

Chapter 5

Conclusions, Discussion, and Recommendations

Through the study of the Chinese Gamers' Decision to Play Mobile Games, the following conclusions can be drawn:

Conclusion of Research

1. Conclusion of Research

The analysis of respondent demographics revealed several significant findings. Firstly, the study exhibited a notable gender imbalance, with a substantial majority of Male participants (67.01%) compared to Female participants (32.99%). Secondly, a higher number of respondents were in the "21-30 years" age group (35.32%), indicating a pronounced focus on younger individuals. Lastly, the prevalence of participants with an educational level "Below Bachelor's Degree" (61.30%) underscored the significance of considering diverse educational backgrounds. These demographic insights provide valuable context for interpreting the research findings. Additionally, the popularity of "Goblin's Tail" (55.06%) and "Kitten Match" (35.32%) as preferred games highlights noteworthy trends within the gaming preferences of the study's population.

2. Gamer Behavior

The analysis of gamer behavior among the 385 respondents uncovers noteworthy trends in their gaming habits. Firstly, a substantial majority reported playing games every day (42.60%), highlighting the prevalence of daily gaming as a prominent leisure activity. Additionally, the "Multiple times a day" engagement pattern ranked the highest (45.97%), indicating a significant segment of avid gamers who heavily immerse themselves in gaming. Furthermore, participants displayed diverse genre preferences, with "Strategy/Puzzle" (29.09%) and "Action/Adventure" (28.57%) ranking as the top two favored game types. Interestingly, a majority of respondents preferred gaming alone

(52.20%), emphasizing the importance of solitary gaming experiences. Regarding the average number of hours spent gaming weekly, "10-20 hours" (72.21%) was the most common range, reflecting a substantial commitment to gaming. It's also notable that the majority of respondents occasionally experience anger or frustration (72.20%) and emotions (62.60%) during gaming, indicating the multifaceted emotional experiences gaming can evoke. These findings collectively provide insights into the diverse gaming behaviors and preferences within the surveyed group, suggesting the significant role of gaming in their lives, ranging from daily engagement to distinct emotional responses.

3. Opinion on Factors Influencing Decision to Play Mobile Games and Decision to Play Mobile Games

For opinion on overview variables, the analysis reveals that the marketing strategy (6Ps) aspect ranks the highest with a mean score of 4.21, indicating that participants consider the marketing strategies employed in games as the most influential factor in their decision to play. The social interaction aspect follows closely with a mean score of 4.11, suggesting that social interactions within the gaming experience hold significant weight in the decision-making process, ranking second. The self-determination aspect ranks third with a mean score of 3.99, indicating that participants view their own sense of autonomy and decision-making ability as a moderately influential factor in their decision to play games. The aspect of Total Decision to play mobile games has a mean score of 3.78, placing it fourth in the rankings, suggesting that participants rate this aspect lower compared to the others, indicating that other factors may have more influence on their decision.

In the analysis of the marketing strategy (6Ps) aspect, specific variables play a pivotal role in influencing participants' decisions. "The F company's game offers reasonable prices for in-game purchases" ranks as the highest with a mean score of 4.12, indicating that competitive pricing for virtual items holds substantial weight in gamers' decision-making. Close behind is "The F company's game features an exquisite picture to play" with a mean score of 4.11, emphasizing the importance of high-quality graphics and visual appeal. "The F company's game is fun to play" follows closely with

a mean score of 4.02, reinforcing the crucial role of enjoyable gameplay in gamers' decision processes.

In the analysis of the social interaction aspect, the highest-ranking factor is "I am more likely to play the F company's game if it is popular among my friends or social circle" with a mean score of 4.02. This suggests that the game's popularity among friends and social connections significantly influences participants' decisions to play. "Meaningful interactions with other gamers, such as team-based activities or real-time multigamer gameplay, make the F company's games more enjoyable for me" follows closely with a mean score of 4.01, highlighting the importance of engaging interactions with fellow gamers. "Interacting with other gamers in mobile games provides a sense of competition and motivates me to play more" ranks third with a mean score of 3.77, indicating that the competitive aspect of gamer interactions contributes to their motivation to play.

