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ABSTRACT

By examining the perception of responsible gambling strategy this study developed an extended model of goal-directed behavior (EMGB) in the casino visitor's decision-making process. This study also aimed to compare EMGB with theory of planned behavior (TPB). The results of the EMGB using structural equation modeling (SEM) indicate that "desire" had the strongest relationship with casino visitors' intention to play casino gambling. The perception of responsible gambling strategy was also found significant (direct) predictor of both desire and behavioral intention as casino visitors had positive image for casino that implemented responsible gambling strategies. Casino managers should consider responsible gambling strategy as one of the important long-term business activities to increase casino visitor's intention to play casino gambling.

Keywords: *theory of planned behavior, model of goal-directed behavior, casino visitors, responsible gambling.*

INTRODUCTION

Since the late 1980s, research on casino gambling has been flourished due to the widespread legalization of casino gambling in the U.S. (Oh & Hsu, 2001). Most studies have focused on the economic and social impacts of casino in specific locales (Chadbourne, Walker, & Wolfe, 1997; Stephenson, 1996). However, research on understanding casino visitors' decision-making process using theoretical framework has been neglected (Oh & Hsu, 2001). One of the appropriate ways of addressing this shortcoming and expanding the body of knowledge in casino-related studies is to employ a new theoretical framework. Understanding the reasoning process of casino gamblers is so important to sustaining rapid growth in the casino industry and to developing effective marketing strategies. Employing a new theoretical framework in the casino context can provide a clear understanding of the complicated decision-making processes of casino gamblers.

Although it is not an easy task to understand the complex decision-making processes of tourists, Lam and Hsu (2004, 2006) asserted that intention to visit a tourist destination is a significant clue to understand their decision-making processes. Tourists form behavioral intentions through their own thinking process and derived behavioral intention play an essential role to lead actual visiting behavior. In this regard, the model of goal-directed behavior (MGB)

would be valuable as one of new theoretical frameworks to explain the behavior intention of casino visitors. The MGB, firstly proposed by Perugini and Bagozzi (2001), is an alternative approach to the theory of planned behavior (TPB). Since the MGB has never been tested or applied in the context of casino, the purpose of this study is to understand casino visitors' behavioral intention using extended MGB by adding new construct of the perception of responsible gambling strategies to an original MGB. This study also compares the MGB with TPB in the casino visitor's decision-making process.

THEORETICAL BACKGROUND AND HYPOTHESES

Responsible gambling strategy

A responsible gambling strategy means that the provision of gambling services that seeks to minimize the harmful effects associated with gambling for customers and the community (Hing, 2003). Casino managers worldwide have begun to embrace this responsible gaming approach because this approach appears to represent a sound strategy for long-term sustainable development. A responsible gambling strategy would be more likely to benefit the casino industry, as well as society. Therefore, responsible gambling strategy, as a long-term marketing goal, is being considered for the sustainable development of casinos throughout the world (Hing, 2003). Despite the importance of a responsible gambling strategy, no empirical research has been conducted to examine whether responsible gambling strategies influence the decision-making process of casino visitors. Thus this study explores the effect of responsible gambling strategy on casino visitors' decision-making processes.

Theory of planned behavior

Because the theory of reasoned action (TRA), one of the most simple and representative social psychological theories (Zint, 2002), cannot consider situations under incomplete volitional control (Ajzen & Fishbein, 1980), Ajzen (1985) proposed TPB by adding a new concept of perceived behavioral control to the TRA in order to address the limitation of TRA. The perceived behavioral control indicates individual perception of how difficult or how easy a behavior is to perform for a specific situation. Behavioral intention in the TPB is an important determinant of actual behavior, and it is derived from attitude, subjective norm, and perceived behavioral control (Zint, 2002). The TPB has been widely used in predicting behavioral intention and actual behavior because it considers both volitional and non-volitional factors by employing perceived behavioral control (Conner, Povey, Sparks, James, & Shepherd, 2003). However, the TPB still has limitations. First, it does not include the influence of past behavior although it may affect intentions and behavior (Leone, Perugini, & Ercolani, 1999). Second, the TPB focuses largely on cognitive variables and does not consider affective variables associated with behaviors (Conner & Armitage, 1998).

