Study of Influencing Factors of Competitive Mobile Game Products Affecting Henan College Students' Repeated Purchase Intention

Fan Yang

North Bangkok University, Bangkok 10220, Thailand.

Abstract: With the rapid growth of smartphone users from all across China in the past decade, the online mobile game market value has risen dramatically with the popularity of the college student population. Thus, this is why the online mobile game market has been massively interested in many game developers and publishers all over China. This study investigates factors influencing purchase intention within online mobile games in Henan. The research framework proposes that five independent variables: the sense of belongingness, perceived enjoyment, self-esteem need, self-actualization need, and perceived risk, tend to have a significant relationship with the repeated purchase intention. The three research objectives are; to explore the level of Henan students' repeated purchase intention on mobile game products, to evaluate the influencing factors relating to student repeated purchase intention, and to put forward suggestions for improving competitive mobile game products in attracting Henan student purchase intention.

Keywords: Competitive Mobile Game Products; Henan College Students; Repeated Purchase Intention

1. Introduction

Recently, Guohai Securities released the "China Mobile Game Navigation Depth Report," which analyzes the future development of China's mobile game industry from the aspects of "space, pattern, and trend" in the future. The report predicts that under neutral and optimistic forecasts, China's overseas mobile game market will reach 167.4-215.2 billion yuan by 2024. In mobile games, competitive games are more favored by college students. The players' emotions can be vented through the game, and the energy condensed in the heart can be expressed. Their consciousness is focused on the activity itself; they lose self-awareness and feel entirely controlled by the activity environment. When mobile gamers don't play, they are distressed and disturbed by the loss of this refreshing experience. Therefore, mobile competitive games have immersive properties. Once college students' mobile game players get a sense of smoothness during the game, they will have a cheerful and continuous willingness to use them. This paper analyzes the influence of the desire of college students' mobile game users through a questionnaire survey. On this basis, taking competitive mobile games as an example, it analyzes the characteristics that make college students continue to use them. It examines college students' willingness to continue using competitive mobile game products.

2. Theoretical Basis

2.1   Theoretical Significance and Value

At present, there is related research on game products in China. The main research areas focus on the anti-addiction of teenagers, the development of the game industry, the media characteristics of games, etc., and generally discuss the characteristics and attributes of games, and rarely have targeted research focused on game operations and game activity. This paper integrates exploratory study and hypothesis testing research. Based on qualitative research to build a theoretical model, it is analyzed and verified through quantitative analysis. Discuss how game operation enhances students' willingness to continue

participating in active activities, and then discuss how mobile game products optimize players' gaming experience through the activity system.

2.2 Practical meaning and value

Understanding the mechanism of users' continuous willingness to use during operation is the key to effectively promoting user activity and retention. Currently, operators are mainly based on personal experience in mobile game product planning and operation activity design, lacking scientific theories and empirical evidence—guidance for conclusions. The core of this study is to discuss the influencing factors of the continuous use of competitive mobile game products among college students in Henan. Based on sorting out relevant concepts and theories, this research combines qualitative and empirical research, synthesizes existing data and data analysis, and provides a reference for planning and implementing existing mobile game products.

3. Understanding the Influencing Factors of Competitive Mobile Game Products Affecting Henan College Students' Repeated Purchase Intention

3.1 Technology Acceptance Model Theory

Davis (1989) [1] explained the determinants of the widespread acceptance of computers. The two determinants of perceived usefulness and perceived ease of use mentioned in the Technology Acceptance Model reflect the degree to which users think using a system can improve work efficiency and the degree to which users believe it is challenging to use a system. The two together impact the user's use attitude, and the use attitude affects the user's use behavior through the mediating effect of the user behavior intention.

3.2 Motivation Theory

Cai: et al. (2022) [2] proposed motivation theory can be divided into content and process types according to different research levels. Content-based motivation theory (also known as needs theory) takes people's requirements and how they are met as the research object. It then discusses how to induce specific behaviors from the perspective of individual factors. The core value of content-based motivation theory is to analyze the species composition and structure of human needs and to understand motivation as a process of satisfying needs. But in terms of management value, this theory has not yet addressed how unmet needs motivate behaviors consistent with organizational goals. The process-based incentive theory developed subsequently answers this question to a certain extent. Process-based motivation theory focuses on the psychological process from motivation to specific behavior. It aligns personal and organizational goals by establishing the connection between individual behaviors and the needs required to achieve them.

3.3 Expectancy Value Theory

Cooper: et al. (2017) expressed expectancy-value theory suggests that if students value active learning, believe they can successfully participate in active learning they select, and perceive a low cost to doing active learning through their initiatives, they will choose to engage in active learning activities deeply. No students reported low levels of engagement in active learning. Most students described a high level of employment in active learning when they have a certain level of trust and self-actualization.

4. The Conceptual Framework for the Research Study

4.1 Repeated Purchase Intention

Repeat purchases, also known as buybacks or replacement sales, are when a consumer buys the same brand to replace a previously purchased product that is already a consumer. Repeat purchases of a brand can measure brand loyalty. If customers are satisfied with the products and services they like, they will tend to repeat purchases based on their perception of satisfaction and preferences.

5. The Influencing Factors of Competitive Mobile Game Products Affecting Henan College Students' Repeated Purchase Intention

Liu; & Deng. (2022) [4] focused mainly on paid conversion, willingness to continue using the game, and the game community. Building a game community around the theme of mobile games can help improve the conversion of mobile games. In the related research on continuous use, it was also found that information sharing in the community constitutes a key driving factor for players to continue to use the game; data research on the Chinese mobile game market found that the perception elements of mobile games are of great significance to game operations. In addition to empirical research, operational research on mobile games should emphasize the multiple values of mobile games in entertainment, education, and social networking. The game industry chain and other aspects provide relevant suggestions for game operation. The foreign video game industry has a higher starting point and an earlier development, which has a great reference value for my country. However, China has big differences due to the domestic and foreign mobile game market, user habits, cultural background, and operation situation. Therefore, there are differences in the theoretical focus and research angle of the research to a certain extent.

6. Conclusion

Today's consumers' perception of products and services ultimately depends on their experience, which is the basis for evaluating products and services. Therefore, for the user, using or not using the product or service, or which product or service is used is different, and the loss to the user is not great. In the face of such a high homogeneity field, the first problem merchants need to consider is enhancing product heterogeneity. Optimize your product. Previous studies have shown that perceived usability, perceived ease of use, positive emotions, system quality, perceived matching, and perceived cost can improve users' willingness to use. Based on related research, this paper believes that these six dimensions contribute to users' continued willingness to use.

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