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香港居民对非赌场类博彩的感知和态度——基于结构方程模型的实证研究

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Hong Kong Residents' Perceptions and Attitudes towards Non-casino Gaming: An Empirical Study Based on Structural Equation Model

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摘要 香港的非赌场类博彩业发展成熟,可作为了解居民对于城市中非赌场类博彩感知和态度的良好案例。文章采用定量研究为主、定性研究为辅的研究方法,收集626份问卷,建立了涵盖支持度、感知影响、权力、博彩参与水平和社区依恋的结构方程模型。研究发现,居民的支持程度依次受到感知正面社会影响、博彩参与水平、社区依恋、感知负面环境和经济影响、感知负面社会影响、权力6个变量的影响。感知正面社会影响、博彩参与水平、社区依恋、权力对支持度的影响为正向,感知负面环境和经济影响、感知负面社会影响对支持度的影响为负向,负面环境和经济影响的作用小于负面社会影响。

关键词 : 非赌场类博彩, 居民感知与态度, 结构方程模型, 香港

Abstract : Non-casino gaming (e.g., horse racing, lotteries, football betting) in Hong Kong has seen a considerable growth in recent years, making it a good case for the study of residents' perceptions and attitudes towards non-casino gaming in urban communities. Residents are the primary participants of non-casino gaming. Previously, models have been developed to analyze the impact of gaming on the attitudes of residents in casino gaming communities. Despite the growing popularity of non-casino gaming, the influence of different forms of non-casino gaming has not yet to be assessed under atheoretical framework. This study aims to examine the residents' perceptions on the effects of non-casino gaming in urban communities. Based on a comprehensive literature review, the main research constructs developed to measure community perceptions of non-casino gaming were derived from the social exchange theory. The data used for this study were collected through survey research and were subsequently analyzed through structural equation modeling. A pilot test was conducted with 159 respondents in Hong Kong prior to the main survey, which yielded 626 questionnaires. Research findings can be reported as follows. First, social exchange theory is found valid for explaining residents' perceptions on non-casino gaming. The residents' level of support for non-casino gaming was influenced by several variables, such as perceived positive social influence, gaming behavior, perceived negative environmental and economic impact, perceived negative social influence, community attachment, and power. Positive relationships were found among the residents' perceived positive influences, gaming behavior, community attachment, and power and levels of support for non-casino gaming. Moreover, negative relationships were identified among perceived negative environmental, economic, and social impacts. Negative social impacts played a more important role as compared with negative environmental and economic impacts. Second, the major positive impacts perceived by residents were availability of entertainment and recreation, social opportunities, public infrastructure, increased attractiveness of a city, and educational funding brought by gaming. Furthermore, the perceptions on negative environmental effects included overcrowding, cleanliness of the community, traffic congestion, and costs of living. Perceived negative social effects included destruction of family, increase of loan, and sharking and gambling addicts. Third, the family members' gaming behaviors had significant effects on the support level of non-casino gaming. Direct positive relationships were identified between residents' community attachment and their support level. Thus, community attachment was positively related to perceived positive impacts. Moreover, residents who perceived themselves as having greater power experienced stronger positive and negative impacts simultaneously. Consequently, such residents were supportive of further developments in gaming. As compared with previous research on the influences of gaming, this article is distinct because of the several aspects it considered. First, the present study develops and provides an analytic framework and a valid instrument that helps in evaluating the effects of non-casino gaming. Furthermore, an improved model that integrates community attachment, power relationship, and gaming behavior is developed based on social exchange theory. Finally, this research provides an in-depth understanding of the perceptions of Chinese on gaming. Practically, the results will help policy makers in mainland China and Hong Kong to create appropriate gaming development strategies. Consequently, measures can be implemented to broaden the community's understanding of gaming and encourage public support for the administration of gaming.

Key words : non-casino gaming residents' perceptions and attitudes structural equation model Hong Kong

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