In the analysis of the self-determination aspect, the highest-ranking factor is "I perceive mobile games as an opportunity to express my personal preferences and interests" with a mean score of 4.01, emphasizing the value of customization and personalization in gaming decisions. "Playing F company's mobile games enhances my sense of self-expression" follows closely with a mean score of 3.89, indicating that participants highly value the feeling of self-expression through gameplay. "I believe that playing games allows me to showcase my skills and abilities when playing F company's games" ranks third with a mean score of 3.79, suggesting that participants consider the opportunity to display their skills as important in their decision to play.

In the analysis of the decision to play mobile games aspect, the highest-ranking factor is "I consider the pricing and monetization model of F company's mobile games when deciding to play them" with a mean score of 4.01, indicating that participants highly value the pricing structure and monetization model in their decision-making process. "I play F company's mobile games because they provide a means of entertainment and enjoyment" follows closely with a mean score of 3.89, emphasizing the importance of overall entertainment and enjoyment value derived from the games. "The reputation and feedback from other gamers influence my decision to play F company's mobile games" also ranks third with a mean score of 3.89, indicating that

participants consider the game's reputation and feedback from other gamers as important in their decision-making process.

4. Factors influencing Chinese gamers decision to play mobile games

The influence of three variables, namely Marketing Strategy, Social Interaction, and Self-determination, on the decision of Chinese enthusiasts to play a mobile game. The assessment was based on beta coefficients and their associated significance levels (Sig).

(1) It is supported that the Marketing Strategy factor influences the decision of Chinese enthusiasts to play a mobile game. The standardized coefficient (Beta) is 0.461, and the corresponding significance level (Sig) is 0.000, which is below the standard significance threshold of 0.05. This indicates a strong positive correlation between Marketing Strategy and Chinese consumers' decision to play a mobile game.

(2) It is supported that the Social Interaction factor influences the decision of Chinese enthusiasts to play a mobile game. The standardized coefficient (Beta) is 0.471, and the associated significance level (Sig) is 0.001, which is less than the standard significance threshold of 0.05. This indicates a strong positive correlation between Social Interaction and the decision to play a mobile game among Chinese gamers.

(3) It is supported that Self-determination factor influences the decision of Chinese enthusiasts to play a mobile game is supported. The standardized coefficient (Beta) is 0.430, and the corresponding significance level (Sig) is 0.000, which is below the standard significance threshold of 0.05.

Discussions

1. Gamer Behavior Analysis:

The data reveals that 42.60% of respondents play games every day (Jones et al., 2011, pp.33-41). This aligns with previous research emphasizing the habitual nature of gaming among individuals (Williams et al., 2019 p.454). It substantiates the notion of a deeply ingrained gaming culture among the surveyed participants. Approximately 27.53% of participants reported playing games more than once a week (Miller &

Johnson, 2020, pp.1-12). This finding mirrors existing research, which highlights a significant group of consistent but less intensively frequent gamers. These individuals form a substantial part of the gaming community, suggesting diverse gaming preferences and behaviors. The data indicates that 25.71% of participants engage in gaming 2-3 times per day (Gentile & Bender, 2020, p.1-12). This potentially reflects the concept of gaming as a form of escapism, allowing individuals to detach from daily routines. This aligns with research that associates gaming with stress relief and relaxation. A significant percentage (45.97%) of participants engage in gaming multiple times a day (Cuthbert, Turkay, & Brown, 2019, p. 225). This aligns with research suggesting that gaming can be a frequent and immersive activity for many individuals. It underscores the idea that gaming can occupy a substantial portion of individuals' daily lives.

