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**DELINEATING GAMBLING ATTITUDES AND CONSUMPTION
INTENTIONS IN GAMBLING GAMES:
A COMPARATIVE ANALYSIS**

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To Xenia, Theochari, and Eleanna ~

Acknowledgments

«It is never too late to make our dreams come true! If we believe in them, we will find a way to make them happen! Maybe not easily, but we will do it!»

This thesis would not be possible had it not been for all those wonderful people who have been part of my journey and who agreed to devote their time to this point in time.

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Abstract

Gambling is one of the most profitable services in the world, and in this context, both marketing strategies and exploring the views of people involved in gambling are very important for the effective formulation of strategies. The purpose of this study is to investigate the attitude of gamblers towards gambling as well as their satisfaction with the casinos they choose to play. Furthermore, we investigated the degree of satisfaction of the participants with the quality of the services provided in the first and second-choice casino, the degree of correlation between the attitude of the participants and their personalities, and the degree of correlation between participants' satisfaction with their demographic characteristics. The quantitative strategy and the use of a questionnaire were used to conduct the research on 315 people. Most participants were aged 40-50 years, university graduates (40.32%), married (55.56%), private employees (61.27%), and with an annual income of 0 to 15,999 euros. It was generally found that participants have a negative attitude towards gambling, and they expressed moderate to high satisfaction with the services provided by the first choice casino they visited. Finally, it was found that most personality traits were significantly associated with attitudes toward gambling. In general, the most positive attitudes towards gambling were related with negative personality characteristics. Overall, the present study shows that participants are quite satisfied with the services provided in casinos, although they do not visit them often, and they also have a negative attitude towards gambling.

Keywords: gambling, casino, satisfaction, personality traits, attitudes towards gambling.

Contents

Acknowledgments	iii
Abstract.....	iv
Table of figures	vii
Content of tables	viii
Introduction.....	1
Chapter 1. Literature review.	3
1.1. Services Marketing and its Characteristics	3
1.2. Attitude Formation, Consumer Behavior, and Marketing.....	6
1.3. Marketing of Gambling Services	11
1.4. Marketing mix elements in service marketing and in the gambling sector.....	16
1.5. Consumer Attitude toward Gambling	18
1.6. Gambling Motivations and their impact on the purchase of gambling products	22
1.7. The gambling market in Europe	25
1.8. The gambling market in Greece.....	27
CHAPTER 2. METHODOLOGY	30
2.1. Purpose of the study.....	30
2.2. Method	31
2.3. Population and sample	32
2.4. Questionnaire.....	33
Chapter 3. Results and discussion	37

3.1. Demographics	37
3.2. Frequency of gambling.....	40
3.3. Reasons of preference of online gambling	41
3.4. Big five personality traits	43
3.5. Attitudes of the participants towards gambling	45
3.6. Degree of satisfaction of the participants with the quality of the services provided in the first and second-choice casino	47
3.6.1. Degree of satisfaction of the participants with the quality of the services provided by the first-choice casino.....	48
3.6.2. Degree of satisfaction of the participants with the quality of the services provided by the second-choice casino	50
3.7. Correlation between the attitude of the participants and their personalities	52
3.8. Correlation between participants' satisfaction with their demographic characteristics	57
3.9. Discussion.....	60
Chapter 4. Conclusion	64
Bibliography	66

Table of figures

Figure 1. The Nature of Services.	4
Figure 2. Number of casino player visits in Europe from 2016 to 2017, by country(in thousands).	25
Figure 3. Europe: casino gross gaming revenue in 2016-2017, by country	26
Figure 4. Share of land-based games based on TGR and GCR.	27
Figure 5. TGR and GCR for casino tables and slot machines.	28
Figure 6. Age.	37
Figure 7. Education level.	38
Figure 8. Marital status.	38
Figure 9. Working condition.	39
Figure 10. Annual Income.	39
Figure 12. Casino visits.	41
Figure 13. With whom you visit the casino?	42
Figure 14. During the pandemic, did you increase your participation in gambling? ..	42

Content of tables

Table 1. Case processing for the reasons for preferring online games.....	34
Table 2. Cronbach's Alpha for the reasons for preferring online games.	34
Table 3. Case processing summary for the personality traits.	34
Table 4. Cronbach's Alpha for the personality traits.	34
Table 5. Case processing summary for participants' attitudes towards gambling.	35
Table 6. Cronbach's Alpha for participants' attitudes towards gambling	35
Table 7. Case processing summary for the satisfaction of the participants from the casino they visit most often.	35
Table 8. Cronbach's Alpha for the satisfaction of the participants from the casino they visit most often.	36
Table 9. Case processing summary for the satisfaction of the participants from the casino they visit less often	36
Table 10. Cronbach's Alpha for the satisfaction of the participants from the casino they visit most often.	36
Table 11. Frequency of gambling.	40
Table 12. Reasons of preference online gambling.	41
Table 13. Frequency of Big five personality traits.	43
Table 14. Descriptive statistics for big five personality traits.....	44
Table 15. Attitudes of the participants towards gambling.....	45
Table 16. Descriptive statistics for attitudes of the participants towards gambling...	46
Table 17. Casinos most visited in Greece.....	47
Table 18. Average degree of satisfaction of the participants with the quality of the services provided by the first-choice casino.	49
Table 19. Average degree of satisfaction of the participants with the quality of the services provided by the second choice casino.	51
Table 20. Correlation between participants' satisfaction with educational level.	57
Table 21. Correlation between participants' satisfaction with educational level for second choice.	58
Table 22. Correlation between participants' satisfaction with annual income for first choice.....	59

Introduction

Nowadays, gambling has become much more popular than decades ago. As a result, the gambling market is still developing rapidly in business development, marketing, consumer behavior, and technology. A significant fact is that the gambling industry continues to prove that it is one of the most valuable entertainment economies in the world. In 2016 profits all over the gambling industry amounted to approximately 400 billion dollars. Significant is that the gambling world has experienced impressive growth over the last five years. Notably, the profit turnover for the period 2011-2016 is outstanding, from 312 billion in 2001 to 400 billion in 2016 (Casinoorg, 2019). The global gambling market is expected to grow from \$465.76 billion in 2020 to \$516.03 billion in 2021 at a compound annual growth rate (CAGR) of 10.8%. This growth is expected through the recovering strategies of companies from COVID-19 (Research and Markets Report, 2021). In Europe, the gross gaming yield from 2010 to 2018 is constantly increasing, from \$95.48 billion in 2010 to \$110.67 billion in 2018 (Statista, Gross gaming yield worldwide from 2010 to 2018, by region (in billion U.S. dollars), 2021).

In Greece, the gambling industry follows a similar upward trend, contributing to a large extent to the country's economy. According to the data, in 2019, the Greek gambling market's total turnover amounted to 15.961,85 million euros, an increase of 14.7% compared to 2018. As expected, an addition was also recorded in the total gross revenue, which amounted to 2.228,39 million euros, a change of 5.25% over 2018 (Hellenic Gaming Commission, 2020).

As is the case with product marketing, there are products in the gambling industry variously described by type and form into casinos, lotteries, sports betting, and other games (Companies, 2017). In Greece, the Gambling industry includes a range of activities such: lotteries, casino games, horse betting, stock market speculation, electronic Opap gaming machines (VLT's), and sports betting. More recently, the growth of online gambling has seen a diversification in ways individuals can engage in different forms of gambling (Hellenic Gaming Commission, 2020). Gambling companies worldwide, including Greek companies, conceptualize, design, and implement various strategies to achieve a set of organizational goals and objectives.

These strategies can be corporate, business, or functional to enhance performance.

Although research on gambling is extensive, many gaps remain, especially in the gambling market in Greece. The purpose of this study is to investigate the attitude of gamblers towards gambling as well as their satisfaction with the casinos they choose to play. The following research questions arise from the general purpose:

- ✓ What are the attitudes of the participants towards gambling?
- ✓ What is the degree of satisfaction of the participants with the quality of the services provided in the first and second-choice casino?
- ✓ What is the degree of correlation between the attitude of the participants and their personalities?
- ✓ What is the degree of correlation between participants' satisfaction with their demographic characteristics?

The present study is divided into four chapters. The first chapter reviews the literature, including the study's theoretical framework, which analyses issues such as service marketing, the formation of consumer behavior, and all the above applied in the gambling industry. Consumers' attitudes towards gambling and the incentives to participate are also presented. The next chapter includes the research methodology, and more specifically: the description of the method, the purpose, the research questions, the development of the research tool, and the research ethics. The third chapter includes the results of the research and discussion. Finally, the study concludes with the general conclusions.

Chapter 1. Literature review.

1.1. Services Marketing and its Characteristics

Services are one of the most critical areas for the economy and life of people in general, through which various needs are served. The literature indicates that the unique characteristics of services create particular marketing problems and challenges, which need unique marketing strategies (Arif, 2016; Kaynak & Herbig, 2014). Over time, various issues are identified in the Marketing of Services that mainly arise from the essential characteristics of the services. For example, the American Marketing Association defines services as "*Activities, benefits, and satisfactions which are offered for sale or are provided in connection with the sale of goods.*" (American Marketing Association, 2019).

According to Lovelock and Gummesson (2004), services involve a form of "*rental*" through which customers can obtain benefits (Lovelock & Gummesson, 2004). Generally, services have four characteristics: intangibility, inconsistency, inseparability, and inventory (Moeller, 2010). According to Kotler (2000), services have four characteristics that can affect the strategy of marketing programs: intangibility, inseparability, variability, and perishability (Kotler, 2000; Kotler et al., 2019). Other researchers such as Pride and Ferrell (2012) supported six unique elements to services: intangibility, the inseparability of production and consumption, perishability, heterogeneity, client-based relationship, and customer contacts (Pride & Ferrell, 2012). Solomon, Marshall, and Stuart (2012) argue that all services share four characteristics: intangibility, perishability, inseparability, and variability (Solomon, Marshall, & Stuart, Marketing, 2012). The literature's most common characteristics are intangibility, heterogeneity, the inseparability of consumption and production, and perishability, commonly known as 'IHIP,' as presented in the figure below.

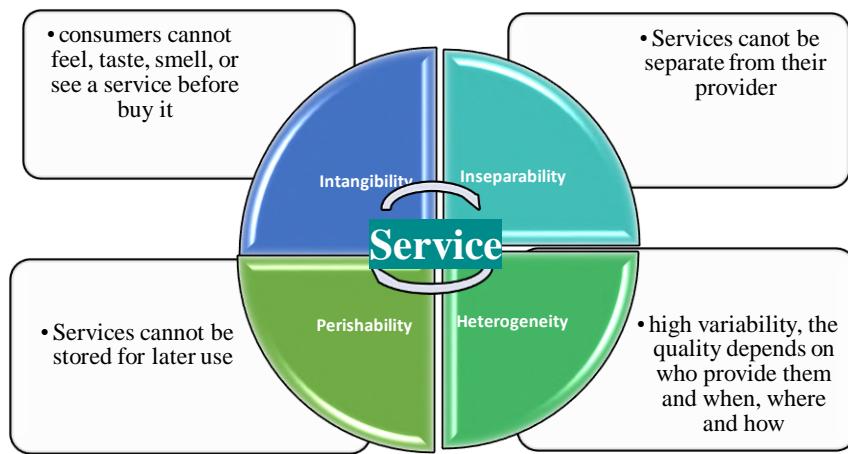


Figure 1. The Nature of Services.
Source: (Solomon & Stuart, 2003)

Intangibility has been a well-recognized research topic and one of the first complex problems businesses are called to face. According to Gronroos (1993), the most important characteristic of a service is intangibility because consumers cannot feel, taste, smell, or see the Service before buying it (Gronroos, 1993). When someone is purchasing goods, there are many tangible elements that cues to judge quality, such as style, hardness, color, label, feel, package, fit (Kaynak & Herbig, 2014). However, on the other side when someone is purchasing services, fewer tangible cues exist. In most cases, tangible elements are limited to the service provider's physical facilities, equipment, and personnel. Therefore, it is more difficult for firms to understand how consumers perceive services and service quality.

Another difficulty is setting of price from the providers (Ingenbleek & van der Lans, 2013). The intangibility of production and consumption refers to links between interaction concepts and the service encounter (Keh & Pang). Kotler et al. (2014) argue that services are a form of product that consists of activities, benefits, or satisfactions that are essentially intangible and do not result in the ownership of anything (Kottler, Keller, Ancarani, & Costabile, 2014), while Wirtz and Lovelock (2016) refer, intangibility is connected to processes, internet-based transactions, and the expertise and attitudes of service personnel, which often create the most value in service performances (Wirtz & Lovelock, 2016). When customers cannot taste, smell, touch, see or hear these elements, it may be more difficult for them to assess important service features in advance and evaluate the quality of the performance itself.

The second characteristic of services is the heterogeneity, which refers to the potential for high variability in service delivery. The quality and essence of Service can vary from service provider to service provider, from consumer to consumer, from day to day, even from hour to hour (Parasuraman, Zeithaml, & Berry, 1985). The major problem that heterogeneity causes in services are the lack of standardization and quality control (Booms & Bitner, 1981). Thus, the service providers must find ways to increase standardization to solve many problems. Also, many service providers offer standardized services (Lovelock & Gummesson, 2004), and some other possession-processing services provide a level of homogeneity. Good examples can be house painting and the mental-stimulus-processing services (Wirtz & Lovelock, 2016).

Inseparability is the third unique characteristic of services that seems to have occupied the researchers extensively. Many of them have commented on the unique feature of the inseparability of services (Moker, Brosi, & Welpel, 2020). Services cannot be separated from the producer, and the producer and the seller are the same organization (Ghotbabadi, Feiz, & Baharun, 2015). Furthermore, Service is consumed as it is produced, and as a result, producing and marketing are very interactive processes. Gronroos (1978) argues that "*the consumer himself can be definitely a part of the service he buys and is actively taking part in shaping the service offering*" (Gronroos, 1978, p. 578). The consumers influence both the accessibility of Service and the communication about the Service, and their influence can be either desirable or undesirable.

Perishability is the fourth unique characteristic of services, which is the inability to store, distribute to middlemen, and later purchase for consumption by customers. Unlike products that are mainly manufactured, stored, the services, due to perishability, cannot be stored for future use. This unique characteristic makes services impossible to store and manage production, capacity, and demand (Zeithaml, Bitner, and Gremler, 2006).

1.2. Attitude Formation, Consumer Behavior, and Marketing

The theory of consumer behavior represents reality, which is used to understand the consumer's complex human behavior. Consumer behavior as a subject is complex and multidimensional. It is related to decision-making, physical activities, and values involved in product acquisition. Understanding consumer behavior improves marketing decisions made by implementing marketing models aimed at representing consumers' behavior. Therefore, the study of consumer behavior is considered an essential factor for a successful strategy. As proven in the past, the sciences of marketing and psychology are directly related, especially in the field of examining consumer behavior. However, except for the science of psychology, studying consumer behavior requires the approach of and other scientific disciplines such as sociology, anthropology and microeconomics (Milonakis & Siomkos, 2008).

There are plenty of definitions in the literature that try to explain the meaning of consumer behavior. For example, Kotler (2000) considers consumer behavior as the Purchasing Behavior of End-Consumers Who Purchase End-use Goods and Services (Kotler, 2000). According to Lee, Broderick, and Chamberlain (2007), marketing, financial behavior, strategy, and business research are based on the development and evolution of behavioral, social, psychological, and cognitive domains (Lee & Chamberlain, 2007). Understanding customer behavior is generally a severe challenge to marketing, and the decisions made in this context should be appropriately designed based on consumer behavior. In the case of services, the customers interact with the company's staff, and the process of providing the Service can take place together with other customers. Therefore, the consumption of the services is a consumption of a process, which is not the case with the products. Thus production is part of the consumption of services and is not treated as a result of the production process. Due to these unique features of services, the customer and the development of his behaviors at each stage of the purchasing process is an integral part of studying for a successful marketing strategy. (Avlonitis, Tsiotsiou, & Gounaris, 2015)

Over the past decades, various scientific attempts were made to explain consumer behavior, especially when consumers decide about selecting, purchasing, using, or availability of products and services (Belz & Peattie, 2009). Solomon (2018) argues that individual decision-making can be divided into three types of processes: cognitive, habitual, and effective. A cognitive purchase decision is the outcome of a series of states that select one product over similar competing choices. The decision-making model, according to Solomon, often relies upon cues in the environment to make a decision or on immediate emotional reactions rather than in outcomes of a rational thought process. The behavioral models, which vary in complexity and orientation, have developed over the last forty years. Most of them were conducted because marketing managers wanted to know how the social and behavioral sciences could help them find the specific causes of consumer action and consumer buying decisions (Priest, Carter, & Statt, 2013). All behaviors have objectively identifiable causes and effects, which can be isolated, studied, and measured:

- When faced with a problem or a decision, people process all the relevant information available to deal with it.
- After processing this information, people rationalize the best choice to take or decide to make.