Model of goal-directed behavior and extended model of goal-directed behavior

Perugini and Bagozzi (2001) proposed the model of MGB in order to enhance the capacity and address the limitation of the TPB. Their approach was based on the three ideas. First, desire can be a critical factor in explaining a person's decision formation. Second, anticipated affective reactions to a specific behavior can be imperative variables in decision-making processes (Conner & Armitage, 1998). Third, past behavior or habit can be a significant determinant of human decisions or behavior (Ouellette & Wood, 1998). Therefore, the MGB incorporated desire, positive and negative anticipated emotions, and past behaviors besides the original variables of the TPB. Because of its superior predictive ability against the TPB, the MGB have been recently given attention when explaining a variety of human behaviors including. Some researchers (Ajzen, 1991; Oh & Hsu, 2001) emphasized on the necessity of a revision of existing social psychological theories which additionally include new constructs that

are considered to be critical in a certain context or alters the existing paths. Perugini and Bagozzi (2001) described this process as theory broadening and deepening which can enhance the substantial predictive power of a specific human behavior in various contexts by providing a better understanding of the theoretical mechanism of social psychological theories such as TPB and MGB. In this regard, the current study proposes a model that expands the MGB by incorporating new construct, perception of responsible gambling strategy, which deems an important concept in casino visitors' decision-making processes (Błaszczynski, Ladouceur, & Shaffer, 2004; Hing, 2003; Monaghan, 2009). Many researchers have extended or modified the TPB or MGB by including new constructs and altering the existing paths (Han, Hsu, & Sheu, 2010; Lee & Back, 2007).

Hypothetical relationships

Relationship between attitude and desire

Researchers agree that attitude toward a behavior, referring to the degree to which an individual has a favorable/unfavorable evaluation of a specific behavior (Ajzen, 1991), exerts a positive influence on an individual's intention to perform a behavior (e.g., Ajzen, 1991; Baker, Al-Gahtani, & Hubona, 2007; Cheng, Lam, & Hsu, 2006). However, the role of attitude is redefined in the MGB in that an individual's attitude does not directly affect his/her intention to perform a behavior, but it affects intention indirectly through desire (Prestwich, Perugini, & Hurling, 2008). Based on literature reviewed above, this study hypothesized as follows:

H₁: Attitude has a positive influence on desire.

Relationship between subjective norm and desire

Individual's decision and behavior are more likely to be influenced by salient referents (Cheng et al., 2006). An individual is likely to consider and comply with other people's opinions to determine when his/her undertakes a specific behavior. This phenomenon can be explained by using the term, subjective norm. Subjective norm refers to the perceived social pressure to perform or not to perform the behavior (Ajzen, 1991). However, subjective norm has an effect on behavioral intention indirectly through desire and it would not directly fortify on individual's behavioral intention in the MGB (Prestwich et al., 2008). Based on literature reviewed above, it was hypothesized that:

H₂: Subjective norm has a positive influence on desire.

Relationship between perceived behavioral control, desire, and behavioral intention

An individual's intention to undertake a specific behavior tends to be strengthened when he/she has enough resources or opportunities to perform that behavior. Perceived behavioral control, which refers to individual's confidence or ability to carry out a specific behavior, is also considered an important factor in forming intention (Ajzen, 1991; Ajzen & Madden, 1986). An individual's decision-making formation is affected by perceived behavioral control in the TPB (Ajzen, 1991; Ajzen & Madden, 1986; Conner & Abraham, 2001). Similarly, researchers agree that perceived behavioral control in the MGB reinforces an individual's desire, behavioral intention, and actual behavior (Carrus, Passafaro, & Bonnes, 2008; Prestwich et al., 2008). Thus, this study hypothesized as follows:

H₃: Perceived behavioral control has a positive influence on desire.

H₄: Perceived behavioral control has a positive influence on behavioral intention.

