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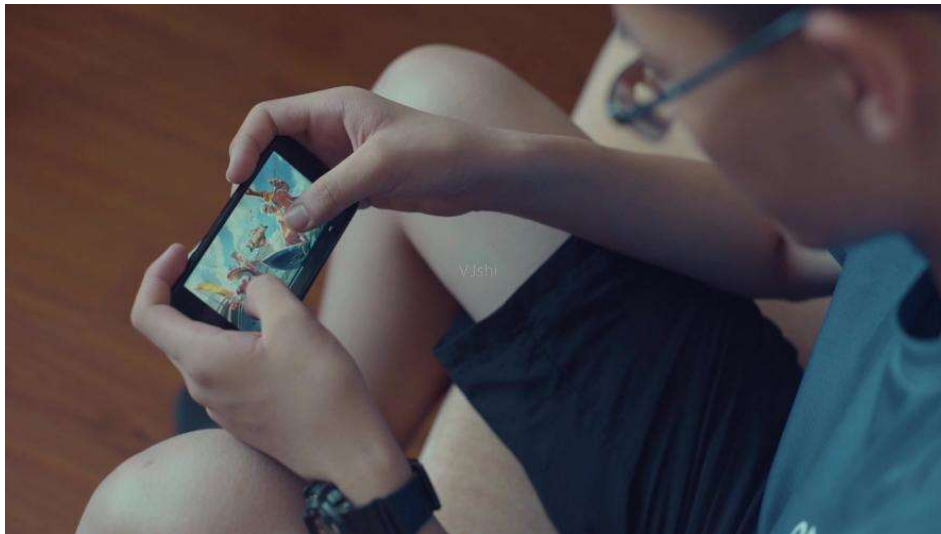


The Influence of Consumer Motivation on Mobile Games in China:

the Study on MIHOYO

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Introduction

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1-1 | Chinese Mobile games current situation

Mobile games market according to Hsiao & Chen (2016):

- Mobile game apps
- Fastest growing market in terms of revenue
- Convenience, portability, and cost have made this market unique and profitable

Chinese Mobile games development according to Fung (2017):

- 10% of the mobile app market
- Grown rapidly since 2012
- A less concentrated industrial structure

1-1 | Chinese Mobile games current situation

In-game Purchases

Mihoyo





1-2 | Competition in Mobile games market

Market share: According to Newzoo, as early as 2013, the market share of PC and console games has been surpassed by mobile games.

Huge amount: According to Statista (2016), the number of games and related apps registered on the iTunes Apps store has increased rapidly.

Competition: Based on Liu, Jia and Guo (2014) study, the product life of mobile game apps has already decreased to just 54.84 days.

The miHoYo logo is displayed in white text on a black rectangular background. The text "miHoYo" is in a stylized, rounded font. Below it, the tagline "TECH OTAKUS SAVE THE WORLD" is written in a smaller, sans-serif font.

miHoYo

TECH OTAKUS SAVE THE WORLD

Purpose of the Study

A blue circular icon with a white speech bubble tail pointing towards the top right. Inside the circle, the text "/02" is written in white, bold, sans-serif font.

/02

2 | Purpose of research



1. By applying the U&G model, exploring the motivation of Chinese mobile games consumers who play the games of Mihoyo.
2. To explore the variables which affect the purchasing behavior of mobile game consumers.



Literature Review

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3 | Literature Review



Mobile game apps in China market:

- According to database company Statista, by the end of 2021, the population of Chinese Internet mobile users has increased to **1028.74 million**, almost took the **73 percent** of the total population.



- In China, the fast pace of life leads the phenomenon that people do not have much time to spend and communicate on the games which needs **a lot of time and effort**.



- In recent years, because the statues of mobile games in China is becoming more and more important, China is leading the growth of global mobile games industry, and many companies are keeping their eyes on this **huge market** (Bao, 2022).

3 | Literature Review



Uses and Gratification Theory (U&G):

The Uses and Gratification Theory (U&G) is a method to comprehend how and why people actively find out specific medium to satisfy their needs (Katz et al., 1973)

According to Kaur et al. (2020), the U&G model was useful to explain brand-new and interactive medium.

In 21st century, mobile games has grown and is becoming an experience-oriented and new medium to accomplish consumers' needs.