The relationship between marketing stimuli and consumer reaction has been extensively studied (Kotler, Ang, & Tiong, 1996). The customer behavior stimulus-response model indicates that marketing stimuli and others reach the consumer's black box and produce individual responses. The marketing stimuli consist of the four Ps, while the others are forces and activities in the external world of the buyer, such as economic, technological, political, and cultural stimuli. Marketers need to understand that stimuli are converted into responses in the consumer's black box, which according to (Kotler et al., 2019), is divided into two parts, the consumer characteristics, and the purchasing decision process. The model considers, first, the characteristics of the consumer, especially how they affect how the consumer perceives and reacts to stimuli. Second, the decision-making process itself and how the latter influences his purchasing behavior. Of course, we are never going to know exactly what is in the black box, or we cannot predict

consumer behavior perfectly, but models can help us understand consumers, help us ask the right questions, and teach us how to affect them (Kotler et al., 2019).

Consumer behavior is affected by the buyer's features and decision process. Four key factors include the characteristics of buyers: cultural, social, personal, and psychological. The most fundamental determinant of the interests and actions of an individual is culture. Cultural dynamics have the broadest and deepest effect on customer behavior. The fundamental values, perceptions, desires, and behaviors that an individual learns from family and other institutions are included. In addition, smaller subcultures or communities of people with similar value structures based on common life experiences and circumstances are included in each community. Nationalities, sects, ethnic groups, and regional regions have subcultures.

Marketers are trying to monitor cultural changes that might suggest new approaches to support clients. Nearly every society has some sort of system of social status. Social groups are generally permanent and orderly divisions of society whose members have common beliefs, preferences, and behavior. Since these social influences may have a strong effect on customer reactions, when planning their marketing campaigns, corporations must take them into consideration. Social classes are subcultures whose members have similar social prestige based on occupation, wages, education, wealth, and other variables. Different product and brand preferences exist for individuals with different ethnic, subcultural, and social status characteristics. As mentioned above, there are many definitions, but what is observed is that they all have some common features. All definitions assume that attitudes (Siomkos, 2018; Milonakis & Siomkos, 2008):

- Relate to a person, subject, action, or object, part of the consumer environment.
- They are part of the way consumers perceive and react to the stimuli of their environment.
- Some attitudes are fundamental to man, for example, ideology. They can last a lifetime and resist any call for change.
- They are learned and last for some time. So we have kept postures for a long time and others that we have held for a while.

- They are general because they apply to more than one fact, idea or object.
- They are constantly subject to evaluations and reviews. As humans and as consumers, we have not held the same attitude before.

According to Jansson-Boyd (2010), it is not just the particular purchase of products that creates consumer behavior interest but also the processes that result in the acquisition, which start long before the products are bought. Consumer behavior includes the mental and physical activities consumers engage in when they search, evaluate, buy, and use products and services. Consumers exchange their scarce resources (Hawkins, 2009) in the marketplace, including money, time, and effort, for valuable items. The acquisition method begins within the consumers' minds via needs recognition, which results in the finding and assessing alternatives between products that may be acquired, with their relative advantages and downsides. The behaviors that buyers display within the acquisition of products vary, from simple, as when buying routinely used daily products, to complex, when huge capital outlay, unfamiliarity, or psychological implications are involved (Philip Kotler, 2000; Kotler, Keller, Ancarani, F., & Costabile, 2014b).

Models that show consumer behavior based on selecting and purchasing a product are called decision models. They include the consumer's ideas and beliefs that have been recorded in his mind from previous purchases or the recollection of events related to his habits and attitudes (Kotler, 2019). There are three types of buying decision behavior: routine response behavior, limited problem solving, and extensive problem-solving. In buying something, the buyer goes through a decision process consisting of need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. This allows the marketer to develop a significant and effective marketing program for the target market. A person's buying behavior results from the complex interplay of cultural, social, personal, and psychological factors. Although marketers cannot control many of these factors, they help identify and understand the consumers marketers are trying to influence. Although many of these variables cannot be manipulated by marketers, they help define and understand the consumers marketers seek to influence.

Services are commonly described as a wide class of goods characterized by intangibility, the inseparability of production and consumption, the complexity of standardization, and perishability. However, identifying services as a distinct category of commodity needing a distinct marketing strategy is a comparatively recent trend in the literature. Customer behavior is a mechanism in which people or associations choose, buy, utilize, and dispose of products, resources, concepts, or interactions to fulfill their expectations and wishes. Marketers understand that consumer decision-making is a continuous process much more than what occurs at a point when customers fork over the cash and, in exchange, obtain goods or services (Martin & Morich, 2011).

1.3. Marketing of Gambling Services

Marketing is often cited as a benchmark in almost all casinos. Almost every operation of a modern casino is either guided or influenced by Casino marketing and, lately, by social media marketing (Gainsbury, King, Hing, & Delfabbro, 2015). Competition plays a crucial role in any marketing decision for casino businesses and gambling services in general. Decisions concerning the product services of the casino business, their pricing, distribution, and promotion depend directly or often indirectly on the state of competition. The gaming industry's marketing tactics are more focused on promotion and advertisement. Thus, traditional broadcast advertising, internet pop-ups, sponsorship, brand advocates, perks such as free meals, prizes, account points, loyalty programs, improved 'odds,' and money return guarantees are at the forefront of every gaming marketing campaign. While a large sum of money is expended on gambling ads globally, it is necessary to remember that this amount is not inherently an indication of the influence of gambling goods. Some of the businesses in the gambling industry are that they strive for greater consumer effectiveness by targeted marketing strategies,' concentrate on 'value clients' and ensure that marketing and promotion efforts are customized to their value. In other words, they target customers who will probably add the most significant benefit to the business (Thomas, Lewis, & Westberg, 2012).

In recent years, developments in the advertising ecosystem have radically transformed the art of gambling marketing. Consumers can now play in real-time and from virtually any venue. Contemporary gambling marketing is currently a multi-layer combination of mainstream network advertisement (e.g., television), consumer marketing (e.g., price offers), and subtle marketing (e.g., sponsorship). Advertising is a central component in gambling promotion, and the recent relaxation of sanctions has seen the spread of gambling advertising in several nations. However, current evidence on the essence of this advertisement and its possible consequences needs to be investigated. The frameworks and regulations surrounding the selling of gambling goods are complicated, varied, and sometimes conflicting. Internationally, these structures range from countries with strict legislative frameworks in place to countries with minimal regulation and countries with little regulation at all (Thomas et al., 2012).

Casino gambling has evolved faster than any other type of gambling. The primary goal of casino advertisers is to welcome patrons to the casino, facilitate and sustain gaming habits when in the casino, and encourage potential casino returns. Consequently, knowing why consumers visit casinos in vast numbers has profoundly encouraged marketing strategists to excel. From a "situational characteristic" point of view, casinos are being sold as holiday resorts for anyone who may otherwise have the chance to be spoiled and encircled by money. This is reinforced in casino ads, often using "incentives" such as complimentary beverages and VIP facilities. Facilities such as food and other rewards, including music productions, advertisements, and unique sporting activities, are also critical for attracting players (Morgane, Gallopel-Morvan, & Lever, 2021).

If a customer joins a casino, an inexperienced gambler is likely to be taken aback by the activity that bounds in casino environments, such as flickering lights, the sound of coins reaching payoff trays, and people smiling and enjoying themselves. They can be as fun as the gaming operation and offer a nice diversion from daily life. The feeling in a casino is that of enthusiasm and action that can create a "psychological high" that can be exciting enough on its own. The thrill of gaming itself may also suffice to draw players repeatedly to develop their skills in hopes of winning, for there are many who visit casinos merely to win. Furthermore, various scholars claim that ambient sound impacts are inducers of gambling. In casinos, constant chaos and sound give a chaotic, enjoyable, and thrilling setting, and that winning is more normal than losing. However, these are broad results that generate an overall perception. For example, slots are the most profitable merchandising opportunities in many casinos, and most advertising is invested in them. In casinos, restaurants are mostly situated in the middle such that consumers must travel into the gambling area before and after they have eaten. Another tactic is to use intentional circuitous routes to trap clients in the casino longer; the psychology is that if the patrons stay longer, they can invest more money. It is also worth mentioning that certain types of gaming, like slot machines, are more lucrative than others, such as table games since they are far easier to run. Table games, for example, require several trained dealers, pit bosses, and constant electronic surveillance. Consequently, there is much more space in the casino for slot machines than for other types of gaming in casinos. However, casinos prefer to sell their consumers table

games. In addition, several casino ads contain table games photos. One explanation casinos prefer to sell less lucrative table games is that table games could make the casino seem more elegant or glamorous. It is hard to imagine someone traveling a long way to play a slot game, yet high stakes poker or blackjack can draw buyers from around the world. In addition, the casino understands that certain players like the extra thrill of games that require certain skills such as blackjack, poker, or a powerful illusion of ability like craps. By including both styles of games, the casino can cater to a broader consumer base. Slot machine success can also be due to other variables, including the amount and quality of machines and games available. Part of the explanation is that slot games are easier to play (no ability required), have the opportunity for big rewards, and provide very low minimum bets. These factors reduce consumer resistance to making an initial bet (Zangeneh, Blaszczynski, & Turner, *The Marketing of Gambling*, 2008).

The visual appeal, style, and synchronization of the machine's visuals with the casino are built to draw prospective players while hooking some who are still playing. In comparison, the limited monetary commitment needed by the player means that slot machines are less daunting than tables, which may turn off prospective players due to the additional intimidation of the involvement of dealers and other players. Finally, there is an improved expectation of compensation, owing to the pace at which purchases are made and the weighted virtual reels that enable the winning icon to appear much more frequently than randomly off the pay line. Promotional tactics rely on the nature of slot players in terms of what can cause replays, including the exterior characteristics of machines such as how they look and sound, the perceived importance of entertainment, the payback ratio, and the dollar sum jackpots and smaller payouts. External slot promotion, which takes place beyond the casino, relies on things such as the value of the jackpots or the returns, something to fulfill the consumers' curiosity enough to enter the casino grounds to play. On the other side, Internal slot marketing maintains slot operation by slot marketing and promotion (Zangeneh, Blaszczynski, & Turner, *In the Pursuit of Winning: Problem Gambling Theory, Research and Treatment*, 2008).

Morgan et al. (2021) explored online gambling marketing strategies. Specifically, to conduct the study, they examined online marketing strategies in gambling and their impact on customer practices and intentions. They used data from February 2020 to March 2020 to conduct a systematic review that ultimately consisted of 21 studies. The

research results showed that the primary targeting of internet marketing strategies is oriented towards e-sports, while online betting platforms are mainly advertised on social media. Furthermore, in terms of content, a significant relationship was found between gambling and sports, while the vulnerability of younger ages in gambling marketing was emphasized (Morgane, Gallopel-Morvan, & Lever, 2021).

Newall et al. (2019) reviewed the literature on gambling marketing from 2014 to 2018. They recognized the development of technology and legislation, which led to significant changes in both the content and the frequency of marketing strategies in gambling. The first finding was that gambling marketing is highly targeted and quite common in the case of sports. Specifically, in terms of content, it was found that the financial incentives for participating in the games and complex betting odds are advertised. They also concluded that perceptions about gambling advertising are significantly influenced by the content targeted by gambling companies, especially in the case of vulnerable groups such as children and gamblers. Finally, they found that gambling marketing is closely linked to more frequent and addictive gambling behavior (Newall, et al., 2019).

An important dimension of gambling marketing is the legal framework that governs any marketing strategy. Zangeneh, Griffiths & Pakre (2008) observed an increase in marketing strategies in terms of gambling over the last fifty years in Canada and other countries of the world. They acknowledged significant challenges for governments regarding the legal framework governing advertising and promotions. However, it should be noted that any legal delimitation effort should be aimed at safeguarding and increasing gambling profits, as they are important sources of revenue for countries (Zangeneh, Blaszczynski, & Turner, *The Marketing of Gambling*, 2008). In Greece, the Hellenic Gaming Commission (HGC) has made recent changes to the legislation regulating the advertising of online gambling facilities and gambling services in general. The federal legislation is tougher on the advertisements of internet gaming firms and providers and other gambling. The new reforms (in addition to those currently in force) govern the existing system much more tightly. According to the rule, any advertising must mention that gambling is addictive, as are the bodies may assist with the detoxification phase and their contact information. Of course, advertisements cannot threaten children or encourage gambling as a way of social acceptance, enrichment, or relief from financial difficulties. In comparison, T.V. and other advertisements can only

be shown at hours. In addition, the advertising of online betting firms should not be utilized for children, actors, or celebrities. The same goes for those who have earned bets or are not permitted to turn up and reflect on their performance. In addition, online betting firms are not permitted to promote their deals, bonuses, free bets, and some sort of competitions that will not be listed in T.V. and radio spots or other listings. An exemption is the company's loyalty program which honors those who gain points by playing with presents. As long as billboard advertisement is concerned, the legislation requires them to be placed in unique areas, away from colleges, school centers, and establishments of minors in general (Hellenic Gaming Commission, 2014).

1.4. Marketing mix elements in service marketing and in the gambling sector

The marketing mix attempts to create a model according to which an effective plan can attract customers. The marketing mix includes 4Ps, i.e., price, product, location, and promotion in the case of products. Bahman, Naziri & Emami (2013) revealed that a marketing mix is a set of levers that an organization can manage to achieve profitability, market share, consumer satisfaction, and survival (Bahman, Nazari, & Emami, 2013).

A debate about the differences between services and physical goods flourished in the 1970s when early service marketing scholars were compelled to justify their new position in marketing research (Khan, 2014). Many researchers and authors have argued that the traditional marketing mix model should be modified and expanded. The most substantial modification and extension of the traditional marketing mix had been formulated by Booms and Bitner (1981). They proposed a model in which, in addition to price, products, place, and promotion, some cases consist of cooperation, process, and physical evidence (Arif, 2016). Rafiq and Ahmed (1992) introduced the 7P model as a decision-making base in services. Their results provided fairly strong support for their contention that Booms and Bitner's 7P framework should replace McCarthy's 4Ps framework as the generic marketing mix. This addition of the 3P's has changed the composition from 4P's to 7P's, popularly known as Service Marketing (Jain, 2013). The fact is that, over time, the list of marketing ingredients would be refined into the marketing mix of the 4P's (for marketing physical goods) and the 7P's (for marketing services), and in more recent years into a modern marketing mix (Kotler, Kartajaya, & Setiawan, 2019).

The importance of developing a marketing plan for the gambling industry is particularly high. For example, Klebanow (2001) reports that the total marketing costs in the gambling industry exceed 20% of the total revenue that casinos have from gambling (Klebanow, 2001, p. 64). In this context, marketing mix development is necessary, but there is no agreement in the literature on the characteristics of marketing mix elements.

A review of the literature and the marketing mix of casinos reveals that most studies focus on 4P rather than 7P despite the industry being in the service sector. Sam &

Chatwin (2015) used the 4P, 4S, and 4P P2C2S3 models to survey electronic marketing mix elements in online casinos in China. The 4S model of internet marketing is based on the point of view of the organization in addition to the point of view of the consumers. This includes the strategic goals, potential competitors, customers of the site, and the degree of readiness of the company. The 4C model is customer-centric and includes consumer satisfaction with costs, needs and wants, communication, and convenience. Overall, they have developed a marketing mix model that includes the product, location, price, promotion, personalization, privacy, quality of Service, the wider community, security, and promotion in betting (Sam & Chatwin, 2015). It is essentially an integrated approach to the marketing mix of online casinos.

