



**NONG Zhenzhen**

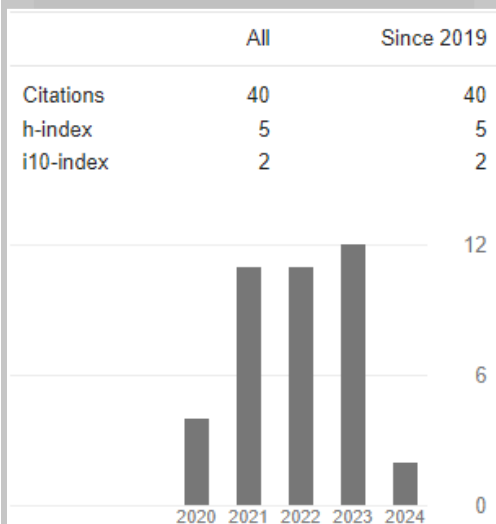
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### Research Area

Consumer Behavior  
Sensory Marketing

### Google Scholar



### Journal

- ◆ Fong, L.H.N., Nong, S.Z., Wu, A.M.S. et al. (2024), Scent-driven Selective Attention on Gambling Outcome: Implications for Responsible Gambling. *Journal of Gambling Studies* (2024). <https://doi.org/10.1007/s10899-024-10346-y>
- ◆ Nong S. Z., Fong, L. H. N., Hao R. R., & Koo, C. (2023), Why do Chinese tourists post selfie and who are they? An exploratory study, *Tourism Management Perspectives*, 48, 101174, [SSCI] <https://doi.org/10.1016/j.tmp.2023.101174>
- ◆ Min, Y., Nong, S. N., Fong, L. H. N., & Wu, A. M. S. (2022), Fallacy bias in casino gaming: An observational study of non-Asian and Asian Roulette gamblers, *Journal of Gambling Business and Economics*, 15 (1) [ESCI].
- ◆ Fong, L. H. N., Nong, S. Z., Leung, D., Ye, B. H., (2021), Choice of non-monetary incentives and coupon redemption intention: Monetary saving and price consciousness as moderators, *International Journal of Hospitality Management*, Volume 94, [SSCI] <https://doi.org/10.1016/j.ijhm.2020.102816>.
- ◆ Nong, S. Z., Fong, L. H. N., Fong, D. K. C., Lam, D. (2019), Segmenting Chinese gamblers based on gambling forms: A Latent class analysis, *Journal of Gambling Studies* [SSCI]. <https://doi.org/10.1007/s10899-019-09877-6>
- ◆ Media coverage: Atlas of Science, Someone with higher risk: Seeing through Chinese gamblers based on gambling forms, October 8, 2020.
- ◆ Pickering, D., Nong, Z., Gainsbury, S., Blaszczynski, A. (2019), Consumer perspectives of a multi-venue gambling self-exclusion program: A qualitative process analysis, *Journal of Gambling Issues*, 41, 20-39. [ESCI] <http://dx.doi.org/10.4309/jgi.2019.41.2>
- ◆ Nong, Z., Gainsbury, S. (2019), Website design features: Exploring how social cues present in the online environment may impact risk taking. *Human Behavior and Emerging Technologies*, 2019;1–11. [ESCI] <https://doi.org/10.1002/hbe2.136>



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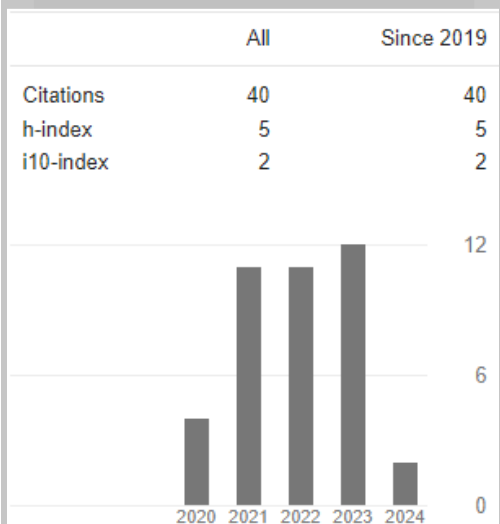
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Consumer Behavior

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## Conference

- ◆ Wai, K. C. I., Nong, S. N., Fong, L. H. N., (2023) An importance-performance analysis of the back-of-house environment: The case of Macau integrated resorts, paper presented at the 4th Conference on Managing Tourism Across Continents – Tourism for a better World (MTCON'23), Turkey.
- ◆ Nong, S. Z., Fong, L. H. N., (2022), The moderating effect of pleasant ambient scent on the relationship between exercise habit and attention on personal gambling results, The 3rd Macau Symposium on Cognitive and Brain Sciences (MSCBS 2022), Best Poster Award (3rd Place), University of Macau.
- ◆ Nong, S. Z & Fong, L. H. N. (2022). "Better not let me know": The mediating role of regret on the relation between social comparison discrepancy in online hotel review and revisit intention. In Stienmetz, J., Ferrer-Rosell B., & Massimo, D. (Eds.), Information and Communication Technologies in Tourism 2022 (pp. 87-96). Cham, Switzerland: Springer International Publishing.
- ◆ Nong, Z., Beckett, M., (2017), Behavioural Feedback Tools and the Implications for Empowering Gamblers, paper presented at the 25<sup>th</sup> Big annual conference of the National Association for Gambling Studies, Melbourne, Australia.

## Book Review

- ◆ Nong, S. Z. & Fong, L. H. N. (2021), Book review Eye tracking in tourism, by M. Rainoldi & M. Jooss, Information Technology & Tourism, 23, 633–635. <https://doi.org/10.1007/s40558-021-00210-9>