawing a random sample. A total number of 630 respondents were interviewed at the 6 selected casinos. Ten regular slot machine gamers took part in a focus group discussion to obtain information on colour, theme and sound effects as slot machine attributes. The focus group discussion assisted the researcher in the construction of the questionnaire for the personal interviews conducted in the gaming areas of the casinos. Field workers were used to conduct structured interviews with gamers while they were busy playing on a specific slot machine game. Each fieldworker could only take two questionnaires at a time to ensure quality control. The researcher supervised the fieldworkers and a quality controller checked each completed questionnaire before the next two questionnaires was issued to the fieldworker. A 5-point Likert scale was utilised to determine gamers attitudes and perceptions regarding the slot machine selection process that the follow. Each statement had a numerical score: (1) strongly disagree, (2) disagree, (3) neither agree nor disagree, (4) agree, and (5) strongly agree. A variable was assigned to each statement in the questionnaire. The questions and statements asked in the questionnaire were pre-coded before the questionnaires were completed. Each completed questionnaire was checked in the gaming area of the casino, before the fieldworker was issued a new one. Questionnaires that were incomplete were replaced with new ones. Burns et al. (2012:62) point out that SPSS, the statistical package for the social sciences, is the data-analysis program most widely used by marketing researchers all over the world. The raw data obtained from the questionnaires was edited before it was statistically analysed with the SPSS statistical software program.

RESULTS

The slot machine selection process that casino gamers follow was statistically analysed by applying a Chi-square test. Zikmund et al. (2010:522) state that a chi-square test (X^2) is one of the most basic tests for statistical significance, and is particularly appropriate for testing hypotheses about frequencies arranged in a fre-

quency or contingency table. Aaker et al. (2001:424) state that the chi-square test of independence is valid only if the sample size is large enough to guarantee the similarity between the theoretically correct distribution and the X^2 sampling distribution. 271 of the respondents interviewed at the six casinos were male and 413 were female. The levels of disagreement and agreement between the independent variables, male and female were analysed. Table 1 gives an overall picture of the levels of agreement and disagreement at the 6 selected casinos. For the purpose of this paper, the *five-point scale was converted into a three-point scale*. The conversion was done due to a number of empty sells, where no responses were given by the respondents. The scales were converted in order to get a valid statistical analysis of the data and to simplify the statistical analysis. Strongly disagree and disagree were combined, neither agree nor disagree stayed the same, and strongly agree and agree were joined. A summary of Table 1 gives an overall view of the way gamers select a slot machine game on which to play.

Variable 1.1 in Table 1 indicated that respondents agree with the statement that they play slot machine games, in order to relax. There are 82.9 percent of the males who agree with the statement, and 89.6 percent of the female gamers agree with the statement, that they play slot machines in order to relax. Variable 1.2 indicates that respondents agree with the statement that "the denomination of the slot machine game influences their slot machine game choice". Of the male slot machine gamers 59.9 percent agree with the statement, and 63.4 percent of the female gamers agree with the statement that the denomination of the slot machine game influences their slot machine game choice. Variable 1.3 shows that respondents disagree with the statement that "I normally play on the first available slot machine that I see". Of the male gamers, 58.5 percent disagree with the statement, and 66.8 percent of the female gamers disagree that they normally play on the first available slot machine that they see. Variable 1.4 indicated that Respondents agree with the statement: "I only play slot machines with big pay-outs". Of the males 47.9 percent agree with the statement, while 56.2 percent of the female respondents agree with the statement that they only play slot machines with big pay-outs. Although the hypothesis was accepted – that there do not exist any

Table 1: Levels of agreement and disagreement between male and female slot machine gamers regarding the way they select a slot machine game on which to play

Variable description	Three point scale	Percentage score by gender		Results of Chi-square tests
		Male	Female	
V1.1 - If I want to relax, I play slot machines	Disagree	10.1%	6.1%	Chi-square =5.672 df=2 Sig=.059 p-value= <0.05 H ₀ = Accepted
	Neither agree nor disagree	6.9%	4.4%	
	Agree	82.9%	89.6%	
V1.2 - The denomination of the slot machine game influences my slot machine game choice	Disagree	30.4%	22.5%	Chi-square =5.962 df=2 Sig=.051 p-value= <0.05 H ₀ = Accepted
	Neither agree nor disagree	9.7%	14.0%	
	Agree	59.9%	63.4%	
V1.3 - I normally play on the first available slot machine that I see	Disagree	58.5%	66.8%	Chi-square =4.527 df=2 Sig=.104 p-value= >0.05 H ₀ = Accepted
	Neither agree nor disagree	10.6%	7.5%	
	Agree	30.9%	25.7%	
V1.4 - I only play slot machines with big pay-outs	Disagree	36.4%	32.2%	Chi-square =4.350 df=2 Sig=.114 p-value= >0.05 H ₀ =Accepted
	Neither agree nor disagree	15.7%	11.6%	
	Agree	47.9%	56.2%	
V1.5 - The progressive jackpot of a slot machine motivates me to play on it	Disagree	23.0%	24.0%	Chi-square =.190 df=2 Sig=.909 p-value= >0.05 H ₀ =Accepted
	Neither agree nor disagree	10.1%	10.9%	
	Agree	66.8%	65.1%	
V1.6 - I always select a slot machine with the help of someone close to me	Disagree	67.3%	75.8%	Chi-square =16.109 df=2 Sig=.000 p-value= <0.05 H ₀ =Rejected
	Neither agree nor disagree	4.6%	8.7%	
	Agree	28.1%	15.5%	
V1.7 - I will take a second chance on a slot machine that didn't pay out on my previous visit to the casino	Disagree	20.7%	18.2%	Chi-square =1.501 df=2 Sig=.472 p-value= >0.05 H ₀ =Accepted
	Neither agree nor disagree	5.5%	7.7%	
	Agree	73.7%	74.1%	