Relationship between anticipated emotions and desire

One of the limitations of the TPB is that it does not consider affective processes from intention formation (Perugini & Bagozzi, 2001). Anticipated affective reactions to the performance of behavior might be important determinant of intention (Triandis, 1977; Van der

Pligt & De Vries, 1998). In uncertain situation, people may have forward-looking emotions toward future behaviors. Gleicher et al. (1995) identified these anticipated counterfactuals as prefactuals which can affect intention and behavior. Based on this statement, anticipated emotions of goal success or failure also were included in the MGB. Specifically, two anticipated emotions (positive and negative anticipated emotion) perform a role to predict desire in the MGB. These two anticipated emotions indicate that an individual usually consider two emotional consequences of both achieving and not achieving a goal at the same time (Bagozzi, Baumgartner, & Pieters, 1998). In the MGB, anticipated emotions are assumed to predict desire, alongside the original variable of TPB in that those emotions lead to the dynamic self-regulatory process implied by the appraisal of success or failure (Carver & Scheier, 1998). Based on the literature review this study proposed the following hypotheses:

H₅: Positive anticipated emotion has a positive effect on desire.

H₆: Negative anticipated emotion has a negative effect on desire.

Relationship between past behavior, desire, and intention

Although the original model of TPB does not consider the influence of past behavior, it has been found that past behavior has an effect on individual intention in several attitude and behavior studies (Bagozzi & Warshaw, 1992). Generally, past behavior is regarded as a proxy of habit and therefore is expected to also influence both desire and intentions (Conner & Armitage, 1998). In the MGB, it is hypothesized that past behavior will influence desire, intention, and behavior (Perugini & Bagozzi, 2001). However, because final dependent variable is behavioral intention not actual behavior in this study, the hypothetical relationship with past behavior is suggested as follows:

H₇: Past behavior has a positive effect on desire.

H₈: Past behavior has a positive effect on intention.

Relationship between desire and intention

Bagozzi (1992) claims that the key factor omitted in the TPB is desire, a motivation-based variable which links to intention. According to the Bagozzi (1992), desire is a proximal cause of intentions, whereas other variables in the MGB are regarded as a distal cause which influence is completely mediated by desire. In the MGB, attitudes are typically regarded as evaluative appraisals. If these evaluations are strong enough, attitudes will influence intentions to enact or not to enact specific behavior. However, evaluative appraisals do not usually entail motivational commitment and it cannot activate intention without desire. Inclusion of desire makes up the TPB by reinterpreting the role of original variables in the TPB. So it was hypothesized that desire has a positive effect on intention to play casino gambling, whereas other antecedents (e.g., positive anticipated emotion and negative anticipated emotion) in the MGB affect intention through desire:

H₉: Desire has a positive effect on intentions.

Relationship between perception of responsible gambling strategy, desire, and intention

Casino visitors can have perceptions toward casino since perception is defined as an individual's cognitive process responsive to objects, behaviors, and events through knowledge, information, and experiences (Anderson, 2004; Oliver, 1997). In other words, it is possible for casino visitors to have some perceptions on responsible gambling strategy from casino operators through their knowledge, information, and experiences and they are likely to form and change their attitudes, interesting, and opinions through the perception of responsible gambling strategy. Some scholars have stated that a definite level of perception on objects, behaviors, and events, as a human's unique cognitive process, is related to individual's decision-making process in a specific behavior (Oliver, 1997; Oliver & Swan, 1989). However, in spite of possible

relationship between the perception of responsible gambling strategy and behavioral variables, no study has attempted yet to explore their relationship since previous studies are exploratory without specific theoretical frameworks. The possible relationships between the perception of responsible gambling strategy, desire, and intention can be supported by some scholars in the field of marketing where they used similar term of corporate social responsibility. Corporate social responsibility is similar concept to responsible gambling in that it is managerial activities to protect consumers and contribute to the development of community based on the concept of sustainable development (Murray & Vogel, 1997). Corporate positive images which implement corporate social responsibility strategies are likely to affect directly customer's attitudes and behaviors (Brown & Dacin, 1997; Wansink, 1989). The positive relationship between corporate social responsibility, consumer's attitudes (Berens, Riel, & Bruggen, 2005), and purchasing intention (Klein & Dawar, 2004; Sen & Bhattacharya, 2001) has been demonstrated in some past studies. In this respect this study posited that perception of responsible gambling strategy has a positive effect on casino visitor's desire and intention to play casino gambling directly or indirectly as follows:

H₁₀: Perception of responsible gambling strategy has a positive influence on desire.

H₁₁: Perception of responsible gambling strategy has a positive effect on intention.

