Research on the Influence of E-Sports Virtual Product Promotion on Irrational Consumption Behavior of Sichuan Youngsters

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Abstract: With the proliferation of high-performance computers, the amount of academic research focused on organized competitive gaming has steadily expanded. To date, user engagement analysis has concentrated chiefly on in-game variables. Still, external influences, including game streaming and gaming-centric communities, can influence teens' willingness to play games and engage in in-game transactions. In particular, the rise of professional gaming and esports has provided a new medium for customer engagement. This paper analyzes past and current literature on esports virtual product marketing, resulting in a figure representing the history of esports brand usage in popular and unpopular industries in esports. This study examines the impact of e-sports as a decisive factor in game intent recognition on irrational consumption behaviors of Sichuan teenagers through environmental stimuli, customer needs, and emotions. The three research objectives are; to analyze the influence mechanism of virtual e-sports products on the consumption intention of Sichuan youngsters, to explore the degree of influencing factors to youngsters' purchase intention, and to suggest the solution for improving the irrational consumption behavior.

Keywords: E-Sport Virtual Product Promotion; Irrational Consumption Behaviour; Sichuan Youngsters

1. Introduction

E-sports is a competition project that uses the network as a media tool to compete with others. Through competition, with the continuous development of China's economy and the advent of the Internet 2.0 era, people are increasingly accepting of the Internet. With the increasing popularity of existing electronic equipment, the development of my country's game industry has shown a diversified and explosive growth, especially in online video games; speed and overall e-sports industry production and consumption behavior have become the current trend—the main scene of Internet consumption. The influence of online e-sports games is accompanied by the growth and development of people in the 1980s and 1990s. They have grown into the backbone of society and have extreme feelings for the e-sports industry. After the birth of e-sports, people's desire to obtain a higher level of spiritual enjoyment through sports has been realized. E-sports has stronger technical, team, competitive, and entertainment features that are different from traditional sports competitions and captures the consumer market.

2. Theoretical Basis

2.1 Theoretical Significance and Value

In recent years, several popular e-sports games have appeared on mobile terminals. Taking "Honor of Kings" as an example, the advent of the game "Honor of Kings" not only copied the PC side but also added mobile games. Some features such as operability and portable convenience, play sports more than just games. In the traditional PC-side e-sports project "League of Legends," its operability is relatively complicated, the various corresponding equipment and skin designs that need to be consumed are not layered, the computer is inconvenient to carry, and the operation is more troublesome. "Honor of Kings" uses a mobile terminal, highlighting its operability and competitiveness. The process is simple, the game is relatively less complicated, and the threshold is lower. It is suitable for players of all levels to get started. This led to the game "Honor of Kings." Since the emergence of smart mobile devices, e-sports games have constantly adapted to equipment changes. With the continuous

upgrading of mobile device technology, the e-sports industry is developing in the direction of lightweight and simplicity. More manufacturers and enterprises will invest in e-sports.

2.2 Practical meaning and value

The research on virtual products of e-sports games analyzes the direction of design and optimization of virtual effects in China's e-sports. It explores the reasons for the impulsive consumption of young people in the virtual products of the e-sports industry for the future e-sports industry. The development of virtual products guides young people to rationally consume virtual products in the e-sports industry and provides a positive direction. At the same time, it also conducts a detailed analysis of the current virtual effects of the mobile e-sports industry. It offers positive suggestions for enterprises in developing, designing, and promoting virtual products.

3. Understanding the Influence of E-Sports Virtual Product Promotion on Irrational Consumption Behavior of Sichuan Youngsters

3.1 Analysis of the mechanism of customers' irrational consumption behavior

Hamari (2015) [1] explained behavioral economics had been concerned with the inadequacies of rational choice theory. This assumes that consumers have complete information about all the alternatives and weigh the pros and cons before purchasing. The model of the action mechanism of customer needs emotions and irrational consumption behavior to reveal the influencing factors and action mechanism of customer irrational consumption behavior.

3.2 S-O-R theory

Wang: et al. (2020) [2] studied cognitivism from the Gestalt psychology school, which believes that learning is what people perceive and perceive and is realized by the subjective organization of the human brain and proposes that learning relies on insight rather than trial and error. The theory's point of view on "learning" is that about the psychological phenomenon of learning, the link between negative stimuli (S) and responses (R) is direct and mechanical. They believe that people's behavior is based on the "internal state of the organism"-consciousness as the intermediary link and is dominated by consciousness, and they replace the S-R formula with the formula S-O-R (O is the intermediary link); learning does not consist in forming the connection between stimulus and response, and relying on the subjective structural role to create a "cognitive structure."

3.3 Study of e-sport promotion

Hamari; & Keronen. (2017) [3] believed e-sports is a field of physical activity in which people use information and communication technologies to develop and train their mental or physical abilities. It is asserted there that esports should be viewed as a form of sport, defining sport as "the voluntary connection of human beings with others" and consciously develop their areas of competence and achievement in cultural activities... and compare themselves to these other people according to the rules, without intentionally harming them or themselves.

4. The Conceptual Framework for the Research Study

4.1 Irrational consumption behavior of the youngster

While this may be due to younger consumers' claims of inability to boycott advertising, our understanding of the relationship between children's advertising attributes (information and persuasion/sales) and consumer behavior is still limited. For example, there is no conceptual explanation for how confounding variables (taste, curiosity, or social attractiveness) affect behavior, even if consumers are fully aware of commercial biases. Whether advertising contributes to developing informative and

persuasive attribution is also poorly conceptualized. To address the above gaps, a new conceptual framework is designed to provide new insights.

5. The Influence of E-Sports Virtual Product Promotion on Irrational Consumption Behavior of Sichuan Youngsters

Paul: et al. (2016) [4] found the market structure and market barriers of China's e-sports industry, focusing on the perspective of product supply, product demand, and external industry development policy, analyzing the sustainable development of China's electronics industry, and puts forward relevant policy suggestions. Cai Yitong's "Research on the Investment Trend and Prospect of China's E-sports Industry" mainly studies the rise of e-sports and industry characteristics. It discusses the impact of my country's e-sports industrialization by analyzing the development status of the domestic e-sports industry. The influencing factors of development, and finally put forward the trend and choice of market e-sports growth investment and entrepreneurship.

6. Conclusion

In the virtual products of e-sports, the design of virtual products is to optimize and stimulate the senses to attract young people to buy in moderation, so it is essential to focus on the function and appearance of virtual products. Through the research of this paper, we can analyze the factors that affect the irrational consumption of virtual e-sports products by young people in Sichuan and put forward corresponding improvement suggestions and measures for these factors that cause irrational consumption to guide the young people in Sichuan to have a correct consumption. The expected results analysis found that environmental stimuli and emotions positively correlate with young people's irrational consumption. Based on the rapid development of my country's e-sports industry, the analysis and research on the factors affecting young people's willingness to purchase virtual products have been deepened. To realize the rational and reasonable development of e-sports industry products, it is necessary to focus on rational guidance on the environment and emotions of young people's consumption.

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