1.5. Consumer Attitude toward Gambling

People's attitudes towards gambling are a major issue affecting how marketing and promotion strategies are developed. First, though the attitude towards gambling is a significant issue of discipline and self-control (Donaldson, et al., 2016) , and most attention has been paid to developing tools for gambling perception and understanding. In most cases, consumers view gambling as an issue associated with crime, lack of control, and generally a problematic and unacceptable entertainment activity (Orford, Griffiths, Wardle, Sproston, & Erens, Negative public attitudes towards gambling: Findings from the 2007 British Gambling Prevalence Survey using a new attitude scale, 2009). However, in addition to the negative elements contained in the concept of gambling addiction, some dimensions are studied exclusively in terms of how a marketing plan can attract more customers.

In this context, the public perceptions about gambling are often formed, which are often ambiguous. On the one hand, people are usually aware that gambling poses serious risks; on the other hand, it is also recognized that gambling can have positive consequences for communities, as gambling revenue is channeled to the local community through taxes., donations and charities. Gambling can also be a rewarding time for some people (Abbott & Cramer, 1993; Vong, 2009)). The balance of these negative and positive views probably influences people's attitudes towards gambling and ultimately influences their decisions about participating in them (Gainsbury, et al., 2012).

People's attitudes toward gambling are good predictors of how much people gamble and how likely they are to experience gambling-related problems. A common finding is that those who hold more positive attitudes toward gambling are more likely to gamble and to experience gambling-related problems (Delfabbro, Lambos, King, & Pugliese, 2009; Orford, Griffiths, Wardle, Sproston, & Erens, 2009; Wardle et al., 2011; Williams, Connolly, Wood, & Nowatzki, 2006; Wood & Griffiths, 2004). These findings support theories of behavior and decision-making that assign attitudes an important role in determining people's intentions to act and, indirectly, their actual behavior; an example

is the theory of planned behavior (Ajzen, 1991; Fishbein,2000). Authors who have applied this theoretical framework to gambling behavior (Cummings &Corney 1987) and more general health risk-taking behaviors (Fishbein &Cappella, 2006) suggest that attitudes are affected by broader demographics, personality, and other individual-level factors. However, in connection with attitudes toward gambling, little is known about the relative importance of the different background influences. As the prevalence rates for problem gambling are higher for adolescents than for adults (Gupta et al., 2013; Nowak &Aloe, 2013), focusing on factors related to attitudes toward gambling for the former group is particularly important, both in terms of prevention and treatment. The prevalence of problem gambling among adolescents in Norway is lower than in international studies (Brunborg, Hansen, &Frøyland, 2013; Hanss et al., 2014). However, when one also considers the proportion which could be classified as at-risk gamblers, the overall percentage of adolescents reporting some problems with gambling becomes more considerable. In general, the results of previous studies of adolescent gambling share many similarities with those involving adults.

Attitudes toward gambling tend to be mixed (Moore &Ohtsuka,1997; Wood&Griffiths, 1998) but are generally reliable predictors of whether individuals engage in gambling (Wood &Griffiths, 2004) and experience gambling-related problems (Hanss et al., 2014). For example, as in adult studies (Chiu & Storm, 2010; Smith et al., 2011; Taormina, 2009), young males are typically found to hold more positive attitudes than women about gambling (e.g., that gambling is morally unproblematic; that it is acceptable to legalize gambling) (Jackson, Dowling, Thomas, Bond, &Patton,2008; Moore &Ohtsuka,1997; Wood &Griffiths, 1998). People with more positive attitudes also tend to share certain beliefs about gambling.

Those, for example, who are convinced that the development of the gambling industry has positive consequences for the economy tend to hold more positive attitudes (Vong,2009). There is also evidence that feeling in control over gambling outcomes is positively associated with gambling attitudes (Taormina, 2009). Evidence in support of the view that gambling-related knowledge and beliefs are related to gambling attitudes was observed in an intervention study among prison inmates: Those who took part in a program that informed about problem gambling, possible negative consequences, and common misperceptions showed afterward improved recognition of cognitive errors

related to gambling and held fewer positive attitudes toward gambling (Nixon, Leigh, & Nowatzki, 2006). A similar intervention was effective in producing fewer positive attitudes toward the economic profitability of gambling in a sample of high school students (Donati, Primi, & Chiesi, 2013). Another important individual-level factor is personality. Research has shown that Neuroticism and Gregariousness (a sub-dimension of Extraversion) predicted gambling attitudes (positive relation) in a multiple regression analysis together with other variables, such as demographics and values. When bivariate correlations were analyzed, attitudes were significantly associated with Gregariousness but not with Neuroticism (Taormina, 2009).

Other studies investigated Impulsivity and Sensation Seeking (Zuckerman, Kuhlman, Joireman, Teta, & Kraft, 1993) and found that those with higher scores on those traits had more positive attitudes toward gambling compared to those with lower scores on the corresponding traits (Breen & Zuckerman, 1999; Lee, 2013; McDaniel & Zuckerman, 2003). Several studies using adult and adolescent samples provide empirical support for the view that social influences are important for understanding an individual's gambling behavior. For example, believing that one's family and friends approve of gambling and participate in gambling activities (i.e., perceived positive social norms regarding gambling) is predictive of gambling frequency (Larimer & Neighbors, 2003; International Gambling Studies 507 Moore & Ohtsuka, 1999). Moreover, increased parental monitoring was associated with lower levels of adolescent gambling (Magoon & Ingersoll, 2006).

Gambling attitudes also appear to be influenced by social factors, including family gambling history and peer relationships. In relation to family gambling history, it appears that the relationship with gambling attitudes may depend on whether relevant others experience problems in connection with their gambling. For example, one study reported that adolescents whose parents gamble regularly held fewer negative attitudes toward gambling than those whose parents gambled less frequently. However, those with parents or relatives who had experienced gambling-related problems held more negative attitudes (Orford, Griffiths, Wardle, Sproston, & Erens, Negative public attitudes towards gambling: findings from the 2007 British Gambling Prevalence Survey using a new attitude scale, 2009). Existing studies on possible antecedents of gambling attitudes have mostly used adults samples.

Consequently, little is known about variables that may be important for predicting gambling attitudes among adolescents. For example, research on social variables, such as parental monitoring and family and peer approval of gambling, is scarce. Furthermore, while there is evidence that some of the Big Five personality traits (Neuroticism, Extraversion, Agreeableness, Conscientiousness, and Intellect/imagination) –together with attitudes – predict adolescent gambling involvement (Hanss, Mentzoni, Delfabbro, Myrseth, & Pallesen, 2014), little is known about the association between the Big Five traits and gambling attitudes.

1.6. Gambling Motivations and their impact on the purchase of gambling products

Currently, much of the research on gambling motivations tends to skew towards problem gamblers instead of recreational gamblers (Blaszczynski & Nower, 2002; Thomas, Allen, & Phillips, 2009; Vitaro Arseneault, & Tremblay, 1999). However, many studies have focused on the motivations themselves in a broad sense, including one study using a five-dimensional model for motivations (Binde, 2013). The study by Binde found four optional motives: the dream of hitting the jackpot, social rewards, intellectual challenge, and mood change, with one motive "essential to gambling," the chance of winning. The study was primarily applicable to leisure gamblers instead of problem gamblers by comparing gambling motivations relative to other activities.

Binde noted that the dream of hitting the jackpot tends to show up more when one gambles a small sum of money in hopes of a big win that has the chance to catapult one's life. Social rewards include communion, competition, ostentation, and the gambling environment in general. Those who prefer intellectual challenge enjoyed poker and sports betting primarily (Binde, 2013). The excitement from gambling, or a cure from boredom explain mood changes, but the chance of winning was the core of gambling (Binde, 2013). Other studies have compared motivations between problem and non-problem gamblers (Lee, Lee, Bernhard, & Lee, 2009). Lee et al. investigated four primary factors; escape socialization, winning, scenery, and culture, analyzing which factors tended to appeal more towards probable pathological, some-problem, and non-problem gamblers.

The non-problem gamblers primarily enjoyed slot machines, while problem gamblers favored baccarat and roulette. In addition, problem gamblers were driven significantly by the opportunity to win money or hit a jackpot. In contrast, non-problem gamblers showed the highest correlation to enjoying the scenery around the casino. Nearly half of the problem gamblers gambled alone, while the non-problem gamblers primarily went with friends, family, or a group. Studies have also been done which focus on motivational factors towards specific styles of games (Fang & Mowen, 2009). This

study by Fang and Mowen aimed to explore motives and trait antecedents of slot machines, skilled card games, sports betting, and promotional gambling gameplay. It was anticipated that slots and promotional game gamblers would show similar motives, but the opposite was true. Slot's gamblers exhibited motives of excitement and escape while they were low in competitiveness and arousal needs. In contrast, those 18 who favored promotional games did so for the sake of money. Both, however, were high in impulsiveness and materialism. Sports gamblers (those who wagered on their performance) and skilled-card gamblers were also predicted to exhibit similar motives, and it was found to be true in some cases.

Both gamblers were motivated by money, social interaction, and self-esteem and tended to be young males. Card gamblers, however, had low motives for escape but strong motives for excitement. Sports bettors tended to be more impulsive and less agreeable (Fang & Mowen, 2009). While much research regarding college student's gambling tends to focus on the harms it can produce, some research has come out that focuses simply on the motivations of college students towards gambling (Neighbors, Lostutter, Cronce, & Larimer, 2002; Weinstock, Whelan, & Meyers, 2008). Neighbors et al. identified sixteen different motives for college students to gamble, including skill, money, and challenge.

The study showed the main motive to be money, with 42.7% of respondents listing money as their primary motivation to gamble. The following top motivations for gambling included enjoyment/fun and social reasons. The lowest motivation was found to be a challenge. Research has also come out to correlate motivations based on the frequency of gambling, gaming medium, and game choice (Abarbanel, 2014). This particular study looked at socialization through learning, escape, peripheral activity, fun/challenge, socialization through competition, and winning money as motivations. Winning money was always the highest motivation no matter the frequency of play and positively correlated to the frequency of play. At the same time, fun/challenge ended up as the second-highest motivation. Socialization through competition and fun/challenge was significantly influenced by those who played poker, which should not be surprising due to the competitive and challenging nature of the game.

Those for whom 19 played lotteries were found with higher mean scores in peripheral activity, possibly suggesting games of complete chance with no choice by the player are seen as less engaging (Abarbanel, 2014). Sports wagering, much like other games, has its own unique set of motivations and behaviors attached to it (Humphreys, Paul, & Weinbach, 2013; Paul & Weinbach, 2010). For example, those who wager on sports matches prefer wagering on matches between high-calibre teams that are close in terms of talent (Paul & Weinbach, 2010).

In addition, it was found that sports bettors tend to wager the most on the best matchups of the week, with a high degree of uncertainty in the outcome, which is in line with sports consumption motives (Humphreys et al., 2013). As most industries have transitioned into the digital age, gambling is no exception and has spawned research on the motivations and behaviors of internet gamblers (Gainsbury, Wood, Russell, Hing, Blaszczynski, 2012). Those who gamble on the internet were found to do so primarily from convenience and accessibility. In addition, the internet sites were found to provide an added benefit by allowing users to gamble without being around other people, allowing for anonymity and privacy (Gainsbury et al., 2012). Some research exists in motivations and behaviors towards gambling regarding game selection, as researches behaviors by college students towards gambling (Fang & Mowen, 2009; Neighbors et al., 2002). However, there currently is little to no research on gambling motivations from individuals who identify as esports enthusiasts or video gamers.

Ou Mathieu et al. (2020) explored the role that the type of gambling that people play in shaping motivation, and the need for their study was justified by the fact that the kind of gambling affects the degree of gambling addiction. The study involved 291 regular gamblers and was then categorized according to their type of gambling, seriousness, motivation, cognitive distortions, and psychological dimensions. They found that gambling was significantly associated with the severity of gambling addiction and gambling motivation. Overall, the participants had different psychological profiles and motivations, but the type of gambling they played significantly shaped their motivation and the degree to which they played. (Mathieu, Berrault, Brunault, & Varescon, 2020).

1.7. The gambling market in Europe

The gambling industry in Europe is one of the fastest-growing sectors of the economy and specifically the online gambling sector. Italy and the United Kingdom, followed by Germany, France, and Spain, are the fastest growing countries in the gambling industry. Overall, the sector is relatively small compared to Europe's GDP, accounting for 0.5% of GDP on average. Also, for 2020, the total revenue from online gambling amounted to 24.7 billion euros and mainly came from sports betting, online casinos, and the online Lottery. At the local level, some countries have remarkable performance in the gambling industry. For example, most casinos are recorded in the Czech Republic based on 2017 data, followed by France and Great Britain. France is first by a wide margin from other countries with revenue of 2.3 billion euros in terms of casino revenue. It is followed by Great Britain, with revenues amounting to 1.6 billion euros, followed by Switzerland, Germany, and the Netherlands, with casino revenues ranging between 600 and 700 million euros (Lock, 2020).

In the following figure, we can see the number of casino player visits in Europe from 2016 to 2017, by country (in thousands), and as can be seen, France is in the first position for both years. Also, Greece is in the tenth position.

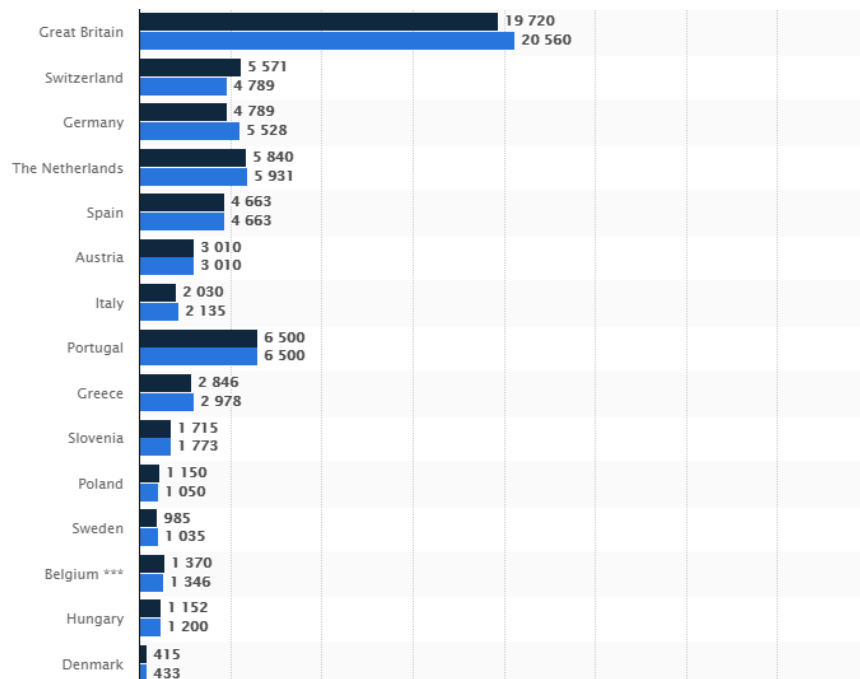


Figure 2. Number of casino player visits in Europe from 2016 to 2017, by country(in thousands).

Source: (Lock, 2020)

The following figure shows the casino gross gaming revenue (GGR) in Europe from 2016 to 2017, by country, and France again has the first position.