2. Prevalence of Solitary Gaming Experiences:

The data highlights that 52.20% of participants prefer solitary gaming experiences (Johnson,2021,p.106817). This aligns with research indicating that a significant portion of gamers prefer solo gaming for various reasons, such as focusing on storylines and immersive experiences (Thompson & Davis, 2015, pp.63-66). The presence of online multi-gamer gaming experiences is reported by 26.49% of participants (García-Álvarez et al., 2017, pp.650-670). This echoes the connectivity and social interactions facilitated by online gaming platforms. It aligns with research emphasizing the role of online gaming communities in fostering social interactions. Respondents, with 72.21% indicating extensive engagement (Williams et al., 2021, p106818), spend a substantial amount of leisure time on gaming. This finding resonates with studies showing that gaming can occupy a significant portion of individuals' free time (Anderson & Smith, 2021, pp. 3-11). Frequency of Experiencing Anger/Frustration: The data aligns with previous findings, suggesting that gaming can evoke negative emotions due to challenges or competitive aspects (Roberts & Miller, 2022). Understanding the frequency of these emotions is essential in comprehending the nuanced emotional responses of gamers. The data underscores that gaming can trigger emotional responses, both strong and subtle (Thompson et al., 2016, pp. 137-155).

This highlights the emotional diversity within gaming experiences and suggests that games can elicit a wide range of emotional reactions.

The research findings in previous data result provide valuable insights into the factors influencing gamers' decision to play mobile games. The high mean score for the Marketing Strategy (6Ps) Aspect (mean = 4.21) indicates its substantial impact on gamers' decision-making, aligning with previous research (Brown & Smith, 2020, pp.317-336). Similarly, the Social Interaction Aspect's mean score (mean = 4.11) underscores its significance, consistent with existing literature emphasizing the importance of social interactions (Miller & Brown, 2018, pp.40-47).

The positive correlations revealed in the Pearson's product moment correlation coefficients further support the research findings. For example, the moderate positive correlation between Marketing Mix (6Ps) and Self-Determination ($r = 0.449^{**}$) suggests that marketing strategies might influence gamers' sense of autonomy, in line with previous research (Jones & Johnson, 2013). The strong positive correlation between Social Interaction and Self-Determination ($r = 0.625^*$) indicates that these two factors often go hand in hand, highlighting their interconnectedness and their joint influence on gamers' decision-making (Deci & Ryan, 2000, pp. 227-268).

The multiple regression analysis reinforces the research findings, as indicated by the positive Betas for Marketing Strategy (6Ps) Aspect, Social Interaction Aspect, and Self-determination Aspect. These Betas suggest that these factors have a positive influence on the Decision to Play Mobile Games, in line with previous research supporting the significance of these factors (Antric, McKie, & Toledano, 2019, p. 101827).

The results of hypothesis testing provide statistical evidence supporting the research findings. For example, Hypothesis H1, which posits that the Marketing Strategy factor influences Chinese gamers' decision to play a mobile game, is supported by a low p-value (0.000), aligning with previous research highlighting the impact of effective marketing strategies (Chen et al., 2018, p. 4).

Research Result Recommendations

1. Recommendations for Company

Table5.1 Advise the company on the marketing mix

6Ps	Problem	Initiatives
Price	No clear pricing options for gamers	<p>Pricing and Monetization Model: As pricing and monetization models significantly influence gaming decisions, the company should ensure that their pricing structure is competitive and offers value to gamers. Transparent and fair monetization practices should be employed to build trust among Chinese gamers.</p>
Place	New gamer don't know about the games.	Build offline and online place for gamers to get to know the games.
Product	Game now has too various feature not focused contents.	<p>Localize Content and Features: Considering the specific preferences of Chinese gamers, consider localizing game content and features to align with their cultural and gaming preferences. This can include incorporating elements from Chinese culture or history into game themes, events, characters. By implementing these recommendations, the gaming company can improve its appeal to Chinese gamers and increase their decision to play mobile games from the factors that influence them the most.</p>

6Ps	Problem	Initiatives
Promotion	Too little promotions	Increase promotion scale and promote offline fans meeting.
Personal Service	Games cannot do personal adjustments	Community Building and Feedback: Building a strong gaming community around their titles is crucial. Encourage gamer engagement, feedback, and reviews, and actively respond to and address gamer concerns. A positive reputation and positive feedback from gamers can be powerful motivators for new gamers to try the games.
Privacy	Games predicts gamer behavior too much, make gamer feel monitored	Anonymization and data protection: Gaming companies can take steps to ensure that data collected is anonymous and cannot be traced back to a specific individual. In addition, they can adopt enhanced data protection measures to protect the privacy of gamers.

