

An Empirical Study on the Influence Mechanism of L-Game Championship Skin Selection and Selling Mechanism on Consumers' Esports Virtual Product Purchase Intention in Beijing

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Abstract: Under the premise of rapid development of science and technology and continuous progress of society, the general public cares not only about whether they can eat well or not, but the main problem we are facing now is the growing spiritual and cultural needs of the people. The spiritual culture construction is divided into many kinds, and this study is the spiritual culture needs with entertainment properties, in which people need to buy skin inside the game to make themselves more satisfied. We know that the scarcity effect is a prerequisite for high willingness to buy, whether the product is given a dominant motivation is a necessary step for high willingness to buy, and the perceived value is the last fire for high willingness to buy. In this paper, we will take the L game champion skin selection rules as an example to explore the relationship between purchase intention and scarcity effect, commodity-driven motivation and perceived value from the audience's perspective. A questionnaire survey is used to understand the audience's purchase of L-game championship skins and the reasons for purchase, and a scientifically supported approach is used to interpret and explain how users' purchase behavior and purchase intentions emerge to generate purchase behavior.

Keywords: Purchase Intention; Perceived Value; Commodity Dominant Motive; Scarcity Effect; Spiritual and Cultural Needs; Entertainment Attributes

1. Background and problem statement

The earliest searchable and documented history of video games is a game called Tic Tac Toe, which was created in 1952 and ran on an early vacuum tube computer. It was in 1970 that video games became a real commercial entertainment medium. It also became the industrial basis for a particularly important form of entertainment in Europe, the United States and Japan in the late 1970s. During the recessionary period of the early 1980s in the United States and the two years of recovery that followed, the video game industry surpassed the growth of the previous two cycles and became a multi-billion dollar industry, competing with the long-established film industry and becoming the most profitable entertainment industry in the world. In the early days of video games, the main medium was console data computing, graphics performance, and storage, and this was the rule that differentiated the iterations. Each generation spanned five to six years. The difference in console performance between each generation was also quite large.

2. Research objectives

Analyze whether there is a significant difference between the current rules for selecting championship skins for video games L games on users' willingness to purchase championship skins for eSports virtual products.

To explore the influence mechanism between the following groups of factors.

Based on the data collected, compare which of the triggers for changes in purchase intentions account for a greater proportion, develop effective marketing strategies for video game L games at high speed, and make guiding suggestions for the future

development of video game L games.

3. Scope of the study

3.1 Theoretical significance and value

In theoretical terms, most of the studies conducted up to now have focused on user purchase intentions, motivations and behaviour in a particular game, and the scope of research is relatively broad, while individual studies on a particular game are relatively rare. This is the case with the L game users. In this paper, we take L-game users as the object of study, and try to study and argue the many aspects that influence users' willingness to buy, in order to do the best we can.

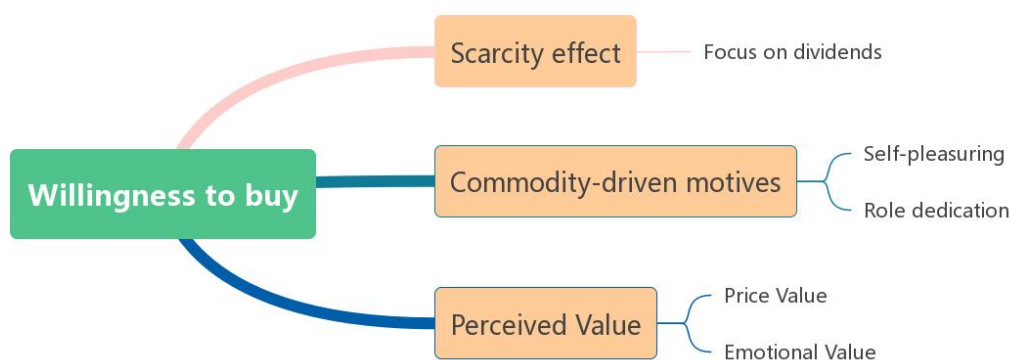
3.2 Practical significance and value

In practical terms, although the eSports industry started late, the network industry and the game industry on which it is based are both undergoing rapid development, so eSports, as an industry that has gradually evolved on the shoulders of these two, has also had a rapid development, which is what we often call a late start and fast progress. As championship skins are a virtual product that can better indicate a player's camp, and can also better express a player's personality and reflect a player's identity, meeting the needs of current users, the L game, as a hot game at the moment, has a certain representation, so the L game has a certain research value, and the study of the L game will be useful for game development teams to better sell this The study of the L game will be of great significance to the game development team in terms of how to better sell this virtual product and create a higher commercial value.

3.3 Regional demographic characteristics of the study

Based on the limitations of this study, the author has set a clear limit on the scope of the study. Based on the author's own research capacity and the resources that can be deployed at the community level within his own capacity, the sample was collected in the urban areas of Beijing.