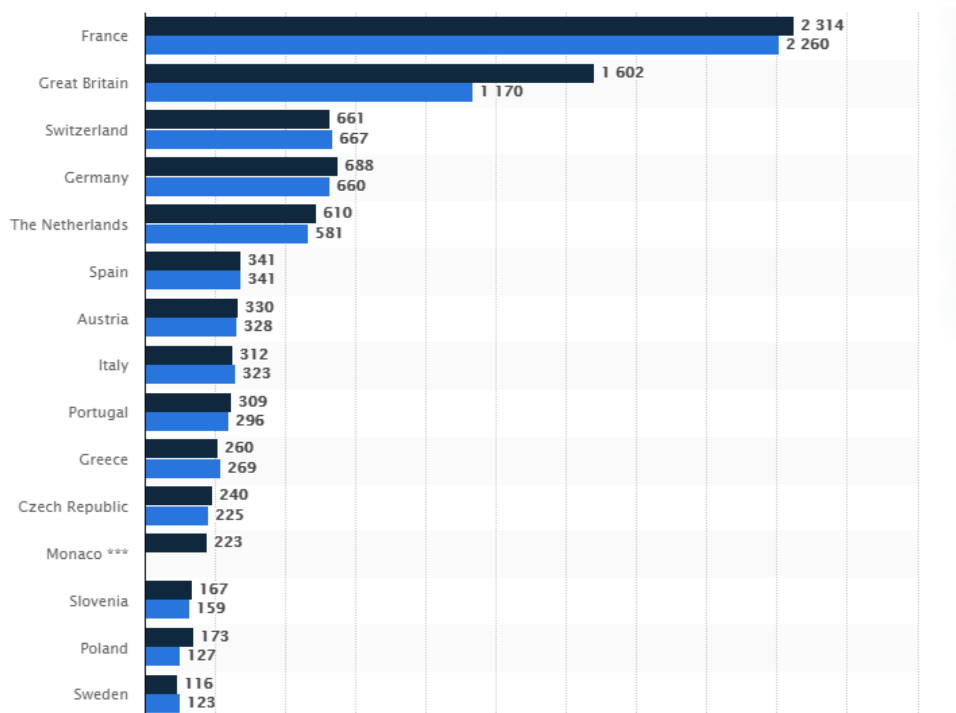


Figure 3. Europe: casino gross gaming revenue in 2016-2017, by country
Source: (Lock, 2020)

Again, France has the first position in the casino gross gaming industry, and Great Britain has the second position.

1.8. The gambling market in Greece

The Greek gambling market includes games made available by Opap, who has the exclusive right to run a collection of land-based games such extra Five, monitor games, super three, virtual games, vlts, Kino, Lotto, Propo, Propogoal, Proto, Betting (Pame Stoixima) and Joker. The most popular among these games are video lottery terminals (VLTs), Joker and Kino, numerical lottery games, virtual games, and PAME STOIXIMA fixed odds betting games in sports. The figure below presents the average gross income (GGR) and the development of total turnover (TGR) for the period 2016-2019 for the land-based games, on which OPAP SA has exclusive rights.

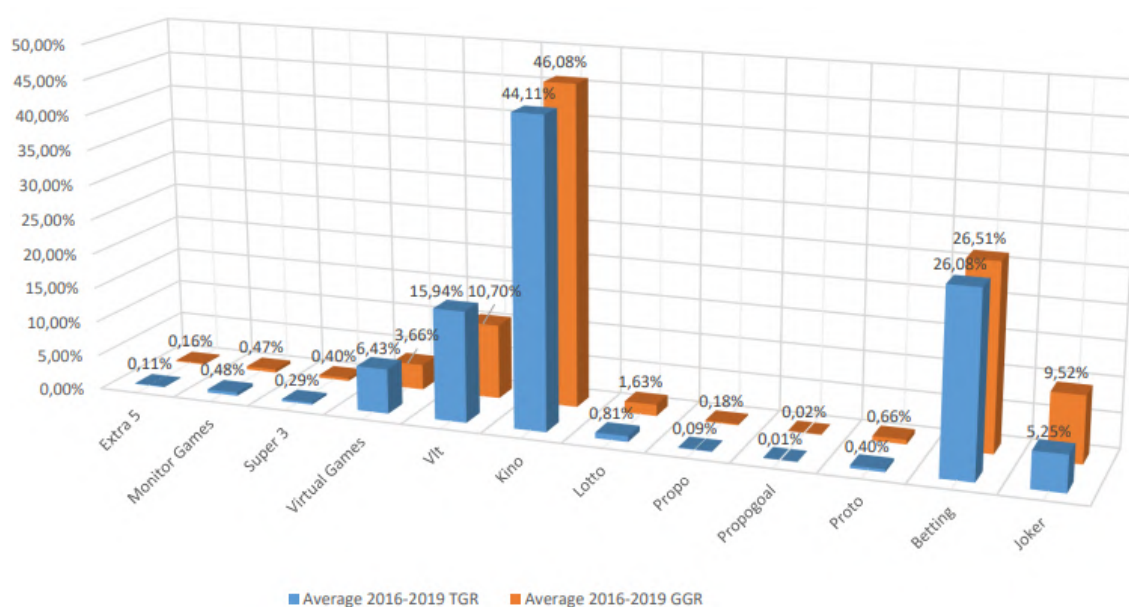


Figure 4. Share of land-based games based on TGR and GCR.

Source: (Hellenic Gaming Commission, 2020)

As we can see from the above chart, KINO (44.11%), Pame Stoixima (26.08%), and VLT games occupy the first places in share based on the TGR and GCR criteria. Another category included in this group is land-based casinos. There are ten (10) casino companies operating in Greece that have been licensed by the provisions of Law

2206/1994 (A 62) and Law 3139/2003 (A 100). The chart below shows the GCR and TGR levels for the most popular casino games, casino tables and slots.

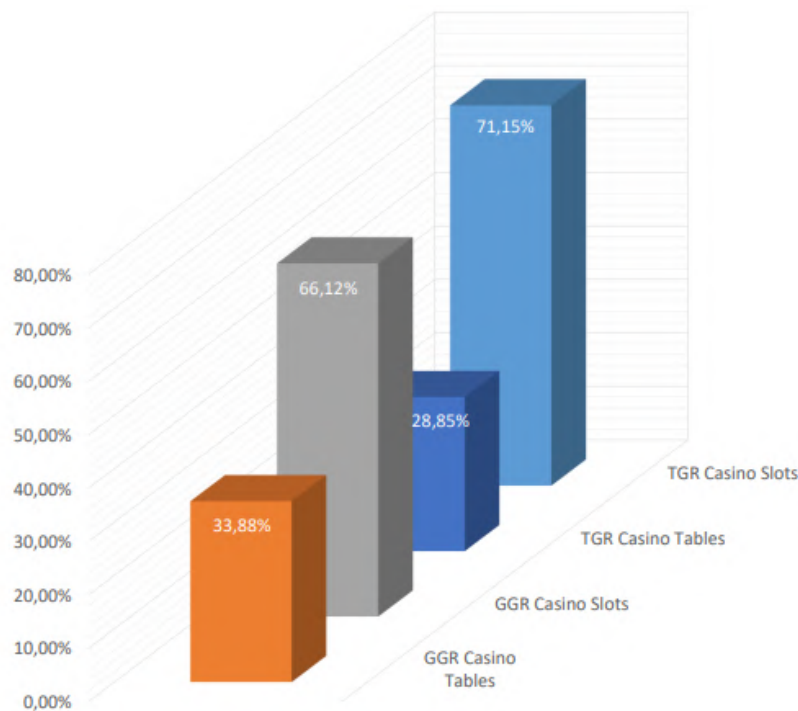


Figure 5. TGR and GCR for casino tables and slot machines.

Source: (Hellenic Gaming Commission, 2020)

Overall, the 2016 - 2019 data shows that 71.15% of the casino's revenue was from slot machines, and 28.85% was overall. That means that the overall GGR, based on slot machines, amounted to 66.12%, while the rest was a mix of table games and the non-Slot machine (non-table). This trend is explained by the long-gradual development of players' preference for technology-dependent choices that do not involve advanced knowledge of the rules or strategy. Put another way; players enjoy table games in American-style casinos, such as American Roulette, Blackjack, and Mini Banco Punto (also known as Mini-Punto and Banco-Bingo in the Spanish-Spanish Caribbean). Other games such as the American game of dice or the Caribbean Stud Poker are not as well established in Greek casinos since they are not offered (Hellenic Gaming Commission, 2020).

Another popular game is the Greek Lottery conducted by Hellenic Lotteries S.A., a company of OPAP Group. The operation of the Lottery games commenced on 1st May 2014. On the same date, there was also re-released the "Instant State Lottery" under its

new trade name "SCRATCH," other gambling products in this category are lotteries such Ethniko, Protoxroniatiko, and Laiko (Hellenic Gaming Commission, 2020).

Online games (remote gambling) is the other main category of the gambling sector in Greece. In the last decade, online gambling (remote gambling) has been one of the fastest-growing gambling market sectors, both European and global. In Greece, since 2012, companies operating under the tax regime laid down in Articles 45-50 of Law 4002/2011 (A 180) have been active in this field according to paragraph 12 of Article 50 of Law 4002/2011(A 180) and in accordance with the conditions and procedures laid down in decision No. POL 1248/13.12.2011 of the deputy minister for Finance. Online gambling marketing, which is expected to expand in the coming years, may be a task to explore systematically. Second, there are many places and channels on which gambling marketing may appear. Second, internet advertisement is constantly aimed at personally, implying that certain users interpret different messages.

CHAPTER 2. METHODOLOGY

2.1. Purpose of the study

The purpose of this study is to investigate the attitude of gamblers towards gambling as well as their satisfaction with the casinos they choose to play. The following research questions arise from the general purpose:

- ✓ What are the attitudes of the participants towards gambling?
- ✓ What is the degree of satisfaction of the participants with the quality of the services provided in the first and second-choice casino?
- ✓ What is the degree of correlation between the attitude of the participants and their personalities?
- ✓ What is the degree of correlation between participants' satisfaction with their demographic characteristics?

2.2. Method

This study was conducted using the method of quantitative analysis, as capturing the views of casino players requires the participation of several participants, over 30 (Neuman, 2002). This automatically leads to the choice of research method, which is the creation of questionnaires and statistical analysis of responses. The qualitative method was excluded for two main reasons.

In the opposite case of the qualitative study, the participants are limited in number, and the analysis of the results involves subjectivity, as the researcher interprets the data with qualitative methods (Kuzel, 1999). On the contrary, in the quantitative study, the statistical analysis of the results provides a more objective picture of the findings while at the same time allowing the reliable analysis of a large amount of data. The questionnaire, which will be created through the Google Forms tool, will be completed by the participants.

2.3. Population and sample

The study population consists of people who gamble in Greece, while the research sample consists of people who gamble (N=315). The participants were selected by random sampling method, and the questionnaires were posted in groups of gamblers, mainly on Facebook. For reasons of anonymity of the participants, the names of these groups will not be made public but may be requested by the researcher in case it is required for further investigation.

2.4. Questionnaire

The questionnaire was formulated based on the existing literature and already weighted questionnaires and, in total, consists of five sections. It was generally observed that the number of responses was not the same for all modules, which is mainly due to the fact that some participants had never visited a casino or more than one casino, so they did not respond to the last section of the questionnaire. For this reason, the overall reliability of the questionnaire was measured by the Fleiss' kappa index, which evaluates the reliability of a non-fixed number of participants, and the test results are shown in the table below.

Overall Agreement ^a						
	Kappa	Asymptotic			Asymptotic 95% Confidence Interval	
		Standard Error	z	Sig.	Lower Bound	Upper Bound
Overall Agreement	,095	,000	230,524	,000	,094	,096

a. Sample data contains 175 effective subjects and 136 raters.

Πίνακας 1. Overall agreement of questionnaire.

The Kappa reliability coefficient, when it gets values from 0.81 to 100, is considered very good, and therefore the reliability of the questionnaire is very good.

The first section included demographic characteristics (N = 5 questions), which were examined in a similar survey to investigate the satisfaction of casino gamblers (Barksy & Tzolov, 2010). No reliability check was performed for this section as demographics are primary data for which their reliability is not checked. The following section was about the frequency of gambling (N = 14 questions) and the reasons why they prefer online gambling to the casino (N = 11 questions). The frequency of participating in gambling was based on the gambling that is most often played in Greece, and the frequency of participation was based on a scale that has been used in other research. Also, the ten questions concerning the reasons for preferring online games were taken from the research of Gainsbury, Parke & Syhonen (2013), and overall the reliability test of this section along with the number of valid answers are presented in the two tables below.

Case Processing Summary			
		N	%
Cases	Valid	308	97,8
	Excluded ^a	7	2,2
	Total	315	100,0
a. Listwise deletion based on all variables in the procedure.			

Table 1. Case processing for the reasons for preferring online games.

Reliability Statistics	
Cronbach's Alpha	N of Items
,885	25

Table 2. Cronbach's Alpha for the reasons for preferring online games.

Based on the results of the statistical analysis, all participants answered the section on the reasons they prefer online gambling (N = 315) but did not answer how often they visit the casino and with whom, with the result that seven (7) answers are excluded.

The next section of the questionnaire was about examining the personality traits of the participants based on their questionnaires (John & Srivastava (1999) and consisted of nineteen (19) questions. are presented in the following tables.

Case Processing Summary			
		N	%
Cases	Valid	299	94,9
	Excluded ^a	16	5,1
	Total	315	100,0
a. Listwise deletion based on all variables in the procedure.			

Table 3. Case processing summary for the personality traits.

Reliability Statistics	
Cronbach's Alpha	N of Items
,710	19

Table 4. Cronbach's Alpha for the personality traits.

The reliability of the questionnaire was quite high, and therefore the answers are suitable for statistical analysis; however, 16 of the answers were excluded as the participants did not answer them.

Participants' attitudes towards gambling were explored through twenty-four (24) questions answered from a questionnaire already developed by Donaldson, et al. (2016). Based on the results of the following tables, all participants responded to this section, and the reliability factor is high. Therefore the data are suitable for statistical analysis.

Case Processing Summary			
		N	%
Cases	Valid	315	100,0
	Excluded ^a	0	,0
	Total	315	100,0
a. Listwise deletion based on all variables in the procedure.			

Table 5. Case processing summary for participants' attitudes towards gambling.

Reliability Statistics	
Cronbach's Alpha	N of Items
,763	24

Table 6. Cronbach's Alpha for participants' attitudes towards gambling

The last two sections of the questionnaire consisted of questions about the satisfaction of the participants from the casino they visit most often (first choice) and from the casino they visit less often. Initially, the participants were asked about the most frequent casinos in Greece, which they visit more often (they had eleven options) but also the factors that contribute to the first choice compared to the second (N = 15 questions). Fifty-nine (59) of the participants' answers to these questions were invalid, and the reliability of these fifteen questions was 0.784. Then for each case selection (first and second), twenty-four (24) questions were the same for both options. The following tables show the answers that were excluded in each option and the corresponding reliability factor.

Case Processing Summary			
		N	%
Cases	Valid	248	78,7
	Excluded ^a	67	21,3
	Total	315	100,0
a. Listwise deletion based on all variables in the procedure.			

Table 7. Case processing summary for the satisfaction of the participants from the casino they visit most often.

Reliability Statistics	
Cronbach's Alpha	N of Items
,977	26

Table 8. Cronbach's Alpha for the satisfaction of the participants from the casino they visit most often.

We observe that from the first option, sixty-seven (67) answers were excluded logically because the participants did not visit a casino, while in the second option, another 43 answers were excluded logically because these participants had visited only one casino while the 67 that were already excluded did not visit a casino.

Case Processing Summary			
		N	%
Cases	Valid	205	65,1
	Excluded ^a	110	34,9
	Total	315	100,0
a. Listwise deletion based on all variables in the procedure.			

Table 9. Case processing summary for the satisfaction of the participants from the casino they visit less often

Reliability Statistics	
Cronbach's Alpha	N of Items
,985	26

Table 10. Cronbach's Alpha for the satisfaction of the participants from the casino they visit most often.

Overall, both for the satisfaction questions for the first casino choice and for the second, the reliability factor and the data suitable for analysis are very high.

Chapter 3. RESULTS AND DISCUSSION

3.1. Demographics

The demographic characteristics of the participants are presented in the Figures that follow. Initially, the following diagram shows the age distribution of the participants.

