

Research on the Influence of Internet Community Opinion Leaders on the Purchase Intention of Crowd Game Consumption Items—Based on A game players

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Abstract: "Game", defined in the sea of words as the main purpose of direct pleasure, and must have the subject to participate in interactive activities. The current everyday term "game" mostly refers to video games on various platforms. In the next few years, China will be the most important game market in the Asia-Pacific region. And with the rapid development of the game industry, the number of games is also rising. This paper takes the users of A phenomenal game A game as an example. From the perspective of players, we study whether the players are willing to buy the paid items and buy the paid items in the game after receiving the opinions and influence of opinion leaders. This paper takes the users of A phenomenal game A game as an example. From the perspective of players, we study whether the players are willing to buy the paid items and buy the paid items in the game after receiving the opinions and influence of opinion leaders.

Keywords: Internet Community; Opinion Leader; Video Games; Paid Items; Purchase Intention

1. Research background

As the wheels of the Internet era rolled by, many Internet companies began to pour into the gaming industry. From 2020 to 2022, affected by the novel coronavirus outbreak, countries around the world have increased significantly compared with previous years. In 2021, the gaming market in the Asia-Pacific region was about \$84.3 billion, up 17.5% year on year and accounting for 48% of global revenue. After 2018, the game version of the Chinese game market in 2021 are almost the same as in 2020. Has always been recognized as the "monster" "playthings lost" the game has actually already boarded the "hall of elegance".

2. Research objectives

Study the economic impact of opinion leaders of Internet communities on the purchase intention of paid items for games.

Explore the relationship between several influencing factors.

I hope that research can play a better role in selecting opinion leaders and purifying the Internet community environment. At the same time, it can give directions to game companies that demand sales, and play a good role in selecting or cultivating their own game community opinion leaders, so as to play a good role in sales.

3. Range of study

3.1 Theoretical Significance and Value

First from the theoretical level, the study of opinion leaders are often focused on WeChat weibo this kind of from the media, and its influence on public opinion, study the influence on the purchase intention is less, and the Internet community opinion leaders and

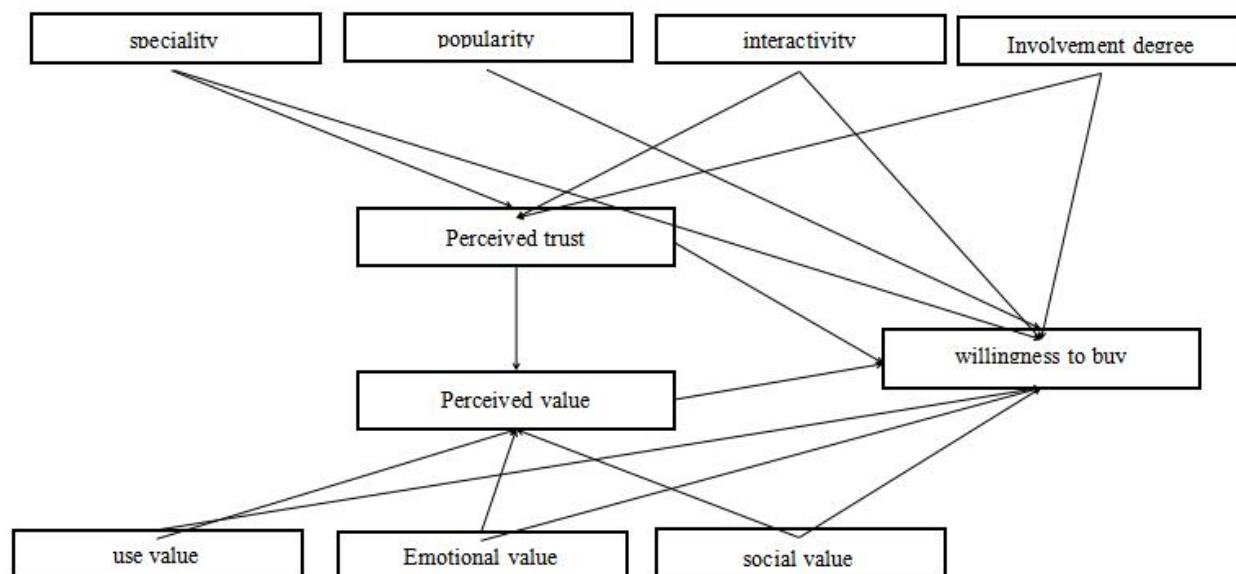
game virtual props purchase influence is rare, the study can study on opinion leaders related theory and supplement.