Based on the study from Wei (2014), mobile games are drafted as **casual games** that are centered on amusement and enjoyment.

3 | Literature Review



Entertainment: Entertainment is defined as the scale which particularly describe pleasure, enjoyment and fun (Huang et al., 2017).

Flexibility: Flexibility means that the mobile equipment or tablet computers are more accessible, portable, and convenient than traditional computers (Huang et al., 2017).

Salience: According to Balakrishnan and Griffiths (2018), salience is the most attractive part of a mobile game, which belongs to the component leads people get addiction in mobile games.

3 | Literature Review



Mood Modification: Mood Modification is people's subjective perspective in activities. And in mobile games, Mood Modification refers to the emotional changes depends on the games (Balakrishnan & Griffiths, 2018).

Consumer Engagement: Consumer engagement is a complex relationship between consumer and other stakeholders. In mobile games, it is the level which individual participate in the activities held by the mobile games company and the relationship between players and mobile games organization (Brodie et al., 2013).

Attitude towards mobile games: Attitude towards mobile games is typical diverse between different groups (Ünal et al., 2011).

3 | Literature Review



Mobile games loyalty: To some extent, mobile games loyalty represents how players love their mobile games and what they would like to do for the game (Balakrishnan & Griffiths, 2018).

Purchasing Intention: Purchasing Intention reflects the degree how a consumer would like to spend their time and money for a mobile game (Hsiao & Chen, 2016).