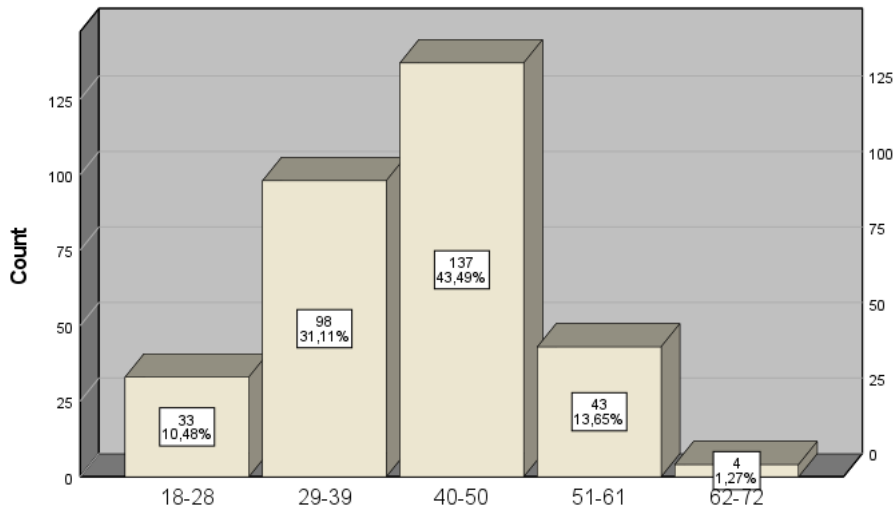


Figure 6. Age.

We observe that most participants are aged 40-50 years (43.19%) while an equally large percentage (31.11%) are aged 29-39 years. Then the educational level of the participants seems to be that the majority are graduates of AE-TEI (40.32%) and holders of a master's degree (29.89%).

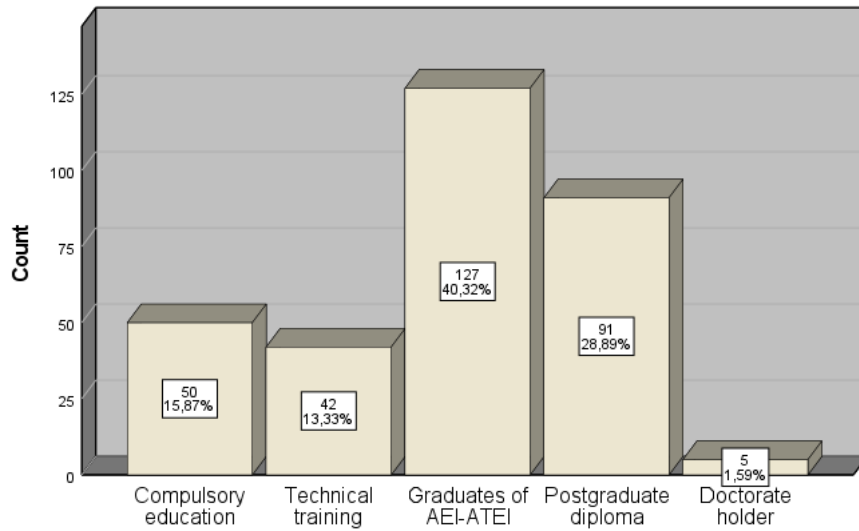


Figure 7. Education level.

In the marital status of the participants shown in the Figure 8 below, we find that most (55.56%) are unmarried while the immediately larger percentage are married (36.19%).

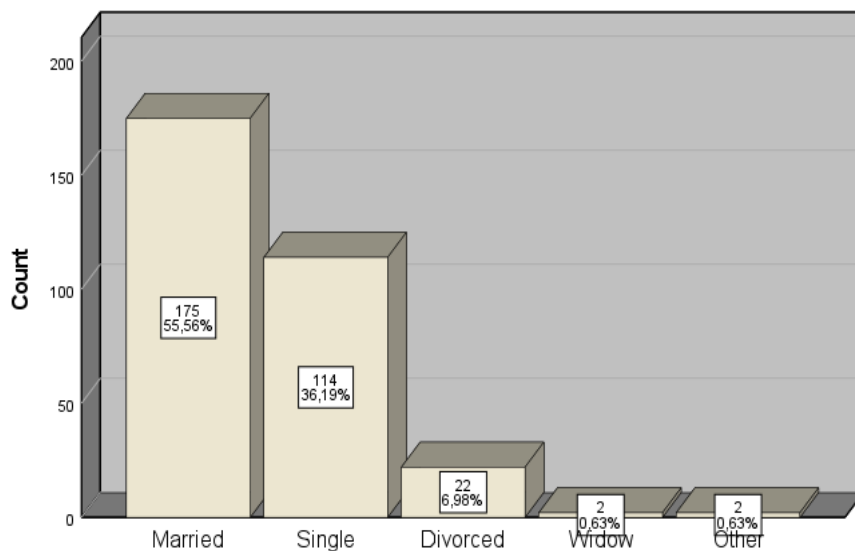


Figure 8. Marital status.

Regarding the working condition, most of the participants are private employees (61.27%) and the next higher percentage are self-employed (22.54%).

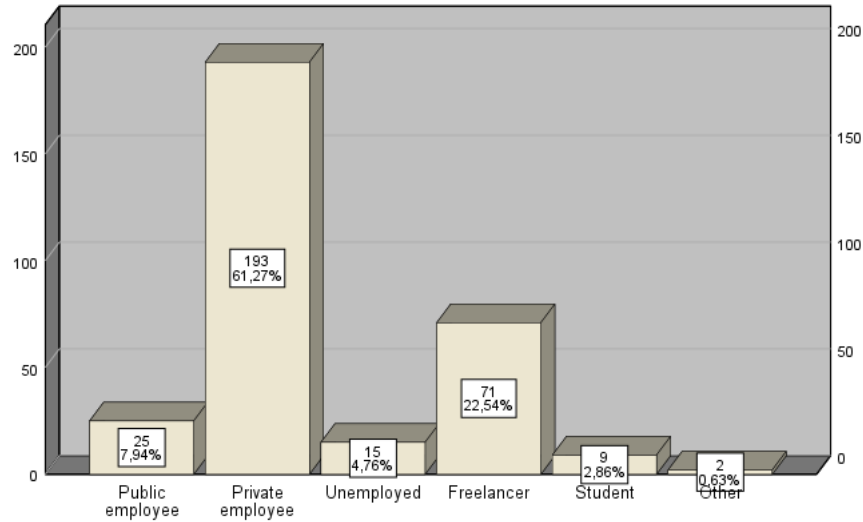


Figure 9. Working condition.

The last demographic characteristic concerns the annual income of the participants which, as can be seen from the Figure below, most have an income of up to 15,999 euros on an annual basis

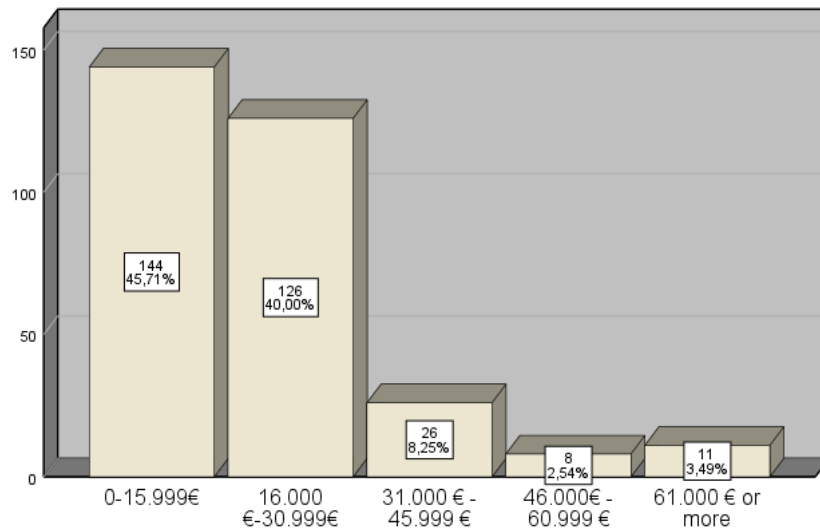


Figure 10. Annual Income.

The immediately higher percentage of 40% has an annual income of 16,000 up to 30,999 euros.

3.2. Frequency of gambling

In the second section of the questionnaire the frequency of participating in gambling was studied and the results are shown in the table below.

	Never	Rarely	Sometimes	Often	Very offer	Mean	Std Dev
Frequency of gabling *exclude frequency of Casino-Land gambling	49,8%	12,1%	18,7%	10,5%	8,9%	2,17	1,372
KINO	58,4%	21,3%	9,8%	5,1%	5,4%	1,78	1,152
Pame Stoichima	61,3%	25,7%	7,0%	3,8%	2,2%	1,60	,937
OPAP Play	83,8%	8,9%	5,4%	1,3%	0,6%	1,26	,674
Loto, Proto, Joker	27,3%	40,3%	22,2%	6,7%	3,5%	2,19	1,022
Live casino online	78,4%	10,5%	6,0%	2,2%	2,9%	1,41	,917
Live betting	73,7%	8,9%	7,6%	5,4%	4,4%	1,58	1,121
Horse	95,2%	2,9%	1,6%	0,3%	0	1,07	,341
Virtual games	92,4%	4,1%	2,5%	0,6%	0,3%	1,12	,486
Athletic games	77,5%	7,9%	7,3%	4,8%	2,5%	1,47	,994
Other	85,1%	7,6%	4,8%	0,6%	1,9%	1,27	,748

Table 11. Frequency of gambling.

We find that most participants never play the above games of chance with the exception of Loto, Proto, Joker where the largest percentage (40.3%) rarely play these games. Generally any kind of gambling is played sparingly (12.1%) by the participants and sometimes (18.7%). Compared to the averages, the highest is found in Loto, Proto, Joker games but also in the frequency of participation in any kind of gambling.

3.3. Reasons of preference of online gambling

The table below shows the reasons why participants prefer online gambling.

I Prefer Online Gambling...	Disagree	I probably disagree	I neither agree nor disagree	I probably agree	Agree
for confort - convenience	33,0%	11,4%	20,3%	17,1%	18,1%
because of the distance from the casino	30,5%	12,7%	22,2%	16,5%	18,1%
because of privacy	38,1%	14,0%	23,5%	10,8%	13,7%
there is no direct contact with other people	42,5%	15,9%	24,4%	8,6%	8,6%
because I Do Not Like Casino Noise	47,6%	18,7%	21,0%	6,7%	5,4%
because I do not like customer-centric casino services	49,5%	16,2%	24,1%	5,4%	4,8%
because of the speed of the game	38,4%	13,7%	26,7%	11,7%	9,5%
due to the overall lower participation cost	35,9%	12,4%	26,3%	13,7%	11,7%
because of the greater chance of winning	52,7%	14,6%	24,1%	3,8%	4,8%
because I Hate The Casino Atmosphere	51,1%	15,2%	23,5%	4,8%	5,4%

Table 12. Reasons of preference online gambling.

We find that on average the largest percentage of participants disagree or probably disagree about the reasons why they choose online games. Then comes the frequency of visits of participants to the casino and we observe that almost the majority has visited the casino 2-10 times while the immediately higher percentage once.

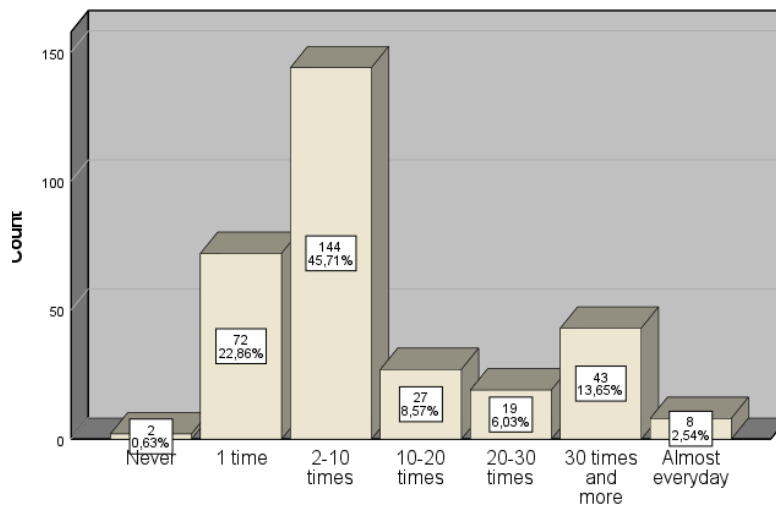


Figure 11. Casino visits.

The following diagram shows the participants' answers about the person visiting the casino. The majority answers that they visit it with friends while the immediately larger percentage with relatives.

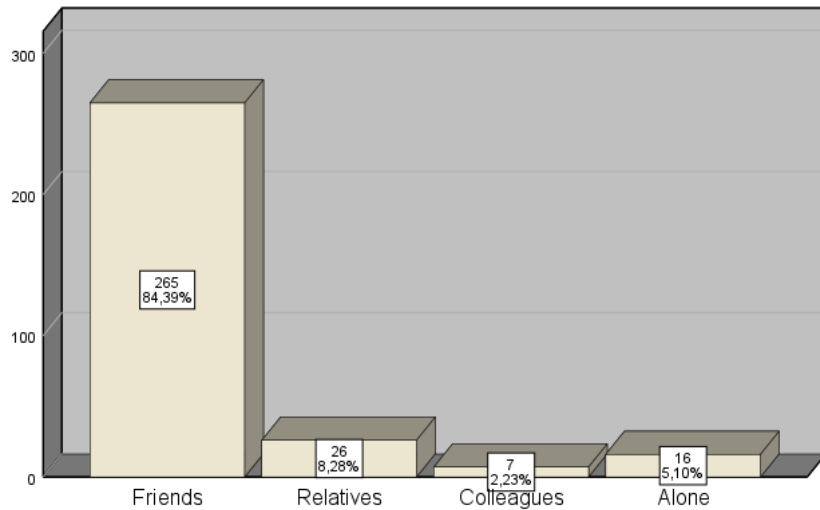


Figure 12. With whom you visit the casino?

The last question of the section concerns whether the participants increased their participation in gambling during the pandemic period.

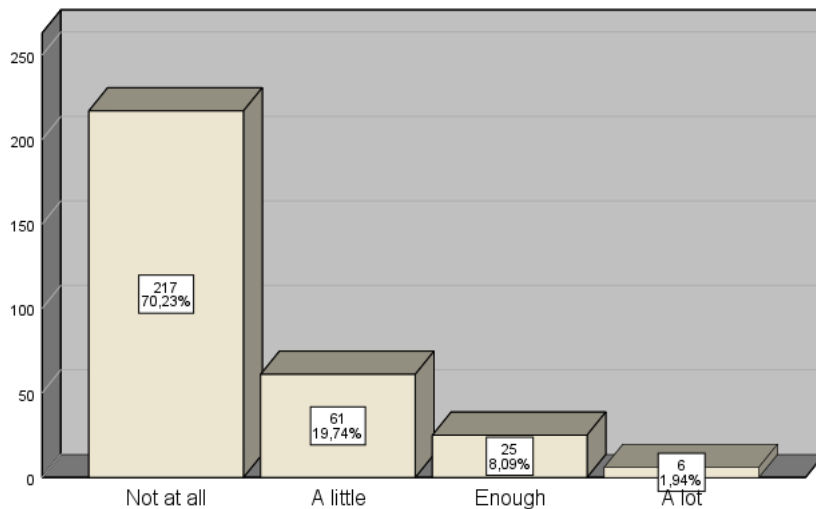


Figure 13. During the pandemic, did you increase your participation in gambling?

Overall we find that most participants (70,23%) did not increase gambling at all, 19.74% enough while only i too much.

3.4. Big five personality traits

In the table below the participants evaluated how representative the proposals concerning their personality are.

