

Research on the Influence Mechanism of Impulse Consumption Willingness of Mobile Game Virtual Props Consumers

—Taking Mobile Game College Students in Chengdu as an Example

Huaihua Peng, Rapassa Rong-onnam

North Bangkok University, Bangkok 10220, Thailand.

Abstract: Mobile games have become the main way for people to consume their fragmented time. Moreover, users are even spending more time on mobile games than large online games. The rise of the mobile game industry has given many new enterprises room for improvement, and traditional game manufacturers have begun to actively prepare for the development of mobile games. China has the largest game user base in the world, and the continued growth in the virtual world is both consumer and producer in the game world. The demand for virtual goods trading contributes to the emergence and rise of one trading platform after another. With the improvement of people's consumption level and consumption ability, the willingness to pay for games also increases. Some game players will upgrade their game props, characters, costumes and others in order to have a better game experience. This paper takes the consumer group of mobile game college students in Chengdu as the research object, and discusses the factors of their impulse consumption intention and the relationship between the perceived value, product attributes, motivation demand and consumers' impulse consumption intention.

Keywords: Mobile Game Virtual Props; Impulse Consumption Willingness; Influence

1. Background

Mobile game virtual props are an important part of online games. It is not only a direct visual embodiment of the world view of the game, which brings social experience and game experience to players, but also carries the sales profit of games, and even drives a group of professional players who make a living on games. They may be professional e-sports players or virtual item dealers. With the popularity of mobile Internet games, many consumers are addicted to mobile games, which have had a serious negative impact on their lives. The addiction to mobile online games, coupled with the blind purchase of online virtual props, has caused a serious negative impact on others and themselves, and even endanger their lives. In the constitute of mobile game users, college students occupy an important part. As college students generally have enough time, their personal disposable property is relatively stable, and they have strong desire and ability to accept new things, it is essential to study the influence mechanism of impulse consumption intention of virtual props of mobile games. Therefore, from the perspective of the consumption of virtual props of mobile games, this paper takes the consumer groups of college students in Chengdu as an example to discuss the influence mechanism of the impulse consumption willingness of consumers of mobile games of virtual props.

2. Research significance

2.1 Theoretical significance and value

In terms of the theoretical value. This study on the basis of classical literature at home and abroad, build a can fully reveal the Chengdu college students consumer groups in mobile game virtual props the influence of impulse consumption mechanism model, help to enrich the perceptual value theory, plan behavior theory of related literature, enrich and enrich the existing perceived value theory, plan behavior theory.

2.2 Practical meaning and value

In terms of real value. This study clarified the influence mechanism on the impulse consumption willingness of college students in Chengdu, so that mobile game enterprises can take corresponding promotional activities to improve the consumers' impulse consumption

willingness. It will also help the consumer group of King of Glory mobile game college students, on the basis of increasing the impulse consumption willingness of virtual items of mobile games, and help mobile game enterprises to obtain considerable economic benefits in the market has a certain practical value.

3. The conceptual framework of the study

4. Theoretical principle

3.1 Perceived value theory

In 1988, Zeithaml V A formally proposed Perceived Value Theory (“PVT”), whose core idea is that customers’ perception of the value of products or services is the overall evaluation made after the balance between perceived benefits and costs, and takes it as the basis for consumption. Zeithaml (1988) In the research, customer value perception is the overall evaluation after weighing the perceived benefits gained against the cost paid in the acquisition of products or services^[1].