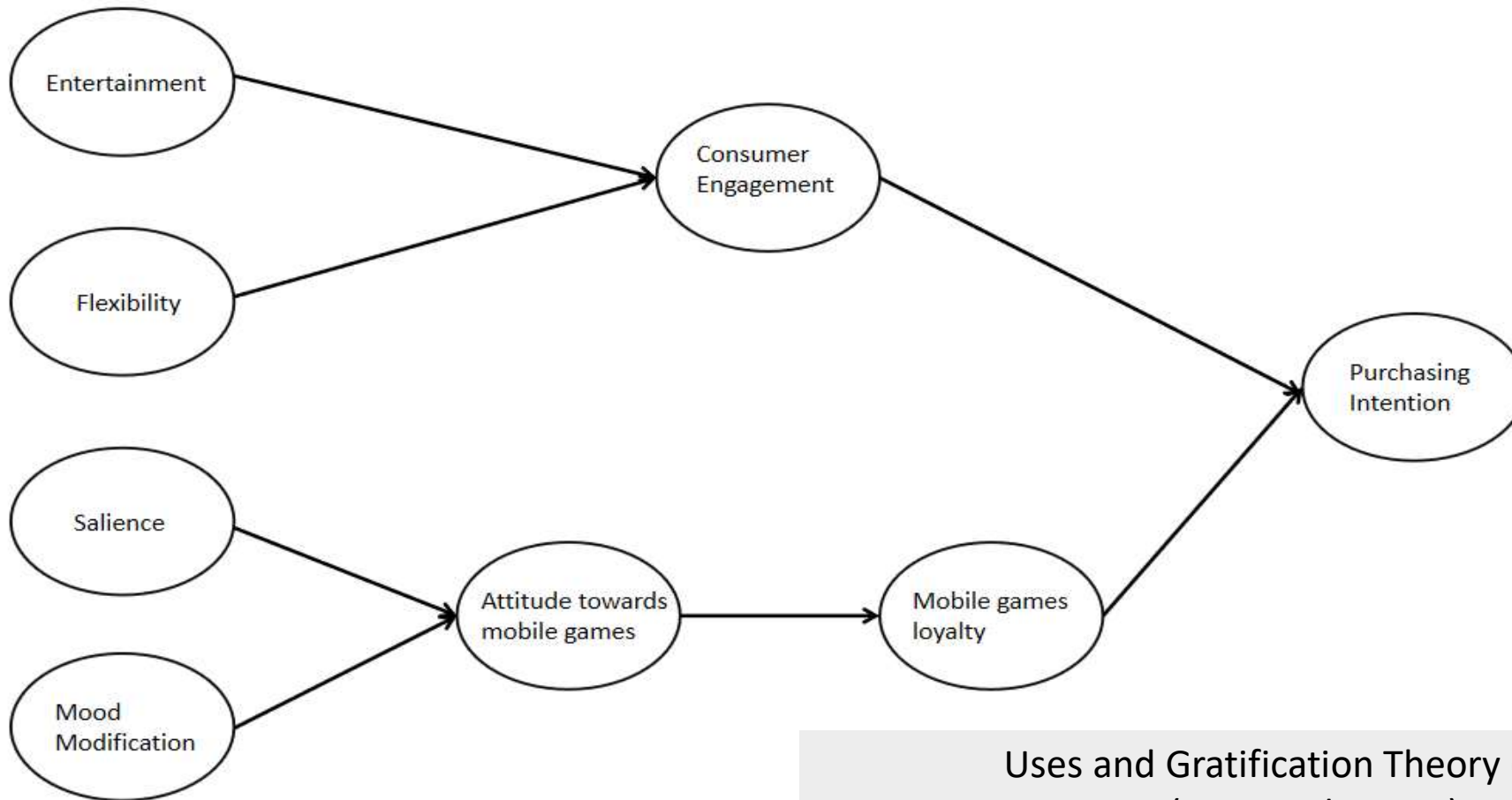
miHoYo

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Theoretical Framework

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4 | Theoretical Framework-U&G