	Not at all representative	A little representative	I can not decide	Somewhat representative	Completely representative
I care about people	1,3%	6,7%	11,7%	32,1%	47,6%
I have a vivid imagination	3,2%	13,3%	22,9%	32,7%	27,3%
I avoid what I have to do	27,9%	30,2%	22,2%	14,6%	4,4%
I am always prepared	2,2%	17,5%	27,0%	35,2%	15,9%
I offend others	71,4%	17,8%	7,6%	2,5%	0,3%
I feel a little interested in others	46,0%	23,8%	15,9%	10,2%	3,8%
I feel comfortable when I am among people	1,6%	11,7%	18,4%	31,7%	36,2%
I do not talk much	25,4%	21,0%	24,8%	17,5%	11,1%
I'm relaxed most of the time	4,1%	17,8%	23,2%	31,1%	23,5%
I find it difficult to understand abstract ideas	33,0%	28,9%	23,2%	9,8%	4,1%
I pay attention to details	2,5%	10,2%	15,9%	33,0%	37,8%
I am following a program	4,1%	14,6%	22,9%	35,2%	22,5%
I get stressed easily often	14,3%	23,2%	20,6%	23,8%	16,8%
I easily get stressed all the time	28,3%	24,1%	21,0%	14,0%	11,7%
I rarely feel melancholy	14,0%	28,9%	28,3%	16,8%	11,7%
I get upset easily	16,8%	31,7%	27,9%	16,8%	6,3%
I get annoyed easily	15,6%	28,3%	24,4%	21,9%	9,5%
I have frequent changes at my behavior	22,9%	34,3%	23,5%	13,0%	6,0%
My mood is constantly changing	35,2%	31,1%	19,7%	10,8%	2,9%

Table 13. Frequency of Big five personality traits.

We notice that in the positive behaviors most of the participants answer that they are completely or quite represented by the proposition such as for example the variables "I have a vivid imagination", "he is relaxed most of the time" and "I am interested in

people". Contrary to negative propositions such as "I get angry easily", "I find it difficult to understand abstract ideas" and "I have frequent changes at my disposal", participants evaluated them as not at all representative or a little representative. For the above answers are also presented the results of the descriptive statistics which for the specific answers it is important to see them significantly.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I care about people	313	1	5	4,19	,974
I have a vivid imagination	313	1	5	3,68	1,109
I avoid what I have to do	313	1	5	2,37	1,167
I am always prepared	308	1	5	3,46	1,034
I offend others	314	1	5	1,42	,768
I feel a little interested in others	314	1	5	2,02	1,173
I feel comfortable when I am among people	314	1	5	3,89	1,075
I do not talk much	314	1	5	2,68	1,324
I'm relaxed most of the time	314	1	5	3,52	1,153
I find it difficult to understand abstract ideas	312	1	5	2,22	1,137
I pay attention to details	313	1	5	3,94	1,086
I am following a program	313	1	5	3,58	1,116
I get stressed easily often	311	1	5	3,06	1,319
I easily get stressed all the time	312	1	5	2,56	1,348
I rarely feel melancholy	314	1	5	2,83	1,211
I get upset easily	314	1	5	2,64	1,137
I get annoyed easily	314	1	5	2,82	1,217
I have frequent changes at my disposal	314	1	5	2,45	1,155
My mood is constantly changing	314	1	5	2,15	1,107
Valid N	299				

Table 14. Descriptive statistics for big five personality traits.

In the average of the answers, we find that in total the answers are between 2.5 and 3.5 which means that in total the participants have a moderate position towards the data examined.

3.5. Attitudes of the participants towards gambling

The attitudes of the participants regarding gambling are shown in the table below, while in general it should be noted that there are suggestions that show a positive attitude towards gambling and others that show a negative one.

	Disagree	I probably disagree	I neither agree nor disagree	I probably agree	Agree
There are so many opportunities to gamble these days	7,3%	6,3%	11,1%	16,5%	58,7%
People should have the right to bet whenever they want	7,3%	8,9%	35,6%	22,9%	25,4%
People should be discouraged from gambling	8,6%	11,7%	30,8%	23,8%	25,1%
Most people who gamble do so logically	40,6%	26,7%	20,3%	9,8%	2,5%
Gambling is for fools	34,3%	20,0%	27,6%	9,8%	8,3%
Gambling is dangerous for family life	3,5%	9,5%	24,1%	31,1%	31,7%
Gambling is a harmless form of entertainment	41,0%	27,0%	23,8%	6,3%	1,9%
Gambling, when played in balance, is good for society	18,4%	25,1%	37,1%	15,2%	4,1%
Gambling makes life more interesting	28,6%	18,4%	29,8%	16,8%	6,3%
It would be better to ban all gambling	34,3%	21,6%	26,3%	9,2%	8,6%
Gambling is like a drug	6,0%	7,3%	20,3%	31,3%	35,2%
Gambling is good for the community	29,5%	30,5%	32,7%	5,7%	1,6%
I believe I can make money from gambling	30,2%	22,5%	26,7%	15,2%	5,4%
Gambling makes me feel happier	38,7%	17,1%	29,2%	9,8%	5,1%
I spend my time gambling	48,3%	12,4%	18,7%	11,4%	9,2%
I get away from my problems when I gamble	47,9%	13,7%	19,7%	11,4%	7,3%
I lose and how much I gain when I gamble	19,0%	10,5%	13,7%	20,6%	36,2%
I break out of the routine when I gamble	33,3%	15,6%	23,2%	17,1%	10,8%
I gamble because I can not control it	67,0%	10,5%	13%	4,8%	4,8%
I gamble to get out of my boredom	47,3%	14,6%	21,0%	13,0%	4,1%
I gamble because I have fun	23,2%	10,8%	25,4%	27,6%	13,0%
I gamble because I try my luck	16,5%	7,6%	25,1%	32,7%	18,1%
I gamble professionally to make money	63,2%	12,4%	13,0%	7,9%	3,5%
I gamble to socialize	71,7%	12,4%	12,1%	3,5%	0,3%

Table 15. Attitudes of the participants towards gambling.

We generally find from the frequency of participants' responses that their attitude is not positive towards gambling, ie they consider for example that it is not a harmless form of

entertainment and that they do not escape their problems when gambling. Overall, also a very large proportion of participants (35.2%) agree that gambling is like a drug.

Descriptive Statistics					
	N	Min	Max	Mean	Std. Deviation
There are so many opportunities to gamble these days	315	1	5	4,13	1,264
People should have the right to bet whenever they want	315	1	5	3,50	1,174
People should be discouraged from gambling	315	1	5	3,45	1,226
Most people who gamble do so logically	315	1	5	2,07	1,109
Gambling is for fools	315	1	5	2,38	1,272
Gambling is dangerous for family life	315	1	5	3,78	1,100
Gambling is a harmless form of entertainment	315	1	5	2,01	1,037
Gambling, when played in balance, is good for society	315	1	5	2,62	1,077
Gambling makes life more interesting	315	1	5	2,54	1,242
It would be better to ban all gambling	315	1	5	2,36	1,273
Gambling is like a drug	315	1	5	3,82	1,168
Gambling is good for the community	315	1	5	2,19	,979
I believe I can make money from gambling	315	1	5	2,43	1,217
Gambling makes me feel happier	315	1	5	2,25	1,213
I spend my time gambling	315	1	5	2,21	1,385
I get away from my problems when I gamble	315	1	5	2,17	1,330
I know how much I lose and gain when I gamble	315	1	5	3,44	1,527
I break out of the routine when I gamble	315	1	5	2,57	1,382
I gamble because I can not control it	315	1	5	1,70	1,154
I gamble to get out of my boredom	315	1	5	2,12	1,251
I gamble because I have fun	315	1	5	2,97	1,355
I gamble because I try my luck	315	1	5	3,28	1,309
I gamble professionally to make money	315	1	5	1,76	1,158
I gamble to socialize	315	1	5	1,48	,861
Valid N (listwise)	315				

Table 16. Discreptive statistics for attitudes of the participants towards gambling.

We find from the analysis of the descriptive statistics that the highest averages concern formulations that are negative for gambling, which means that the participants quite agree with them.

3.6. Degree of satisfaction of the participants with the quality of the services provided in the first and second-choice casino

Before the satisfaction of the participants with the services provided, the participants answered about which casino in Greece they visit most often.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Frequency of visiting Parnitha casino	314	1	5	1,42	,933
Frequency of visiting Loutraki casino	314	1	5	1,45	,928
Frequency of casino visits to Thessaloniki	314	1	5	2,00	1,252
Frequency of visiting Alexandroupolis casino	314	1	5	1,11	,467
Frequency of visiting Rio casino	314	1	5	1,17	,552
Frequency of visiting Syros casino	314	1	5	1,11	,453
Frequency of visiting Corfu casino	314	1	5	1,10	,433
Frequency of visiting Rhodes casino	315	1	5	1,17	,528
Frequency of visiting a casino in Chalkida	315	1	5	1,40	,817
Frequency of visiting Skopje casino	313	1	5	1,57	,935
Frequency of visits to 5 casinos	311	1	5	1,31	,745
Valid N (listwise)	310				

Table 17. Casinos most visited in Greece.

We find that the participants have visited on average to a greater extent the casinos of Thessaloniki and Skopje.

3.6.1. Degree of satisfaction of the participants with the quality of the services provided by the first-choice casino

The table below shows the average degree of satisfaction of the participants from the following dimensions of the quality of the casino which is the first choice.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Distance (time and cost)	264	1	5	3,45	1,429
Ease of access	261	1	5	3,51	1,332
Customer reward system	264	1	5	2,96	1,502
Variety of toys	264	1	5	3,27	1,424
Quality of services provided	264	1	5	3,58	1,379
Friendliness of casino staff	262	1	5	3,42	1,222
Casino atmosphere	262	1	5	3,23	1,178
About the casino	262	1	5	3,23	1,213
Sound when you win slots	262	1	5	2,82	1,333
Casino music	263	1	5	2,77	1,212
Temperature in the casino	260	1	5	3,19	1,211
Interior and exterior decoration	263	1	5	3,13	1,227
Overall design attractiveness	262	1	5	3,13	1,192
Casino cleanliness	262	1	5	3,53	1,267
Camera screens	263	1	5	3,17	1,269
Comfort of the seats in the casino	263	1	5	3,33	1,201
Width of the casino corridor	262	1	5	3,20	1,223
Signs / instructions at the casino	263	1	5	3,12	1,228
Ease of locating casino machines / tables	262	1	5	3,28	1,233
Distance from the table	262	1	5	3,19	1,198
Number of casino machines / tables	263	1	5	3,30	1,194
Casino ceiling height	263	1	5	3,25	1,299
Ease of entry and exit from the casino	262	1	5	3,50	1,243
Painting the background on the wall	263	1	5	3,02	1,193
Design on the casino floor	261	1	5	2,92	1,209
Overall attractiveness of the decoration	263	1	5	3,10	1,227
Quality casino screens	262	1	5	3,16	1,193
Casino experience overall	262	1	5	3,37	1,233

How much do you agree with the proposition "I would visit the casino again in the future"	267	1	5	3,37	1,290
How much do you agree with the proposition "I will continue to play in this casino"	266	1	5	3,01	1,296
I will continue to gamble in the casino in the future.	266	1	5	2,89	1,348
Valid N (listwise)	245				

Table 18. Average degree of satisfaction of the participants with the quality of the services provided by the first-choice casino.

From the table above we find that the average of the answers shows above average satisfaction. Distance was found to be an important factor of satisfaction, ease of access, the friendliness of employees and the quality of services provided.

3.6.2. Degree of satisfaction of the participants with the quality of the services provided by the second-choice casino

The table below shows the average degree of satisfaction of the participants from the following dimensions of the quality of the casino which is the second choice.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Friendliness of the casino staff	228	1	5	3,10	1,259
Casino atmosphere	228	1	5	3,01	1,211
Casino environment	229	1	5	3,02	1,188
Sound when you win at slots	229	1	5	2,66	1,286
Casino music	228	1	5	2,71	1,240
Temperature in the casino	227	1	5	2,90	1,191
Interior and exterior decoration	227	1	5	2,88	1,190
Overall attractiveness of the design	226	1	5	2,85	1,187
Casino cleanliness	225	1	5	3,10	1,230
Camera screens	227	1	5	2,82	1,246
Comfort of the seats in the casino	225	1	5	2,98	1,215
Width of the casino corridor	225	1	5	2,77	1,176
Signs / instructions at the casino	227	1	5	2,84	1,245
Ease of locating casino machines / tables	227	1	5	2,94	1,214
Distance from the table	224	1	5	2,89	1,206
Number of casino machines / tables	226	1	5	2,85	1,158
Casino ceiling height	226	1	5	2,88	1,245
Ease of entry and exit from the casino	226	1	5	3,04	1,268
Coloring background on the wall	227	1	5	2,78	1,210
Drawing on the casino floor	227	1	5	2,71	1,179
Overall attractiveness of the decoration	226	1	5	2,83	1,210
Quality of casino screens	225	1	5	2,87	1,256
Casino experience as a whole	225	1	5	2,95	1,231
How much do you agree with the suggestion "I would visit the casino again in the future"	231	1	5	2,94	1,335
How much do you agree with the statement "I will continue to play in this casino"	228	1	5	2,72	1,273

I will continue to gamble in the casino in the future.	228	1	5	2,65	1,290
Valid N (listwise)	204				

Table 19. Average degree of satisfaction of the participants with the quality of the services provided by the second choice casino.

Overall, we found that participants rated the dimensions associated with their satisfaction with the casino services provided with a lower average. Clearly the lower average in the above questions is due to the fact that it is the second choice for players.

3.7. Correlation between the attitude of the participants and their personalities

Based on the questions about personality traits, statistically significant correlations emerge with the variables related to participants' attitudes towards gambling. Regarding the first variable that "I care about people", the statistically significant correlations are:

- There are so many opportunities to gamble these days ($p=0,022$)
- People should be discouraged from gambling ($p=0,023$)
- Gambling is dangerous for family life ($p=0,038$)
- Gambling is like a drug ($p=0,041$)
- I gamble professionally to make money ($p=0,048$)

Then the second variable "I have a vivid imagination" is statistically significantly related to the variables:

- There are so many opportunities to gamble these days ($p=0,049$)
- Gambling is like a drug ($p=0,043$)

For the variable "I avoid what I have to do" statistically significant correlations were observed with the variables:

- Gambling is dangerous for family life ($p=0,027$)
- I spend my time gambling ($p=0,010$)
- I get away from my problems when I gamble ($p=0,028$)
- I gamble to get out of my boredom ($p=0,010$)

For the next variable "I am always prepared" the statistically significant correlations were:

- Gambling is good for the community ($p=0,014$)
- Gambling make life more interesting ($p=0,011$)
- I break out of the routine when I gamble ($p=0,06$)

- I gamble because I can not control it (p=0,025)
- I gamble because I have fun (p=0,023)

For the translator "I offend others" statistically significant correlations were found with the following variables, which relate to the attitude towards gambling:

- I spend my time gambling (p=0,025)
- I get away from my problems when I gamble (p=0,012)
- I gamble because I can not control it (p<0,001)
- I gamble to get out of my boredom (p=0,006)

For the variable " I feel a little interested in others" statistically significant correlations were observed with the variables:

- Most people who gamble do so logically (p=0,004)
- Gambling, when played in balance, is good for society (p=0,035)
- I spend my time gambling (p=0,048)
- I gamble to get out of my boredom (p=0,001)
- I gamble professionally to make money (p=0,020)

For the variable " I feel comfortable when I am among people " statistically significant correlations were observed with the variables:

- Most people who gamble do so logically (0,004)
- Gambling, when played in balance, is good for society (p=0,035)
- I spend my time gambling (p=0,48)
- I gamble to get out of my boredom (p=0,001)
- I gamble professionally to make money (p=0,020)

For the variable "I do not talk much" statistically significant correlations were observed with the variables:

- Gambling is a harmless form of entertainment (p=0,09)
- I get away from my problems when I gamble (p=0,037)

For the variable "I'm relaxed most of the time" statistically significant correlations were observed with the variables:

- People should have the right to bet whenever they want (p=0,013)
- Gambling is dangerous for family life (p=0,019)
- Gambling is like a drug (p=0,004)
- I lose and how much I gain when I gamble (p=0,008)
- I gamble because I have fun (p=0,015)
- I gamble because I try my luck (p=0,019)

For the variable "I find it difficult to understand abstract ideas" statistically significant correlations were observed with the variables:

- Gambling is for fools (p=0,005)
- Gambling is dangerous for family life (p=0,033)
- Gambling is good for the community (p=0,013)
- I get away from my problems when I gamble (p=0,002)
- I gamble because I can not control it (p=0,031)
- I gamble professionally to make money (p=0,041)
- I gamble to socialize (p=0,049)

For the variable "I pay attention to details" statistically significant correlations were observed with the variables:

- Gambling is a harmless form of entertainment (p=0,009)
- Gambling, when played in balance, is good for society (p=0,007)
- Gambling is like a drug (p=0,048)

For the variable "I am following a program" statistically significant correlations were observed with the variables:

- Gambling is like a drug (p=0,030)
- I gamble because I can not control it (p=0,039)
- I gamble professionally to make money (p=0,034)

- I gamble to socialize (p=0,041)

For the variable " I easily get stressed all the time " statistically there are no significant correlations with the variables of attitudes towards gambling.