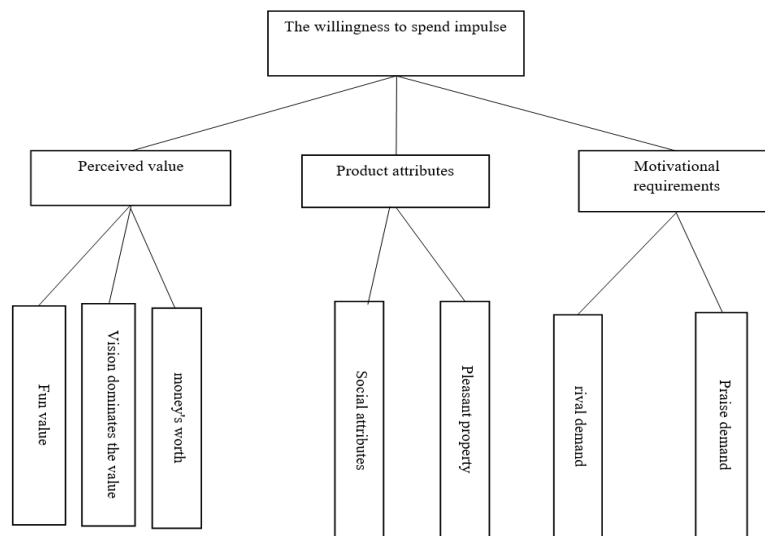
3.2 Plan behavior theory

Icek Ajzen (1985) proposed the theory of planned behavior in his article “From Intent to Action: Theory of anned Behavior”. Planning behavior theory is more valued than rational behavior theory, and is regarded as a more complete behavior intention model; many empirical studies show that planning behavior theory is better predicted than rational behavior theory^[2].

3.3 Relevant influencing factors

Ouyang Banghong (2015) discussed the influence of the perceived value of virtual goods in online games on the purchase intention, and respectively discussed the different prediction effects of men and women in the influence of the perceived value on the purchase intention. In online games, consumers’ perceived value significantly has a positive impact on their purchase intention, and male consumers predict the most monetary value in the perceived value dimension, followed by the role ability value, followed by the fun value, and finally the visual dominant value. In the perceived value of female consumers, they also have the largest role in predicting monetary value, but followed by the visual dominant value, and finally the fun value. The role ability value has no significant role in the prediction of the purchase intention of female consumers^[3].

Zhang Jingyang (2019) pointed out that mobile games, as a medium, have become an important channel for people to relax in people’s life. In 2017, the market size of mobile games reached 148.92 billion yuan, and the consumption phenomenon of mobile games deserves people’s attention. The qualitative research method takes the phenomenal mobile game King of Glory as an example to discuss the influencing factors of mobile game audience^[4].



4. Conclusion

Perceived value is influenced by fun value, visual dominant value, and monetary value. As a part of online games, virtual props not only build a virtual interactive world, but also have the attributes of goods, which attract consumers to consume and enhance their willingness to consume. The development of mobile games makes it an indispensable part of college students' life, and college students have different consumption behaviors of mobile games and mobile game virtual props. The art style of online games represents the design concept of the entire research and development team and the interpretation of the world view of the game.

The design of virtual items needs to consider factors such as art expression form, expression mode determined by the game engine, human-computer interaction and multiple participation. When college students consume virtual props of mobile games, they may be attracted by the consumption activities of game manufacturers, or influenced by people close to them. They need to avoid unreasonable impulse consumption.

Product attributes also have a significant impact on consumers' impulse willingness to spend. Mobile game developers should give full consideration to the product characteristics of virtual items of games and mobile games, especially in terms of story, plot design, graphics and content richness. Consumption experience has a relatively low impact on consumption willingness, so stakeholders in the mobile game industry chain should consider how to bring more positive consumption experience to users and improve the social attributes of mobile game virtual props.

Motivation demand also has a significant impact on consumers' impulse willingness to consume. By recharging and consuming in games, they can improve their game attributes, enhance their competitiveness, and also meet the entertainment needs of users. Mobile game companies can promote consumers' willingness to spend on impulse through promotional activities.

To sum up, improving the perceived value, product attributes and motivation needs can increase consumers' impulse willingness to consume, and then improve the recognition and purchase intention of virtual props for rival games. Stakeholders in the mobile game industry chain should pay attention to consumption experience, social attributes and competitive needs to meet the needs of consumers and promote the healthy development of the industry.

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