4. Conceptual framework of the study

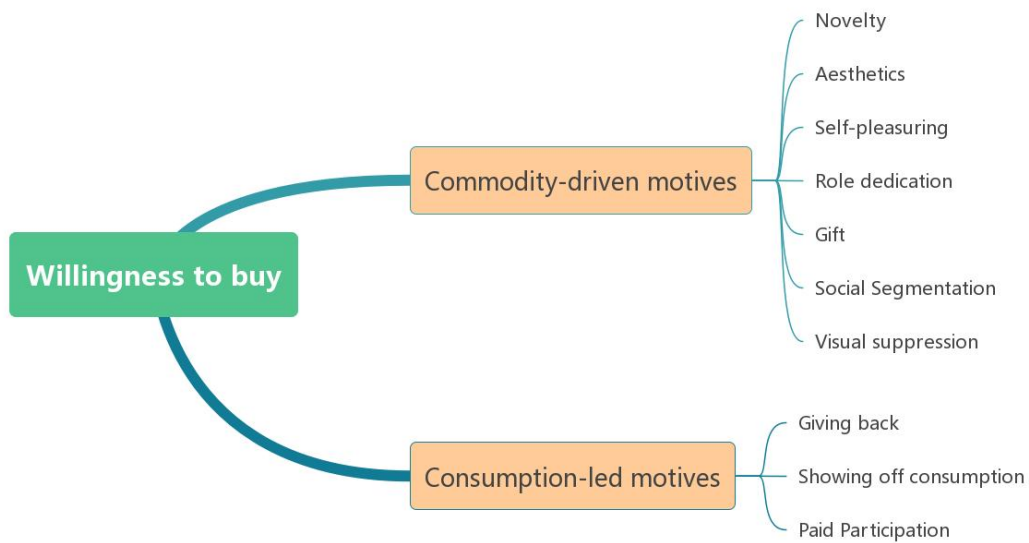


5. Theoretical foundations

5.1 Commodity-led motives

According to Marder B et al (2018) and Wang Yihan's (2019) study on commodity-driven motivations, they are divided into seven categories: novelty, aesthetics, self-pleasure, role dedication, gifting, social compartmentalisation and visual suppression. After Wang Yihan's (2019) research on product-driven motivation, it was confirmed through his survey, research and analysis that novelty, aesthetics, self-pleasure, role dedication, gifting, social compartmentalisation and visual suppression all have an impact on

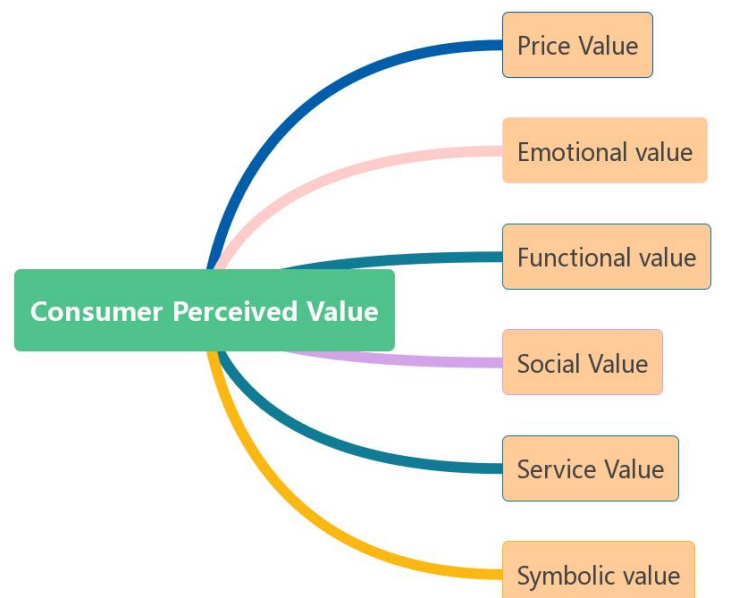
product-driven motivation, and product-driven motivation has an impact on purchase intention. As shown in the figure below.



5.2 Perceived value

Alsabbahy and Ekinici investigated the relationship between perceived value and satisfaction and recommendation wishes by considering three dimensions: functional value, emotional value and overall value, and confirmed that perceived value has a positive impact on user satisfaction. Zhou Yijin is a qualitative research method to classify the constituent dimensions of customer perceived value, proposing five dimensions: functional value, emotional value, social value, green value and perceived payoff, and verifying their existence.

In his study on the intergenerational brand equity of long-established brands for young consumers, Jiping Wang has verified empirically the impact of four dimensions on perceived value: brand awareness, emotional association, perceived quality and brand trust/loyalty, while perceived value has an impact on purchase intention. .



6. Related research

Consumer motivation has been well documented in marketing-related research and discourse. Although many different models of purchase motivation have emerged, what is universally affirmed by scholars is that consumers will only buy a good if it provides them

with value. This value is widely understood as the benefit that consumers can obtain through the purchase and use of a product, and it is to obtain this value that consumers are motivated to consume (Woodruff, 1997). Academics have not provided a detailed interpretation of the various values that eSports virtual products can provide to players, which has raised the exploration of the value that players see when purchasing eSports virtual products to an unprecedented level.

Conclusion

This study takes the players of the L game as the object of study, and examines the willingness of L game players to purchase the virtual product championship skins, based on a thorough review of previous academic research, aided by previous research, and a combination of perceived value theory, scarcity effects and commodity-driven motivations. In this study, data were collected, collated and analysed through a questionnaire survey to test the hypotheses proposed by the author, and predictions were made based on previous academic research on this type of product. The results are: the scarcity effect has a significant positive impact on L-game users' willingness to purchase e-sports virtual product championship skins; the commodity-driven motivation has a significant positive impact on L-game users' willingness to purchase e-sports virtual product championship skins.

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