METHODOLOGY

Variable measurement

All variables in this study are measured with multiple items since a set of measures tend to be more reliable and valid than any other individual measure (Churchill, 1979). Multiple indicators to measure theoretical constructs can also enhance validity covering various facet of the construct (Kline, 2005). A preliminary list of measurement items was generated after an extensive review of literature pertaining to behavior of visitors, casino gambling, and the theories of human behavior (Ajzen, 1985, 1991; Ajzen & Madden, 1986; Bagozzi et al., 1998; Carrus et al., 2008; Oh & Hsu, 2001; Lam & Hsu, 2004, 2006; Perugini & Bagozzi, 2001; Young & Wohl, 2009). In particular, measurement items associated with responsible gambling strategy were generated from current responsible gambling policy by Kangwon Land Casino which is research site of this study.

Data collection

Questionnaires were administered at a temporary booth nearby at the main exit of the Kangwon Land Casino which is sole casino for Korean people. The Problem Gambling Center for Kangwon Land Casino allowed access to gamblers at the booth while in the midst of their gambling. To collect a more representative sample of casino gamblers the survey was conducted with onsite casino gamblers on both weekdays and weekends in third week of December 2009 since gamblers' profiles were likely to be different depending on weekdays and weekends. Gamblers voluntarily came to the survey booth, where field researchers outlined the purpose of the research project and invited these gamblers to participate in the survey. Upon approval, a self-administered questionnaire was presented to each respondent. A total of 515 questionnaires were gathered from the survey, but after a thorough examination, 60 questionnaires were eliminated from the analysis since important questions were left blank or check them irregularly. Finally, 455 questionnaires were coded and used for analysis.

RESULTS

Testing for measurement and structural models, reliability, and validity

In this study maximum likelihood (LM) robust estimation associated with the Satorra-Bentler (S-B) Chi-square was used to estimate measurement model and structural model (Byrne, 1994a, 1994b) because the computed values of S-B χ^2 , its standard error, and other fit indexes

based on the value of S-B χ^2 are robust and valid (Byrne, 2006; Bentler & Wu, 1995; Byrne, 1994a) when the data violates the multivariate normality assumption. In order to confirm whether the data in the study violates the assumption of multivariate normality Mardia's standardized coefficient was employed. Since Mardia's standardized coefficient for measurement model (42.44) is greater than the criterion of 0.5 it is considered that the data of current study were multivariate non-normally distributed (Byrne, 2006). As shown in Table 1, the proposed measurement and structural models were found to fit the data well with the good-fit to the data for measurement model (NFI = 0.929, NNFI = 0.954, CFI = 0.961, RMSEA = 0.046) and structural model (NFI = 0.920, NNFI = 0.946, CFI = 0.954, RMSEA = 0.053). As shown in Table 2, all factor loadings were greater than the minimum criterion of 0.5 with significantly associated t-values, supporting to the convergent validity of measurement model (Anderson & Gerbing, 1988). Also, reliability and construct validity for measurement model were examined in Table 3. In terms of reliability, each construct had the sufficient level of reliability because the values of Cronbach's alpha ranged from 0.851 to 0.949, exceeding the suggested minimum criterion of 0.7 (Nunnally, 1978).

Table 1
Goodness-of-Fit Indices

	χ^2	S-B χ^2	df	Normed S-B χ^2	NFI	NNFI	CFI	RMSEA
Measurement model	938.807	824.798	320	2.577	0.929	0.954	0.961	0.046
Structural model	904.265	790.560	348	2.272	0.920	0.946	0.954	0.053
Suggested value*				≤ 3	≥ 0.9	≥ 0.9	≥ 0.9	≤ 0.08

a. NFI = Nonnormed Fit Index, NNFI = Non-Normed Fit Index; CFI = Comparative Fit Index; and RMSEA = Root Mean Square Error of Approximation.

b. Suggested values were based on Hair, Black, Babin, Anderson, & Tatham (2006) and Bearden, Sharma, & Teel, (1982).