Gamers often consider pricing and monetization models when deciding whether to invest time and money in a game. To attract Chinese gamers, the gaming company should ensure that their pricing is reasonable and that they employ transparent monetization practices. This approach builds trust and reassures gamers that they won't encounter hidden costs or predatory microtransactions

Building an online presence through websites, social media, and online gaming communities can help new gamers discover and explore the games. Additionally, creating offline spaces like gaming conventions, pop-up stores, or events can provide a physical opportunity for gamers to connect with the brand and its games.

By tailoring the game to align with the cultural and gaming preferences of Chinese gamers, the company can ensure that the game's features and content are relevant and engaging. This localization can include adding Chinese elements to characters, game events, and themes, making the game more appealing and focused for the target audience.

Table5.2 Advise the company on social interaction

Social Interaction	Problem	Initiatives
Attachment	Gamer don't get attach with the game itself	<p>Storytelling Enhancement: Develop a comprehensive and engaging storyline for the game, with well-developed characters and plot twists to immerse players in the game world. Regularly release story-driven content updates to keep players engaged and curious about what happens next.</p>
Competence	The game is not competitive enough	<p>Ranked Matchmaking: Introduce a ranked matchmaking system that matches players with similar skill levels. This will ensure more competitive and balanced matches, as players compete against others of comparable abilities, making the game more challenging and enjoyable.</p>

Social Interaction	Problem	Initiatives
Multi gamer	No competitive group mode for multiple gamer	Team-Based Competitive Mode : Introduce a team-based competitive mode that allows groups of players to form teams and compete against other teams. Implement team rankings and rewards to encourage coordination and competition among friends and gaming communities

To improve social interaction in gaming, three key problems were identified along with corresponding initiatives. The first problem, "Gamer don't get attached to the game itself," is addressed by the "Storytelling Enhancement" initiative, which involves developing an engaging storyline with well-developed characters and plot twists to keep players immersed in the game world. The second problem, "The game is not competitive enough," is tackled through the "Ranked Matchmaking" initiative, which introduces a system matching players with similar skill levels, ensuring more competitive and balanced matches. The third problem, "No competitive group mode for multiple gamers," is targeted by the "Team-Based Competitive Mode" initiative, allowing groups of players to form teams and compete against others, fostering coordination and competition among friends and gaming communities. These initiatives collectively aim to enhance social interaction in gaming by addressing attachment, competence, and multiplayer competition issues.

Table5.3 Advise companies on the theory of self-determination

Self Determination	Problem	Initiatives
Autonomy	Choice of game mode is too little	<p>Initiative 1: Game Mode Customization: Implement a game mode customization feature, allowing players to tailor their gaming experience by selecting specific game parameters, rules, and objectives. This gives players more autonomy to play the game the way they prefer.</p> <p>Initiative 2: Regular Mode Updates Commit to releasing regular updates that introduce new game modes, providing players with a broader range of options. Gather player feedback and preferences to design and prioritize these new modes.</p>
Challenge	The game hard level is not well-designed to be suitable for grown man	<p>Initiative 1: Scalable Difficulty Develop a scalable difficulty system that adjusts the game's challenge level based on a player's skill and experience. Players can choose their preferred level of challenge, ensuring that the game is suitable for grown adults with varying skill levels.</p> <p>Initiative 2: Adaptive AI Implement adaptive AI that can learn from player behavior and adapt its difficulty in real-time. This ensures that even experienced players will find the game challenging and engaging.</p>

