



Applied Economics >

Volume 42, 2010 - [Issue 6](#)

80 | 3 | 3
Views | CrossRef citations to date | Altmetric

Original Articles

Jackpot promotion model for Taiwan Lotto

Chuan Lee, Chin-Tsai Lin & Chien-Hua Lai

Pages 797-801 | Published online: 14 Nov 2008

Cite this article <https://doi.org/10.1080/00036840701720903>

Sample our
Economics, Finance,
Business & Industry Journals
>> [Sign in here](#) to start your access
to the latest two volumes for 14 days

Full Article

Figures & data

References

Citations

Metrics

Reprints & Permissions

Read this article

Share

Abstract

Lotto was inaugurated in January 2002, and immediately became a popular activity in Taiwan; as the big craze following its initial introduction has subsided, the growth of Lotto game sales has slowed. To maintain lottery sales' momentum, operators have conducted numerous jackpot promotions; this study examines the effectiveness of various jackpot promotional strategies. The analytical results can provide a valuable reference for operators and governmental authorities regarding ways of increasing lottery earnings. The empirical findings of this investigation include the following: (1) the effective price elasticity of Lotto is -0.382 ; Taipei Fubon Bank can increase the revenue gained from Lotto by increasing the effective price; (2) operators can significantly increase lottery sales by declaring the jackpot as an unconditional added fixed or variable bonus.

Acknowledgement

The authors would like to thank the Taipei Fubon Bank for supporting this research.

Related research

People also read

Recommended articles

Cited by
3

[The Good, the Bad and the Unhappy: The Cultural Meanings of Newspaper Reporting on Jackpot Winners >](#)

Per Binde

International Gambling Studies

Published online: 11 Jun 2007

Information for

[Authors](#)

[R&D professionals](#)

[Editors](#)

[Librarians](#)

[Societies](#)

Opportunities

[Reprints and e-prints](#)

[Advertising solutions](#)

[Accelerated publication](#)

[Corporate access solutions](#)

Open access

[Overview](#)

[Open journals](#)

[Open Select](#)

[Dove Medical Press](#)

[F1000Research](#)

Help and information

[Help and contact](#)

[Newsroom](#)

[All journals](#)

[Books](#)

Keep up to date

Register to receive personalised research and resources by email



Sign me up



Copyright © 2026 Informa UK Limited [Privacy policy](#)

[Cookies](#) [Terms & conditions](#) [Accessibility](#)

Registered in England & Wales No. 01072954
5 Howick Place | London | SW1P 1WG



Taylor & Francis
by informa