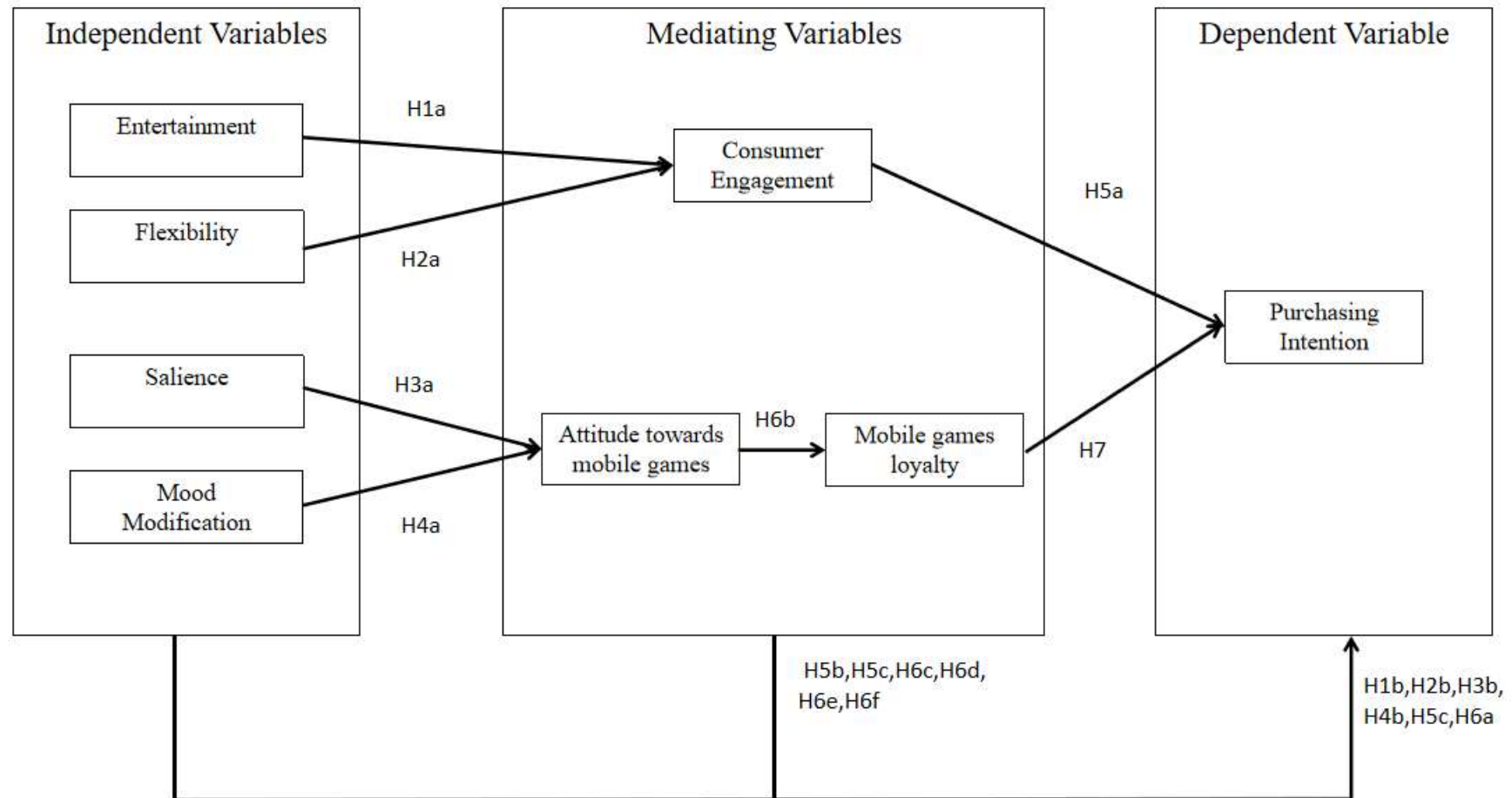


Uses and Gratification Theory (U&G)
(Katz et al., 1973)

Conceptual Framework

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5 | Conceptual Framework



Hypotheses

/06

6 | Hypotheses

- **H1a: Entertainment (EN)** is positively associated with **Consumer Engagement (CE)**
- **H1b: Entertainment (EN)** is positively associated with **Purchase Intention (PI)**
- **H2a: Flexibility (FL)** is positively associated with **Consumer Engagement (CE)**
- **H2b: Flexibility (FL)** is positively associated with **Purchase Intention (PI)**
- **H3a: Salience (SA)** is positively associated with **Attitude towards mobile games (AM)**
- **H3b: Salience (SA)** is positively associated with **Purchase Intention (PI)**
- **H4a: Mood Modification (MM)** is positively associated with **Attitude towards mobile games (AM)**
- **H4b: Mood Modification (MM)** is positively associated with **Purchase Intention (PI)**
- **H5a: Consumer Engagement (CE)** is positively associated with **Purchasing Intention (PI)**
- **H5b: Consumer engagement (CE)** positively mediates the relationship between **Entertainment (EN)** and **Purchase Intention (PI)**

6 | Hypotheses (cont.)

- **H5c: Consumer engagement (CE)** positively mediates the relationship between **Flexibility (FL)** and **Purchase Intention (PI)**
- **H6a: Attitude towards mobile games (AM)** is positively associated with **Purchasing Intention (PI)**
- **H6b: Attitude towards mobile games (AM)** is positively associated with **Mobile games loyalty (ML)**
- **H6c: Attitude toward mobile games (AM)** positively mediate the relationship between **Salience (SA)** and **Purchase Intention (PI)**
- **H6d: Attitude toward mobile games (AM)** positively mediate the relationship between **Salience (SA)** and **Mobile games loyalty (ML)**
- **H6e: Attitude toward mobile games (AM)** positively mediate the relationship between **Mood Modification (MM)** and **Purchase Intention (PI)**
- **H6f: Attitude toward mobile games (AM)** positively mediate the relationship between **Mood Modification (MM)** and **Mobile games loyalty (ML)**
- **H7: Mobile games loyalty (ML)** is positively associated with **Purchasing Intention (PI)**

Methodology

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7-1 | Methodology

Empirical Study

Using empirical evidence to gain knowledge by means of direct and indirect observation or experience

This research use questionnaire to obtain information of consumer, and get total 250 respondents

Quantitative Methodology

7-2 | Statistical Tools

Reliability and Validity Test

To analyze the validity, an exploratory factor analysis (EFA) with principal component analysis (PCA) extracts and retains items with eigenvalues >1 . In order to optimize the factor loadings in the factor analysis, Varimax rotation was conducted. The KMO meets the minimum required KMO score of 0.50, indicating that the sampling is adequate. The Bartlett test is at a significant p -value $< .01$.

Regression Analysis

Used to quantify and examine the relationships between a dependent variable Y and one or more independent variables X . In this paper it is used to study the relationship between seven motivations and one behavior.