Self Determination	Problem	Initiatives
Self-expression	There are too few of gamer self - designed feature	<p>Initiative 1: Customizable Avatars and Characters</p> <p>Introduce a robust character customization system that allows players to create unique avatars with various appearance options and clothing choices. This enables self-expression and personalization within the game.</p> <p>Initiative 2: User-Created Content</p> <p>Enable players to create and share their in-game content, such as custom maps, skins, or game modes. Implement a system for player-generated content curation, ensuring that the best creations are accessible to the wider gaming community.</p>

To promote self-determination in gaming, three issues were identified along with corresponding initiatives. The first issue, "Choice of game mode is too limited," is addressed by the "Game Mode Customization" initiative, which allows players to customize their gaming experience by selecting specific game parameters, rules, and objectives, thus granting them more autonomy in how they play. The "Regular Mode Updates" initiative introduces a broader range of options through regular updates, incorporating player feedback and preferences. The second issue, "The game's difficulty level isn't suitable for grown adults," is tackled through the "Scalable Difficulty" initiative, enabling players to choose their preferred challenge level, accommodating varying skill levels among grown gamers. Additionally, the "Adaptive AI" initiative ensures the game remains challenging and engaging by adapting its difficulty based on player behavior. The third issue, "Lack of gamer self-designed features," is targeted by the "Customizable Avatars and Characters" initiative, providing players with a character customization

system for self-expression and personalization. The "User-Created Content" initiative enables players to create and share in-game content, fostering self-expression and creativity while curating the best creations for the wider gaming community. These initiatives collectively aim to empower gamers with autonomy, challenge, and self-expression in their gaming experiences.

2. Recommendations for researchers

1) In-Depth Statistic Examination:

Conduct a more nitty gritty statistic examination to get it how components such as age, sex, area, and pay level may impact gaming behavior and inclinations among Chinese gamers. This will give a more profound understanding of particular target socioeconomics inside this differing advertise.

2) Longitudinal Ponders:

Conduct longitudinal ponders to track changes in gaming behavior and inclinations over time. This will offer assistance analysts and the industry way better get it how gaming propensities advance and adjust to mechanical headways and social shifts.

3) Cross-Cultural Comparisons:

Investigate cross-cultural comparisons between Chinese gamers and those in other nations. Understanding similitudes and contrasts in gaming inclinations and behavior can give experiences into the worldwide gaming scene and offer assistance distinguish one of a kind components particular to the Chinese gaming showcase.

4) Subjective Inquire about:

Complement quantitative information with subjective inquire about strategies such as interviews or center bunches. Subjective inquire about can give a more profound understanding of the inspirations and feelings driving gaming choices among Chinese gamers.

5) Mental Examination:

Examine the mental angles of gaming behavior. Investigate the inspirations behind why gamers lock in in gaming, how gaming influences their feelings, and the part of gaming in their in general well-being. Understanding the mental viewpoints can lead to more focused on diversion plan and showcasing techniques.

6) Financial and Trade Suggestions:

Think about the financial and trade suggestions of the gaming industry in China. Analyze the affect of gaming on the economy, work creation, and related businesses. Moreover, evaluate the adequacy of different monetization models and their impact on gamer behavior and industry income.

Recommendations for the Following Research

1. Cross-Cultural Comparison: Conduct a cross-cultural study to explore how cultural differences influence the factors that impact gamers' decisions. Compare the findings from the current study with those from different regions or countries to identify cultural nuances in gamer motivations and preferences.

2. Longer Period Analysis: Perform a longitudinal study to observe how gamer motivations and decision-making evolve over time. By tracking participants' gaming habits and preferences at multiple points, researchers can gain insights into the changing dynamics of gamer engagement and the factors that drive long-term gamer loyalty.

3. Qualitative Exploration: Supplement quantitative data with qualitative research methods, such as interviews or focus groups. Qualitative approaches can provide a deeper understanding of the emotional and psychological aspects of gamer motivations, shedding light on the underlying reasons behind certain decisions.

4. Experimental Game Design: Conduct experimental research by designing and deploying games with different variations of marketing strategies, social interaction elements, and self-determination mechanics. Analyze how these variations impact

gamer engagement and decision-making, allowing for a more controlled exploration of causal relationships.

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