Table 2
Results of Confirmatory Factor Analysis for Measurement Model

Factors	Loading	t-value
Factor 1: Attitude (AT)		
I think casino gambling is favorite behavior	0.720	18.066
I think casino gambling is exciting behavior	0.885	24.832
I think casino gambling is attractive behavior	0.882	25.443
I think casino gambling is enjoyable behavior	0.843	20.397
Factor 2: Subjective norm (SN)		
Most people who are important to me think it is okay for me to play casino gambling	0.911	23.485
Most people who are important to me support that I play casino gambling	0.933	23.631
Most people who are important to me understand that I play casino gambling	0.836	22.563
Most people who are important to me agree with me about playing casino gambling	0.854	21.776
Factor 3: Perceived behavioral control (PBC)		
I am confident that if I want, I can play casino gambling	0.736	14.200
I am capable of playing casino gambling	0.766	18.243
I have enough resources (money) to play casino gambling	0.688	14.716
I have enough time to play casino gambling	0.735	16.378
Factor 4: Positive anticipated emotion (PAE)		
If I succeed in playing casino gambling I will be excited	0.836	22.502
If I succeed in playing casino gambling I will be glad	0.888	24.433
If I succeed in playing casino gambling I will be satisfied	0.932	27.194
If I succeed in playing casino gambling I will be happy	0.880	23.891
Factor 5: Negative anticipated emotion (NAE)		
If I fail in playing casino gambling I will be angry	0.914	25.673
If I fail in playing casino gambling I will be disappointed	0.958	31.687

If I fail in playing casino gambling I will be worried	0.867	23.221
If I fail in playing casino gambling I will be sad	0.825	20.343
Factor 6: Perception of responsible gambling strategy (PRGS)		
Kangwon Land has provided counseling services at the Problem Gambling and Prevention Center	0.693	15.633
Kangwon Land has allowed local residents to access to the casino only once a month	0.728	16.887
Kangwon Land has allowed casino visitors to access to the casino with a maximum of 15 times a month	0.878	22.480
Kangwon Land has been closed for few hours a day without opening 24 hours	0.838	21.009
Factor 7: Desire (DE)		
I would enjoy playing casino gambling	0.750	17.562
I wish to play casino gambling	0.840	20.705
I crave playing casino gambling	0.776	20.360
I have an urge to play casino gambling	0.712	18.545
Factor 8: Behavioral intention (BI)		
I am planning to play casino gambling in the near future	0.791	22.213
I will make an effort to play casino gambling in the near future	0.794	19.815
I intend to play casino gambling in the near future	0.749	17.148
I am willing to play casino gambling in the near future	0.835	21.677

a. All standardized factor loadings are significant at $p < 0.001$.

Convergent and discriminant validity were checked to judge construct validity in Table 3. All average variance extracted (AVE) and composite reliability values for the multi-item scales were greater than the minimum criterion of 0.7 and 0.5 respectively (Hair et al., 2006). The results indicate the sufficient level of convergent validity of the measurement model. In order to check the discriminant validity of constructs, three methods were used in the study. Although first method using AVE was not confirmed discriminant validity since the highest squared correlation between desire and behavioral intention (0.666) exceeded some AVEs (PBC = 0.536, PRGS = 0.621, DE = 0.594, BI = 0.628) (Fornell & Larcker, 1981) the other two methods using confidence interval and constrained model show satisfactory discriminant validity levels.

Table 3
Results of Measurement Model

Constructs	AT	SN	PBC	PAE	NAE	PRGS	DE	BI
Attitude (AT)	1.000							
Subjective norm (SN)	0.256 (0.066)	1.000						
Perceived Behavioral Control (PBC)	0.432 (0.187)	0.150 (0.023)	1.000					
Positive Anticipated Emotion (PAE)	0.711 (0.506)	0.327 (0.107)	0.456 (0.208)	1.000				
Negative Anticipated Emotion (NAE)	0.327 (0.107)	0.193 (0.037)	0.198 (0.039)	0.498 (0.248)	1.000			
Perception of Responsible Gambling Strategy (PRGS)	0.255 (0.065)	-0.103 (0.011)	0.319 (0.102)	0.186 (0.035)	0.188 (0.035)	1.000		
Desire (DE)	0.599 (0.359)	0.212 (0.045)	0.371 (0.138)	0.677 (0.458)	0.557 (0.310)	0.338 (0.086)	1.000	
Behavioral Intention (BI)	0.614 (0.377)	0.247 (0.061)	0.525 (0.276)	0.657 (0.432)	0.477 (0.228)	0.420 (0.138)	0.816 ^c (0.666)	1.000
Cronbach's Alpha	0.897	0.944	0.851	0.941	0.949	0.873	0.880	0.900
CR	0.902	0.935	0.822	0.935	0.940	0.866	0.854	0.871
AVE	0.698	0.782	0.536	0.782	0.796	0.621	0.594	0.628

a. All correlations except SN vs. PRGS are significant at $p < 0.01$.