- Gambling, when played in balance, is good for society (p=0,044)
- I get away from my problems when I gamble (p=0,008)
- I gamble because I have fun (p=0,008)
- I gamble professionally to make money (p=0,009)
- I gamble to socialize (p=0,013)

For the variable "I rarely feel melancholy" statistically significant correlations were observed with the variables:

- Gambling, when played in balance, is good for society (p=0,033)

For the variable "I get upset easily" statistically significant correlations were observed with the variables:

- Gambling is for fools (p=0,025)
- Gambling is dangerous for family life (p=0,026)
- Gambling is like a drug (p=0,012)
- I gamble because I have fun (p=0,025)

For the variable "I get annoyed easily" statistically significant correlations were observed with the variables:

- Gambling makes life more interesting (p=0,011)
- Gambling is good for the community (p=0,027)

For the variable "I have frequent changes at my disposal" statistically significant correlations were observed with the variables:

- Gambling is dangerous for family life (p=0,021)

For the variable "My mood is constantly changing" statistically significant correlations were observed with the variables:

- There are so many opportunities to gamble these days ($p=0,045$)
- Gambling is good for the community ($p=0,10$)
- I gamble professionally to make money ($p=0,013$)

3.8. Correlation between participants' satisfaction with their demographic characteristics

With the demographic characteristic of age, no statistically significant correlation was found even for the first choice. For the second option, a statistically significant correlation was found between age and the quality of screens in casinos.

For the demographic characteristic of the educational level, a statistically significant correlation was found with all variables except the variety of games, the quality of services provided, the distance and time from the casino, the ease of access and the customer reward system. The tables below presents only the statistical important correlations with educational level for the first choice.

Quality dimension	P value
Friendliness of casino staff	0,000
Casino atmosphere	0,001
About the casino	0,000
Sound when you win slots	0,029
Casino music	0,000
Temperature in the casino	0,041
Interior and exterior decoration	0,000
Overall design attractiveness	0,001
Casino cleanliness	0,009
Camera screens	0,005
Comfort of the seats in the casino	0,000
Width of the casino corridor	0,000
Signs / instructions at the casino	0,000
Ease of locating casino machines / tables first choice	0,000
Distance from the table	0,000
Number of casino machines / tables	0,000
Casino ceiling height	0,000
Ease of entry and exit from the casino	0,000
Painting the background on the wall	0,000
Design on the casino floor	0,000
Overall attractiveness of the decoration	0,002
Quality casino screens	0,001
Casino experience overall	0,002
How much do you agree with the proposition "I would visit the casino again in the future"	0,033
How much do you agree with the proposition "I will continue to play in this casino"	0,018

Table 20. Correlation between participants' satisfaction with educational level.

Accordingly, for the second choice the table below shows the statistical significant correlations with educational level.

Quality dimension	P value
Friendliness of casino staff second choice	0,016
About the casino second choice	0,031
Overall design attractiveness second choice	0,026
Camera screens second choice	0,007
Comfort of the seats in the casino second choice	0,023
Signs / instructions in the casino second choice	0,005
Ease of locating casino machines / tables second choice	0,017
Distance from the table second choice	0,008
Number of casino machines / tables second choice	0,074
Ease of entry and exit from the casino second choice	0,007
Coloring the background on the wall second choice	0,014
Design on the casino floor second choice	0,017
Quality of casino screens second choice	0,015
How much do you agree with the proposition "I will continue to play in this casino" second choice	0,043

Table 21. Correlation between participants' satisfaction with educational level for second choice.

No statistically significant correlation was found with demographic characteristics of marital status and employment status. Regarding income, some statistically significant correlations were found with the factor of satisfaction with the casinos of the first choice, as shown in the summary table below.

Quality dimension	P value
Customer reward system first choice	0,008
Variety of games first choice	0,004
Quality of services provided first choice	0,013
Sound when you win first choice slots	0,006
Casino music first choice	0,023
Temperature in the casino first choice	0,025
Overall design attractiveness first choice	0,027
Camera screens first choice	0,015
Comfort of the seats in the casino first choice	0,002
Width of the casino corridor first choice	0,020
Signs / instructions at the casino first choice	0,024
Ease of locating casino machines / tables first choice	0,018
Distance from the table first choice	0,035
Number of casino machines / tables first choice	0,011
Casino ceiling height first choice	0,050
Ease of entry and exit from the casino first choice	0,018

Painting the background on the wall first choice	0,016
Design on the casino floor first choice	0,012
Overall attractiveness of the decoration first choice	0,025
Quality of casino screens first choice	0,003
Temperature in the casino second choice	0,049
How much do you agree with the proposition "I will continue to play in this casino" second choice	0,031
I will continue to gamble in the casino second choice in the future	0,234

Table 22. Correlation between participants' satisfaction with annual income for first choice.

Finally for the second choice the only statistical significance with annual income was the variable “How much do you agree with the proposition "I will continue to play in this casino" second choice” ($p=0,031$).

3.9. Discussion

The purpose of this study is to investigate the attitude of participants towards gambling as well as their satisfaction with the casinos they choose to play. The survey involved 315 people who were randomly selected to answer this questionnaire (N=315). Most participants were aged 40-50 years, university graduates (40.32%), married (55.56%), private employees (61.27%) and with an annual income of 0 to 15,999 euros. It was found that almost the majority of the sample does not play online gambling such as KINO, Virtual games, Athletic games, Live Betting and Pame Stoichima while sometimes gambling another game (18.7%).

In fact, the average responses to the frequency of participation in various games of chance are quite low and between one and two, which means that most people never or rarely play online gambling. Regarding the reasons why participants prefer online games as expected, the participants did not agree with most of the suggestions as they do not play much online gambling, as shown in the previous question. However, there were some questions with high agreement rates, such as the choice of online games due to comfort and convenience (18.1%) but also due to privacy (13.7%). It should be noted, however, that the findings of the study by Gainsbury, et al. (2013) showed that the most important reasons for concern among online gamblers are the insecurity they feel about their personal data (Gainsbury, King, Hing, & Delfabbro, 2015).

Regarding the first research question "What are the attitudes of the participants towards gambling?" it was generally found that participants have a negative attitude towards gambling. In fact, a large percentage of participants believe that people should be discouraged from gambling (25.1%), that it is a dangerous occupation for family life (31.7%) and its not a harmless form of entertainment.

Also, the largest percentage (35.2%) of the participants believe that gambling is like drugs while their answers show that they are not addicted players. That is, only 4.8% of

the participants completely agree with the phrase "I gamble because I can not control it".

The above findings are in agreement with the results of the research of Thomas et al. (2017) who examined the attitudes of people (N = 500) towards gambling. They found that the majority of participants rated gambling as dangerous and harmful (Thomas, et al., 2017). In fact, these results came from a sample that 50% or more gambled systematically. It is therefore quite important to point out from the above findings that in some cases it is possible that the frequency of gambling does not affect the attitude towards it, ie even people who play systematically know how dangerous it is. However Canale et. al. (2016) who also examined people's attitudes towards gambling found that the most positive attitudes towards gambling are positively related to the frequency of participation in gambling and gambling addiction (Canale, Vieno, Pastore, Ghisi, & Griffithc, 2015).

The next research question "What is the degree of satisfaction of the participants with the quality of services provided in the first and second-choice casino?" It was found that the participants expressed moderate to high (Average 3.20) satisfaction with the services provided by the first-choice casino they visited. However, it should be noted that several of the survey participants did not answer these questions (245 out of 315) as 72 participants have never visited a casino. Also, most of the participants, based on the results of table 16, have visited the casinos of Thessaloniki and Skopje. Regarding the satisfaction from the second choice, the satisfaction of the participants was lower (average 2.87) while 204 participants answered, ie 41 less than the first choice.

The participants for the second choice highly rated the friendliness of the staff, the atmosphere of the casino and its environment. The above findings essentially show a wider degree of satisfaction which concerns the casinos that the participants have visited while there are findings from studies concerning other casinos. For example, Lam et al. (2011) found that casino space is an important quality criterion which is usually rated average on average. The findings of the present study are similar as the highest averages were collected for the casino environment and atmosphere (Lam, Chan, Fong, & Lo,2011).

The third research question "What is the degree of correlation between the attitude of the participants and their personalities?" It was found that most personality traits were significantly associated with attitudes toward gambling. In general, the most positive aspects of personality seem to be associated with negative gambling attitudes. For example, the dimension "I care about people" was significantly correlated with the proposition that people should be discouraged from gambling ($p = 0.023$), gambling is dangerous for family life ($p = 0.038$) and gambling is like a drug ($p = 0.041$). That is, it seems that more agreeable people¹ have negative attitudes towards gambling.

On the contrary, the less agreeable people play more gambling. For example, the variable "I feel a little interested in others" seems to be statistically significantly associated with positive attitudes towards gambling such as most people who gamble do so logically ($p = 0.004$), gambling, when played in balance, is good for society ($p = 0.035$), I spend my time gambling ($p = 0.048$), I gamble to get out of my boredom ($p = 0.001$) and I gamble professionally to make money ($p = 0.020$). Similar findings were made by Stromme et. al (2021) who found that the characteristics of agreeable individuals are negatively related to gambling problems (Strømme, et al., 2021).

The same is true for extroversion based on the results of the present study and the study of Stromme et. al (2021). For example, the variable "I do not talk much" was found to be statistically significantly correlated with the factors gambling is a harmless form of entertainment ($p = 0.09$) and I get away from my problems when I gamble ($p = 0.037$), ie the less extroverted they seem to have a positive attitude towards gambling.

The last research question "What is the degree of correlation between participants' satisfaction with their demographic characteristics?" age was found to have no statistically significant correlation with satisfaction factors. However, it seemed that the educational level is statistically significantly related to most satisfaction factors and in fact the correlations are very strong for both the first and the second casino choice.

¹ People with a high degree of empathy are included in the agreeable (Pervin & John, 1995, p. 13).

Also, the disposable income was statistically significantly related to the satisfaction factors from the casinos and in particular a stronger correlation was found with the variables "Comfort of the seats in the casino first choice" ($p = 0.002$), "Quality of casino screens" ($p = 0.003$) and "Variety of games first choice" ($p = 0.004$).

Also important in gambling behavior and attitudes is the results of Gronroos et al. (2021). They found that in the highest group of gambling frequency, the proportions of those with upper secondary education, the unemployed or those on income support, those on statutory retirement, those with the lowest net income, and those who had received disability pension or sickness allowance were higher than of the proportions of the other groups (Gronroos, Kouvonen, Kontto, & Salonen, 2021). In general, the educational level and the disposable income have been found to be factors that are significantly related to various issues related to gambling, such as the frequency of gambling (Martin, Lichtenberg, & Templin, 2011). However, regarding the satisfaction from the casinos, no similar results were found.

Chapter 4. Conclusion

The purpose of this study is to investigate the attitude of participants towards gambling as well as their satisfaction with the casinos they choose to play. The study involved a total of 315 people who had played or still play gambling at different frequencies. Most participants never gamble, while 18.7% sometimes play. Based on these results it appeared that most participants have a negative attitude towards gambling while at the same time some personality traits were significantly correlated with negative and positive attitudes.

From the personality traits based on the big five personality traits model, statistically significant correlations for attitudes towards gambling emerged for almost all variables. It was even found that the less agreeable people have positive attitudes towards gambling while the agreeable people had basically negative ones. In general, those dimensions with positive personality traits were significantly associated with negative attitudes towards gambling and vice versa. It therefore follows that personality is a key factor influencing attitudes towards gambling and therefore should be considered as key parameters for dealing with addiction, especially in cases of gambling addiction.

Overall, it also found that most participants had a negative attitude towards gambling, with most participants believing that gambling harms society and is like a drug. Essentially this result shows a wider society attitude towards gambling that was generally expected, given that survey participants do not often gamble.

In terms of satisfaction with the casino services provided, it was found that most participants were moderately to highly satisfied with the first option, but less satisfied with the second. This result was expected since the first option is associated with higher levels of satisfaction and preference over the second. It should be noted, however, that many participants did not respond to the last two sections because they had never visited a casino. Essentially this result can give us an overview of the percentage of people who have visited a casino, ie about 23% of the participants have never visited a casino. This result can be related to the wide frequency of gambling in casinos in Greece, although it can not be generalized to the population.

Based on the above results, it generally appears that the participants do not face gambling addiction problems since only 8.9% play gambling very often. Despite the fact that the questionnaire is also sent to groups on social media related to gambling, no extreme addictive behaviors were found. There was generally a low incidence of gambling and a negative attitude towards gambling.

The main limitation of the present study is that while examining participants' satisfaction with the casino services provided, many participants had not visited a casino or had visited a casino. Also, most of the participants have visited the casinos of Thessaloniki and Skopje, which means that the results are largely related to these casinos. In this context, it is proposed that future research focus exclusively on exploring the views of casino players to identify satisfaction factors and enable casinos to develop targeted marketing strategies.

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Appendix

Questionnaire in Greek

The questionnaire was distributed in Greek and the reliability check was done for the questionnaire in Greek, therefore it is presented below exactly as it was distributed to the participants.

A. ΔΗΜΟΓΡΑΦΙΚΑ ΣΤΟΙΧΕΙΑ

Παρακαλώ συμπληρώστε τα παρακάτω στοιχεία.
Σημειώστε με (x) στο αντίστοιχο τετραγωνάκι.

1. Ηλικία:

- 18-28 ετών
- 29-39 ετών
- 40-50 ετών
- 51-61 ετών
- 62-72 ετών
- 73 ετών και άνω

2. Μορφωτικό επίπεδο

- Υποχρεωτική εκπαίδευση
- Τεχνική εκπαίδευση
- Απόφοιτη /ος ΑΕΙ-ΑΤΕΙ
- Κάτοχος μεταπτυχιακού διπλώματος
- Κάτοχος διδακτορικού

3. Οικογενειακή κατάσταση:

- Έγγαμη/ος
- Άγαμη/ος
- Διαζευγμένη/ος
- Χήρα/ος
- Άλλο

4. Εργασιακή κατάσταση:

- Δημόσια/ος υπάλληλος
- Ιδιωτική/ός υπάλληλος
- Ελεύθερη/ος Επαγγελματίας
- Άνεργη/ος
- Φοιτήτρια/ής
- Άλλο

5. Ετήσιο εισόδημα

- 0-15.999€
- 16.000€-30.999€
- 31.000 € - 45.999 €
- 46.000€ - 60.999 €
- 61.000 € και άνω

**Β. ΣΥΧΝΟΤΗΤΑ ΣΥΜΜΕΤΟΧΗΣ ΣΕ
ΤΥΧΕΡΑ ΠΑΙΧΝΙΔΙΑ**

Παρακαλώ συμπληρώστε τα παρακάτω στοιχεία με βάση τις οδηγίες.

1. Πόσο συχνά παίζετε, οποιουδήποτε είδους τυχερά παιχνίδια ΕΚΤΟΣ ΚΑΖΙΝΟΥ;

- Σπάνια
- 1 φορά τον μήνα
- 2 – 4 φορές/μήνα
- 2 -3 φορές/εβδομάδα
- Περισσότερες από 4 φορές/εβδομάδα

2. Πόσο συχνά παίζεται τα παρακάτω τυχερά παιχνίδια εκτός καζίνο;

1	2	3	4	5
Ποτέ	Σπάνια	Μερικές φορές	Συχνά	Πολύ συχνά

Πάμε Στοίχημα	1	2	3	4	5
KINO	1	2	3	4	5
OPAP Play	1	2	3	4	5
ΛΟΤΟ, ΠΡΟΤΟ, ΠΡΟΠΟ, Τζόκερ	1	2	3	4	5
Live Casino Online	1	2	3	4	5
Live betting	1	2	3	4	5
Ιππόδρομος (στοιχηματισμό)	1	2	3	4	5
Virtual games	1	2	3	4	5
Στοίχημα σε άλλους αθλητικούς αγώνες	1	2	3	4	5
Άλλο	1	2	3	4	5

3. Με βάση την παρακάτω κλίμακα διατυπώστε το βαθμό συμφωνίας σας με τις παρακάτω προτάσεις.

