

Abstract

The gambling industry is growing at a fast pace due to the proliferation of internet and digital media. Both online and offline gambling businesses are becoming recognized more and more around the globe. However, gambling brings the dilemma of social, political and financial problems at the individual as well as the collective level. This research study seeks methods of preventing the gamblers from social and economic destructive effects by controlling the gaming attitude. 52 websites referring to casino companies operating in North America and Europe were analyzed using a qualitative approach. The analysis included various strategies used by the companies regarding the incorporation of responsible behavior of gambling in promotion and marketing. Results show that the responsibility in gambling behavior could be induced through raising awareness of the consequences when the addiction to gambling takes over the control of individuals. Instead of playing with their patrons' imagination by promising fun and large sums of money, casinos should communicate in a more serious manner by promoting ways to minimize the addiction.