b. Correlation coefficients are estimates from EQS.

c. Highest correlations between pairs of constructs

d. CR = Composite Reliability; AVE = Average Variance Extracted;

Specifically, discriminant validity based on confidence interval method was confirmed since the confidence interval of correlation between desire and behavioral intention (0.898, 0.734), plus or minus two standard errors of correlation between the constructs, does not include the criterion of 1.0 (Anderson & Gerbing, 1992). Discriminant validity using constrained model was also confirmed because S-B Chi-square difference test statistic for relationship between desire and behavioral intention (20.53) exceeded the criterion of 3.84 ($p < 0.001$) (Steenkamp & Trijp, 1991).

Comparison of three models

The three competing models, TPB, MGB, and EMGB, were compared for explanatory power (Table 4). First, the MGB model had better explanatory power than the TPB model. Specifically, the antecedents of behavioral intention in the MGB explained approximately 76.0% of the total variance in behavioral intention to play casino gambling while attitude, subjective norm, and perceived behavioral control jointly explained about 46.4% of the total variance in the TPB. Second, the MGB model were slightly better in fit statistics, but the model lacked the explanatory power of behavioral intention as compared to the EMGB. That is, the EMGB improved R^2 from 0.760 to 0.767. Chi-square test indicates that there was significant difference between these two models (Δ S-B χ^2 (110) = 211.14, $p < 0.001$). So the EMGB better accounted for the variance in explaining behavioral intention. This model was also superior to the TPB model for explanatory power (EMGB = 0.767 vs. TPB = 0.464, Δ S-B χ^2 (365) = 775.21, $p < 0.001$). The results showed that the EMGB which added the perception of responsible strategy as a new construct to the original MGB performed better than the TPB and MGB. Enhancing our understanding of the decision-making process of behavioral intention these results propose several suggestions.

Table 4
Comparison of Three Models

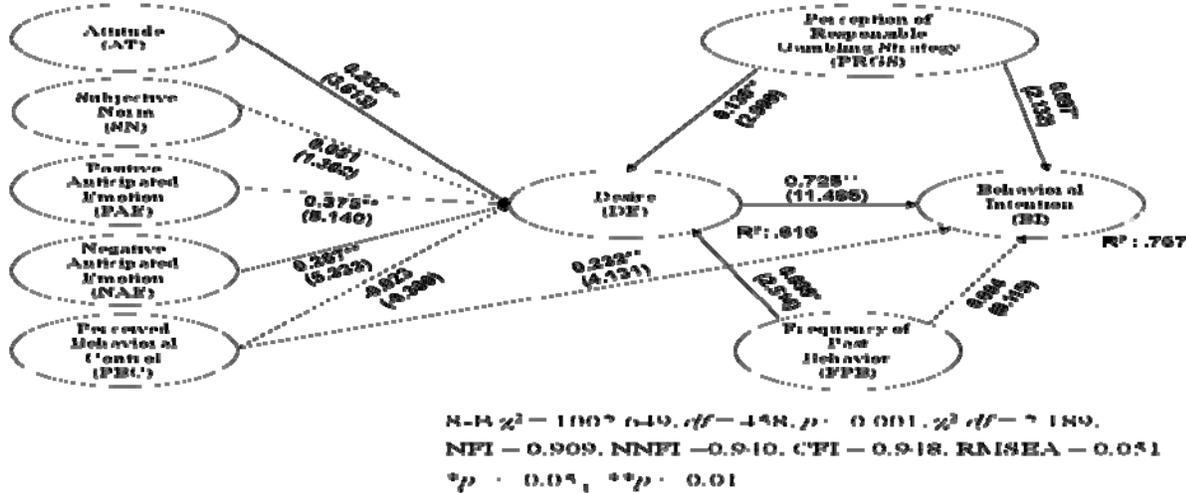
	χ^2	S-B χ^2	<i>df</i>	Normed S-B χ^2	NFI	NNFI	CFI	RMSEA	R^2 for BI
TPB	247.391	228.953	93	2.462	0.952	0.963	0.971	0.057	0.464
MGB	904.265	790.560	348	2.272	0.920	0.946	0.954	0.053	0.760
EMGB	1138.054	1002.649	458	2.189	0.909	0.940	0.948	0.051	0.767
Suggested Value*				≤ 3	≥ 0.9	≥ 0.9	≥ 0.9	≤ 0.08	

* Suggested values were based on Hair et al. (2006) and Bearden et al. (1982).