3.2 Practical Significance and Value

Game companies can understand which game types that players in the game community prefer through opinion leaders, and can also use opinion leaders to promote their game products. Starting from the game community, you can know what kind of opinion leaders to support will have a better community environment and attract more players to settle in. For the average player, you can know more about these opinion leaders and how to increase their influence in the player community to become brand new opinion leaders and generate economic value.

3.3 Regional characteristics of the study

This article mainly focuses on the players of mobile game A game. As the game is not released overseas, this article is mainly based on the survey results of users in Chengdu, Sichuan province in China.



4. The conceptual framework of the study

5. Theoretical basis

Mehrabian (1974) the earliest stimulus-organism-response (S-O-R) model, S refers to the external stimuli, the external factors will also produce difference O refers to the individual internal factors, psychological state, in addition to auditory vision, psychological perception, emotional cognition in which R refers to the individual decisions caused by external factors, or after the stimulation. This model is mostly used for commercial research, which can better explain the behavior and response of consumers in the face of external stimuli. Dong Dahai (2005) proposed that perceived value is the result of the trade-off between the utility of goods and the cost paid by consumers in the process of buying or using goods. The perceived value is divided into two levels: functional value and emotional value. Zhuang Xiaojiang (2011) found that the professionalism of the opinion leaders in the virtual community and the quality and quantity of the content involved by the opinion leaders both affect the purchase willingness of consumers. Tao Ran (2020) believes that the perceived value of the information generated by the information shared by opinion leaders is divided into three dimensions: practical value, social value and emotional value.

6. Related studies

Peter and Olson in 1996 found that the more the consumer wants to buy, the more likely the consumer will occur. JR Hauser (1986) believes that the purchase intention may also be an evaluation plan for consumers to understand the relevant information of a

product before buying a product, and then make the purchase possibility after collecting information according to their own experience, preferences and external environment.

7. Conclusion

The personal factors of opinion leaders will obviously affect the perceived value and perceived trust of their audiences. The higher the professionalism, visibility, interaction and involvement of opinion leaders, the more they will affect the purchase intention of their audiences.

First of all, in order to become a qualified opinion leader of the Internet community in the new era, we need to improve our professionalism in this field, such as improving our professional knowledge and walking in the forefront of products, so as to convince the audience more.

In addition, improving your profile is also a good way to reach an audience, and people often have more trust in the information shared by more prestigious people. Similarly, improving the interaction between oneself and the audience is also a good way to improve the audience's trust and willingness to consume. By improving the interaction with the audience and enhancing the communication between the two sides, the audience can feel more friendly and trust the opinion leaders more. The increased frequency of interaction between opinion leaders and consumers also helps to enhance consumers' sense of belonging and social support

The characteristics of the information shared by opinion leaders can also affect the perceived value and perceived trust of the audience, and ultimately affect their consumption willingness. The interest of the information can attract other "outside" people who do not care about at the beginning, while the correlation can capture the hearts of fans. The timeliness of information also represents the degree that most people care about this information.

Perceived trust and perceived value play a connecting role in consumers' purchase intention. The trust of opinion leaders will be transformed into consumers' trust in the merchants recommended by opinion leaders and their products, which will also have a positive impact on consumers' perceived value, thus improving the purchase intention of consumers.

With the rapid development of the Internet, the Internet representative opinion leaders have mushroomed. The social energy and economic effect generated by it make many scholars study such groups. But in contrast, in China, few scholars in the same booming game industry study the content related to opinion leaders and game products. However, for highly competitive games like A games, the acceptance of network information and information is crucial. The key information shared by opinion leaders will undoubtedly become a major factor affecting the audience's willingness to spend. If game companies can clarify and take advantage of this, it will help them to sell their in-game items.

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