1	2	3	4	5
Διαφωνώ	Μάλλον Διαφωνώ	Ούτε συμφωνώ ούτε διαφωνώ	Μάλλον συμφωνώ	Συμφωνώ

Προτιμώ τα διαδικτυακά τυχερά παιχνίδια λόγω ευκολίας	1	2	3	4	5
Προτιμώ τα διαδικτυακά τυχερά παιχνίδια λόγω άνεσης	1	2	3	4	5
Προτιμώ τα διαδικτυακά τυχερά παιχνίδια λόγω της απόστασης από το καζίνο	1	2	3	4	5
Προτιμώ τα διαδικτυακά τυχερά παιχνίδια λόγω της ιδιωτικότητας	1	2	3	4	5
Προτιμώ τα διαδικτυακά τυχερά παιχνίδια λόγω του ότι δεν υπάρχει άμεση επαφή με άλλους ανθρώπους	1	2	3	4	5
Προτιμώ τα διαδικτυακά τυχερά παιχνίδια λόγω του ότι δεν μου αρέσει ο θόρυβος στα καζίνο	1	2	3	4	5
Προτιμώ τα διαδικτυακά τυχερά παιχνίδια λόγω του ότι δεν μου αρέσουν οι πελατοκεντρικές υπηρεσίες των καζίνο	1	2	3	4	5
Προτιμώ τα διαδικτυακά τυχερά παιχνίδια λόγω της ταχύτητας του παιχνιδιού	1	2	3	4	5
Προτιμώ τα διαδικτυακά τυχερά παιχνίδια λόγω του συνολικά	1	2	3	4	5

μικρότερου κόστους συμμετοχής					
Προτιμώ τα διαδικτυακά τυχερά παιχνίδια λόγω της μεγαλύτερης πιθανότητας νίκης	1	2	3	4	5
Προτιμώ τα διαδικτυακά τυχερά παιχνίδια λόγω του ότι αποστρέφομαι την ατμόσφαιρα των καζίνο	1	2	3	4	5

4. Πόσες φορές έχετε επισκεφτεί συνολικά καζίνο:

- Ποτέ
- 1 φορά
- 2-10 φορές
- 11-20 φορές
- 21-30 φορές
- 31 φορές και άνω
- Σχεδόν καθημερινά

8. Με ποιόν/ους επισκέπτεστε το καζίνο:

- Φίλο/η/ους
- Συγγενείς
- Συναδέλφους
- Συνεργάτες
- Μόνος/η
- Άλλο (παρακαλούμε διευκρινίστε):.....

9. Την περίοδο της πανδημίας αυξήσατε τη συμμετοχή σας σε τυχερά παιχνίδια;

- Καθόλου
- Λίγο
- Αρκετά
- Πολύ
- Πάρα πολύ

Γ. ΕΡΩΤΗΣΕΙΣ ΓΙΑ ΣΤΟΙΧΕΙ ΤΟΥ ΕΑΥΤΟΥ ΣΑΣ

Με βάση την ακόλουθη κλίμακα, διατυπώστε το βαθμό που σας αντιπροσωπεύουν οι παρακάτω προτάσεις

1	2	3	4	5
Καθόλου αντιπροσωπευτικό	Λίγο αντιπροσωπευτικό	Δεν μπορώ να αποφασίσω	Κάπως αντιπροσωπευτικό	Έντελώς αντιπροσωπευτικό

1. Ενδιαφέρομαι για τους ανθρώπους	1	2	3	4	5
2. Έχω ζωηρή φαντασία	1	2	3	4	5
3. Αποφεύγω αυτά που πρέπει να κάνω	1	2	3	4	5
4. Είμαι πάντοτε προετοιμασμένος	1	2	3	4	5
5. Προσβάλλω τους άλλους	1	2	3	4	5
6. Αισθάνομαι λίγο ενδιαφέρον για τους άλλους	1	2	3	4	5
7. Αισθάνομαι άνετα όταν βρίσκομαι ανάμεσα σε ανθρώπους	1	2	3	4	5
8. Δεν μιλώ πολύ	1	2	3	4	5
9. Είμαι χαλαρός/ή τις περισσότερες φορές	1	2	3	4	5
10. Δυσκολεύομαι να κατανοήσω αφηρημένες ιδέες	1	2	3	4	5
11. Δίνω προσοχή στις λεπτομέρειες	1	2	3	4	5
12. Ακολουθώ ένα πρόγραμμα	1	2	3	4	5
13. Αγχώνομαι εύκολα συχνά	1	2	3	4	5
14. Αγχώνομαι εύκολα διαρκώς	1	2	3	4	5
15. Σπάνια νοιώθω μελαγχολία	1	2	3	4	5
16. Αναστατώνομαι εύκολα	1	2	3	4	5
17. Εκνευρίζομαι εύκολα	1	2	3	4	5
18. Έχω συχνές εναλλαγές στη διάθεσή μου	1	2	3	4	5
19. Η διάθεση μου αλλάζει διαρκώς	1	2	3	4	5

Δ. ΣΤΑΣΕΙΣ ΑΠΕΝΑΝΤΙ ΣΤΑ ΤΥΧΕΡΑ ΠΑΙΧΝΙΔΙΑ ²

Με βάση την ακόλουθη κλίμακα, παρακαλούμε διατυπώστε το βαθμό συμφωνίας σας με τις παρακάτω προτάσεις.

1	2	3	4	5
Διαφωνώ	Μάλλον Διαφωνώ	Ούτε συμφωνώ ούτε διαφωνώ	Μάλλον συμφωνώ	Συμφωνώ

Υπάρχουν πάρα πολλές ευκαιρίες για τζόγο στις μέρες μας	1	2	3	4	5
Οι άνθρωποι πρέπει να έχουν το δικαίωμα να στοιχηματίζουν όποτε θέλουν	1	2	3	4	5
Οι άνθρωποι θα πρέπει να αποθαρρύνονται από το να παίζουν τυχερά παιχνίδια	1	2	3	4	5
Οι περισσότεροι άνθρωποι που παίζουν τζόγο το κάνουν λογικά	1	2	3	4	5
Τα τυχερά παιχνίδια είναι για ανόητους	1	2	3	4	5
Τα τυχερά παιχνίδια είναι επικίνδυνα για την οικογενειακή ζωή	1	2	3	4	5

² Donaldson, P., Rockloff, M., Browne, M., Sorenson, C.-M., Langham, E., Li, En. (2015). Attitudes Towards Gambling and Gambling Reform in Australia. Journal of Gambling Studies. 32. (Ερωτήσεις 27, 30, 36, 39, 40, 43, 44).

Τα τυχερά παιχνίδια είναι μια αβλαβής μορφή ψυχαγωγίας	1	2	3	4	5
Τα τυχερά παιχνίδια όταν παίζονται με ισορροπία, κάνουν καλό στην κοινωνία	1	2	3	4	5
Τα τυχερά παιχνίδια κάνουν πιο ενδιαφέρουσα τη ζωή	1	2	3	4	5
Θα ήταν καλύτερο να απαγορεύονταν όλα τα τυχερά παιχνίδια	1	2	3	4	5
Τα τυχερά παιχνίδια είναι σαν ναρκωτικό	1	2	3	4	5
Τα τυχερά παιχνίδια είναι καλά για την κοινότητα	1	2	3	4	5
Πιστεύω ότι μπορώ να κερδίσω χρήματα από τον τζόγο	1	2	3	4	5
Παίζοντας τυχερά παιχνίδια αισθάνομαι πιο ευτυχισμένος	1	2	3	4	5
Περνώ τον χρόνο μου παίζοντας τυχερά παιχνίδια	1	2	3	4	5
Ξεφεύγω από τα προβλήματά μου όταν παίζω τυχερά παιχνίδια	1	2	3	4	5
Γνωρίζω συνολικά πόσα χρήματα χάνω και πόσα κερδίζω όταν παίζω τυχερά παιχνίδια	1	2	3	4	5
Ξεφεύγω από την ρουτίνα όταν παίζω τυχερά παιχνίδια	1	2	3	4	5
Παίζω τυχερά παιχνίδια γιατί δε μπορώ να το ελέγξω	1	2	3	4	5
Παίζω τυχερά παιχνίδια για να ξεφύγω από τη βαρεμάρα μου	1	2	3	4	5
Παίζω τυχερά παιχνίδια γιατί διασκεδάζω	1	2	3	4	5
Παίζω τυχερά παιχνίδια γιατί δοκιμάζω την τύχη μου	1	2	3	4	5
Παίζω τυχερά παιχνίδια επαγγελματικά, για να κερδίζω χρήματα	1	2	3	4	5
Παίζω τυχερά παιχνίδια για να κοινωνικοποιηθώ	1	2	3	4	5

Ε. ΙΚΑΝΟΠΟΙΗΣΗ ΑΠΟ ΤΙΣ ΠΑΡΕΧΟΜΕΝΕΣ ΥΠΗΡΕΣΙΕΣ ΚΑΖΙΝΟ

1. Ποιο από τα παρακάτω καζίνο επισκέπτεστε πιο συχνά;

1	2	3	4	5
Ποτέ	Σπάνια	Μερικές φορές	Συχνά	Πολύ Συχνά

Καζίνο	1	2	3	4	5
Πάργηθας					
Λουτρακίου					
Θεσσαλονίκης					
Αλεξανδρούπολης					
Ρίο					
Σύρου					
Κέρκυρας					
Ρόδου					
Χαλκιδικής					
Σκοπίων					
Άλλο					

**Ε1. ΠΑΡΑΓΟΝΤΕΣ ΠΟΥ ΣΥΝΤΕΛΟΥΝ
ΣΤΗΝ ΠΡΩΤΗ ΕΠΙΛΟΓΗ ΚΑΖΙΝΟ ΕΝΑΝΤΙ
ΤΗΣ ΔΕΥΤΕΡΗΣ**

Με βάση την ακόλουθη κλίμακα και έχοντας στο μυαλό σας το καζίνο που επισκέπτεστε πιο συχνά, παρακαλούμε αξιολογήστε πόσο σημαντικά στην επιλογή του είναι τα παρακάτω.

1	2	3	4	5
Καθόλου	Λίγο	Αρκετά	Πολύ	Πάρα πολύ

Απόσταση (χρόνος και κόστος)	1	2	3	4	5
Ευκολία πρόσβασης	1	2	3	4	5
Σύστημα επιβράβευσης πελατών	1	2	3	4	5
Ποικιλία παιχνιδιών	1	2	3	4	5
Ποιότητα παρεχόμενων υπηρεσιών	1	2	3	4	5

Ε2. Με βάση την ακόλουθη κλίμακα και έχοντας στο μυαλό σας το καζίνο που επισκέπτεστε πιο συχνά, παρακαλούμε αξιολογήστε πόσο ικανοποιημένοι/νες είστε από τα παρακάτω.

1

1	2	3	4	5
Καθόλου	Λίγο	Αρκετά	Πολύ	Πάρα πολύ

1. Φιλικότητα του προσωπικού του καζίνο	1	2	3	4	5
2. Ατμόσφαιρα του καζίνο	1	2	3	4	5
3. Περιβάλλον του καζίνο	1	2	3	4	5
4. Ήχο όταν κερδίζετε σε κουλοχέρηδες	1	2	3	4	5
5. Μουσική στο καζίνο	1	2	3	4	5
6. Θερμοκρασία στο καζίνο	1	2	3	4	5
7. Εσωτερική και εξωτερική διακόσμηση	1	2	3	4	5
8. Συνολική ελκυστικότητα του σχεδιασμού	1	2	3	4	5
9. Καθαριότητα του καζίνο	1	2	3	4	5
10. Οθόνες των μηχανών	1	2	3	4	5
11. Άνεση των καθισμάτων στο καζίνο	1	2	3	4	5
12. Πλάτος του διαδρόμου του καζίνο	1	2	3	4	5
13. Πινακίδες/οδηγίες στο καζίνο	1	2	3	4	5
14. Ευκολία εντοπισμού μηχανών/τραπεζιών καζίνο	1	2	3	4	5
15. Απόσταση από το τραπέζι	1	2	3	4	5
16. Αριθμό μηχανών/τραπεζιών καζίνο	1	2	3	4	5
17. Ύψος της οροφής του καζίνο	1	2	3	4	5

18. Ευκολία εισόδου και εξόδου από το καζίνο	1	2	3	4	5
19. Χρωματισμό του φόντου στους τοίχους	1	2	3	4	5
20. Σχέδιο στο πάτωμα του καζίνο	1	2	3	4	5
21. Συνολική ελκυστικότητα της διακόσμησης	1	2	3	4	5
22. Ποιότητα των οθονών του καζίνο	1	2	3	4	5
23. Εμπειρία του καζίνο συνολικά	1	2	3	4	5
24. Πόσο συμφωνείτε με την πρόταση «θα ξανά-επισκεπτόμουν το καζίνο στο μέλλον»	1	2	3	4	5
25. Πόσο συμφωνείτε με την πρόταση «θα συνεχίζω να παίζω σε αυτό το καζίνο»	1	2	3	4	5
26. Θα συνεχίσω μελλοντικά να παίζω τυχερά παιχνίδια στο καζίνο.	1	2	3	4	5

E3.	Με βάση την ακόλουθη κλίμακα και έχοντας στο μυαλό σας το καζίνο που επισκέπτεστε δεύτερο σε συχνότητα, παρακαλούμε αξιολογήστε πόσο ικανοποιημένοι/νες είστε από τα παρακάτω.
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1	2	3	4	5
Καθόλου	Λίγο	Αρκετά	Πολύ	Πάρα πολύ

1. Φιλικότητα του προσωπικού του καζίνο	1	2	3	4	5
2. Ατμόσφαιρα του καζίνο	1	2	3	4	5
3. Περιβάλλον του καζίνο	1	2	3	4	5
4. Ήχο όταν κερδίζετε σε κουλοχέρηδες	1	2	3	4	5
5. Μουσική στο καζίνο	1	2	3	4	5
6. Θερμοκρασία στο καζίνο	1	2	3	4	5
7. Εσωτερική και εξωτερική διακόσμηση	1	2	3	4	5
8. Συνολική ελκυστικότητα του σχεδιασμού	1	2	3	4	5
9. Καθαριότητα του καζίνο	1	2	3	4	5
10. Οθόνες των μηχανών	1	2	3	4	5
11. Άνεση των καθισμάτων στο καζίνο	1	2	3	4	5
12. Πλάτος του διαδρόμου του καζίνο	1	2	3	4	5
13. Πινακίδες/οδηγίες στο καζίνο	1	2	3	4	5
14. Ευκολία εντοπισμού μηχανών/τραπεζιών καζίνο	1	2	3	4	5

15. Απόσταση από το τραπέζι	1	2	3	4	5
16. Αριθμό μηχανών/τραπεζιών καζίνο	1	2	3	4	5
17. Ύψος της οροφής του καζίνο	1	2	3	4	5
18. Ευκολία εισόδου και εξόδου από το καζίνο	1	2	3	4	5
19. Χρωματισμό του φόντου στους τοίχους	1	2	3	4	5
20. Σχέδιο στο πάτωμα του καζίνο	1	2	3	4	5
21. Συνολική ελκυστικότητα της διακόσμησης	1	2	3	4	5
22. Ποιότητα των οθονών του καζίνο	1	2	3	4	5
23. Εμπειρία του καζίνο συνολικά	1	2	3	4	5
24. Πόσο συμφωνείτε με την πρόταση «θα ξανά-επισκεπτόμουν το καζίνο στο μέλλον»	1	2	3	4	5
25. Πόσο συμφωνείτε με την πρόταση «θα συνεχίζω να παίζω σε αυτό το καζίνο»	1	2	3	4	5
26. Θα συνεχίσω μελλοντικά να παίζω τυχερά παιχνίδια στο καζίνο.	1	2	3	4	5