Result & Discussion

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8-1 | Profile of Respondents

Demographics	Frequency %
Gender	
Male	60.0
Female	40.0
Age	
≤15	4.0
16-20	20.0
21-25	68.0
26-30	6.0
31-35	2.0
>35	0
Employment	
Students	94.0
Unemployed	0
Part-time	0
Full-time	6.0



8-1 | Profile of Respondents

Monthly income	
<2,000 RMB	56.0
2,000-4,000RMB	28.0
4,001-6,000 RMB	8.0
6,001-8,000 RMB	2.0
8,001-10,000 RMB	4.2
>10,000 RMB	2.0
How much do you spend on mobile games per month	
<200 RMB	86.0
201-400 RMB	4.0
401-600 RMB	4.0
601-800 RMB	2.0
801-1000 RMB	2.0
>1000 RMB	2.0

8-1 | Profile of Respondents

How many mobile games did you play at the same time within the last three month	
1	32.0
2-5	64.0
6-10	4.0
>10	0
What types of mobile games did you mostly play ? Please check all applicable	
Moba (e.g., Honor of Kings, The Battle in Heiannkyou)	58.0
Action (e.g., Dungeons and Warriors, Dragonvale)	18.0
Role-playing (e.g., Sword Net 3, Broken 3)	14.0
Sports (e.g., FIFA online)	14.0
Chess and cards (e.g., Fight landlord)	46.0
Strategy (e.g., Lost in Life, Ark of Tomorrow)	20.0
Others, please specify _____	14.0

8-2 | Result



Hypotheses	
H1a: Entertainment is positively associated with Consumer Engagement	Supported
H1b: Entertainment is positively associated with Purchase Intention	Supported
H2a: Flexibility is positively associated with Consumer Engagement	Supported
H2b: Flexibility is positively associated with Purchase Intention	Supported
H3a: Salience is positively associated with Attitude towards mobile games	Supported
H3b: Salience is positively associated with Purchase Intention	Supported

8-2 | Result



Hypotheses	
H4a: Mood Modification is positively associated with Attitude towards mobile games	Supported
H4b: Mood Modification is positively associated with Purchase Intention	Supported
H5a: Consumer Engagement is positively associated with Purchasing Intention	Supported
H5b: Consumer engagement positively mediates the relationship between Entertainment and Purchase Intention	Supported
H5c: Consumer engagement positively mediates the relationship between Flexibility and Purchase Intention	Supported
H6a: Attitude towards mobile games is positively associated with Purchasing Intention	Supported

8-2 | Result



Hypotheses	
H6b: Attitude towards mobile games is positively associated with Mobile games loyalty	Supported
H6c: Attitude toward mobile games positively mediate the relationship between Salience and Purchase Intention	Supported
H6d: Attitude toward mobile games positively mediate the relationship between Salience and Mobile games loyalty	Rejected
H6e: Attitude toward mobile games positively mediate the relationship between Mood Modification and Purchase Intention	Supported
H6f: Attitude toward mobile games positively mediate the relationship between Mood Modification and Mobile games loyalty	Rejected
H7: Mobile games loyalty is positively associated with Purchasing Intention	Supported

Conclusion & Implication

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9-1 | Conclusion

According to our data analysis, among the eight variables, only **FL** can partly influence **PI** of mobile game consumers while **EN**, **CE**, **SA**, **MM**, **AM**, **ML** can totally influence **PI**.

The mediation relationship among **EN > CE > PI**, **FL > CE > PI**, **SA > AM > ML > PI**, **MM > AM > ML > PI** are proved significant while the mediation relationship among **SA > AM > ML** and **MM > AM > ML** are not positively mediated.

9-2 | Implications



01

It is necessary for the managers to find what is needed to be improved or provided to motivate people to join the market so that **lift the attention** and **increase the positive evaluation** of mobile games among potential consumers.



02

Mobile games managers require constant updates of the game's content or activities to maintain existing users and attract more users.



03

Improve corporate image and change the perspective of mobile games from the middle ages groups will be useful to spread the target consumers from mostly young generation to all ages.

Future Research

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10 | Future Research



Test a **larger number** of respondents in a **larger territorial scope**, and ensure each of them have **experience** about mobile games.

Compare the consumers based on **demographic factors**. For example, consumers in different **age groups** or **income groups** may have different **perspectives** in entering the market or have different **behaviors** in the market.

Increase mobile **games-related motivations and behaviors** in our test so that more suggestions can be provided to the market managers.



If you have any questions,
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Thank you