Abbreviations: df -degrees of freedom

Sig – Significant differences

significant differences between the male and female gamers – 36.4 percent of the male gamers and 32.2 percent of the female gamers disagree that they only play slot machines with big pay-outs. Variable 1.5 in Table 1 indicated that respondents agree with the statement “The progressive jackpot of a slot machine motivates me to play on it”. Of the male gamers, 66.8 percent agree with the statement, and 65.1 percent of the female gamers agree that a progressive jackpot of a slot machine motivates them to play on it. Variable 1.6 shows that the respondents disagree with the statement that they always select a slot machine with the help of someone close to them.

Of the male gamers, 67.3 percent disagree with the statement, and 75.8 percent of the female respondents disagree. Although both male and female gamers disagree with the statement, there exist significant differences between them; and in this case there is an 8.3 percent difference between them. Variable 1.7 in Table 1 indicated that Both male and female gamers agree with the statement that they would take a second chance on a slot machine that did not pay out on their previous visit to the casino, 73.7 percent of the male respondents agree with the statement, and 74.1 percent of the female respondents agree that they would take a second chance on a slot

machine game that didn't pay out on their previous visit to the casino.

DISCUSSION

The majority of the respondents play slot machines to relax and the various denomination levels of the different slot machine games, influences their slot machine game choice. The gamers normally do not play on the first available slot machine that they see they first browse around the gaming area. The slot machine gamers also prefer to play on slot machines with big pay-outs and progressive jackpot slot machine games. The slot machine gamers select slot machine games on their own, but males and females differ on this point, males tend to ask others about which slot machine game they should play on. The majority of gamers would take a second chance on a slot machine that did not pay out on their previous visit to the casino. The hypotheses testing indicates that no significant differences exist between male and female gamers with regards to six out of the seven variables (V1.1, V1.2, V1.3, V1.4, V1.5, V1.7), and significant differences exist between male and female gamers with regards to variable (V1.6). Therefore, evidence was obtained for accepting H_0 ($p \geq 0.05$) that no significant differences exist between male and female slot machine gamers regarding the way they select a slot machine game on which to play. Statistical differences existed with V1.6 thus H_0 ($p \geq 0.05$) is therefore rejected, and H_{a1} ($p < 0.05$) is accepted for these variables.

CONCLUSION

Casinos provide various entertainment products to gamers which range from table games to slot machine games. Casino gamers have the right to choose which entertainment product will satisfy their needs the best. Casino gamers go through the same decision-making process that consumers go through when purchasing a product. Although, the findings of the paper indicated that no significant differences exist between male and female slot-machine gamers regarding the way they select a slot machine game to play on, some recommendations made by the researcher might be considered by the casino management. Casino management and slot machine

manufacturers need to understand the process that casino gamers follow when making a slot machine selection. By understanding the reasons why gamers play slot machine games might assist slot machine manufacturers in the development in new slot machine games. Slot machine gamers play slot machine games in order to relax. By developing a slot machine game that gamers can play on for a long duration will increase product and game satisfaction amongst slot machine gamers. Slot machine gamers do look at the various denomination levels of each slot machine before they start playing; by making the different denominations more visible in the gaming area will ease the search for the best suitable slot machine game in the gaming area. This research showed that intensive product evaluation is taking place when slot machine gamers enter the gaming area of the casino.

RECOMMENDATIONS

Slot machine gamers are not impulsive when selecting a slot machine game to play on and the different slot machine games are carefully evaluated before the right game is selected. By offering a variety of new slot machine games to gamers in the gaming areas, will increase player rate that will ultimately lead to higher turnover for the casino. Slot machine manufacturers can incorporate more progressive jackpot pay-outs into the slot machine games, seeing that gamers prefer progressive jackpot pay-outs more than big pay-out machines. With progressive jackpots, gamers can play for a longer duration with smaller pay-outs at the end. Training facilities need to be available to slot machine gamers who are new in the gaming area or unsure how to play a specific slot machine game. By offering this service to gamers can ease the slot machine selection process for those gamers who are hesitant when selecting a slot machine game to play on. Some gamers are brand loyal and will try their luck on slot machine game even though they have lost money on it in the past. Casino management and slot machine manufacturers must take factors mentioned in Variable 1.3 and Variable 1.7, into consideration when they want to remove slot machine games from the gaming area of the casino. Some slot machine gamers stay loyal to their favourite slot machine game and try their luck, no matter what.

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