Tests of hypotheses for EMGB

EMGB as a final research model was developed from adding the perception of responsible gambling strategy to the MGB. Figure 1 represents the results of the EMGB. Four predictor variables (positive anticipated emotion ($\beta_{PAE \rightarrow DE} = 0.375$, $t = 5.140$, $p < 0.01$), negative anticipated emotion ($\beta_{NAE \rightarrow DE} = 0.267$, $t = 5.333$, $p < 0.01$), attitude ($\beta_{AT \rightarrow DE} = 0.232$, $t = 3.613$, $p < 0.01$), the perception of responsible gambling strategy ($\beta_{PRGS \rightarrow DE} = 0.136$, $t = 2.999$, $p < 0.01$), and the frequency of past behavior ($\beta_{FPB \rightarrow DE} = 0.099$, $t = 2.514$, $p < 0.05$)) were positively associated with desire to casino gambling, supporting H_1 , H_5 , H_6 , H_8 , and H_{10} .

Figure 1
Results of Extended Model of Goal-directed Behavior



Note: a. Covariance relationships between exogenous variables are not shown for clarity.
 b. The numbers in the parenthesis indicate t-value.

However, subjective norm ($\beta_{SN \rightarrow DE} = 0.051$, $t = 1.302$, not significant) and perceived behavioral control ($\beta_{PBC \rightarrow DE} = -0.023$, $t = -0.380$, not significant) were not statistically significant to predict desire to casino gambling, rejecting H_2 and H_3 . Other hypotheses related to behavioral intention were also tested. As expected, the relationships between behavioral intention, desire, perceived behavioral control, and the perception of responsible gambling strategy were found positive and significant ($\beta_{DE \rightarrow BI} = 0.725$, $t = 11.485$, $p < 0.01$; $\beta_{PBC \rightarrow BI} = 0.232$, $t = 4.131$, $p < 0.01$; $\beta_{PRGS \rightarrow BI} = 0.097$, $t = 2.132$, $p < 0.05$), supporting H_9 , H_4 , and H_{11} . However, the frequency of past behavior was not statistically significant to predict behavioral intention for casino gambling ($\beta_{FOP \rightarrow DE} = 0.004$, $t = 2.115$, not significant), rejecting H_8 .

CONCLUSION AND DISCUSSION

The current study using EMGB as new theoretical framework tells us a great deal about both theoretical and practical implications. First, the MGB accounted for significantly more variance in behavioral intention than the TPB, indicating the high predictive validity. This finding is consistent with Ajzen's (1991) assertion, which is open to alter the TPB by considering additional factors and changing relationships among latent variables as far as it explains a substantial proportion of the total variance of intention. Second, it was found that positive anticipated emotion, negative anticipated emotion, attitude, and the perception of responsible gambling strategy, and the frequency of past behavior were important factors when determining desire. And, desire, perceived behavioral control, and the perception of responsible gambling strategy were found to be significant factors in affecting behavioral intention. Third, according to previous research which proposed possible relationships among the perceptions of responsible gambling strategy, desire, and intention the perception of responsible gambling strategy was a significant (direct) predictor to determine desire and behavioral intention to play casino gambling. The finding suggests that the perception of responsible gambling strategy increased desire and behavioral intention to play casino gambling as they had positive image on casino companies which implemented responsible gambling strategies. Casino operators may need to promote responsible gambling strategies since it had a positive effect on desire and behavioral intention. Responsible gambling strategy should be continuously expanded as an important long-term business activity to increase casino visitor's positive image for casino companies and their behavioral intention to play casino gambling. This strategy will contribute to minimizing adverse social impact such as problem gambling in the long run.

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