## References

- Anderson, B. R., & Smith, A. M. (2021, May). The Undergraduate Games Corpus: A Dataset for Machine Perception of Interactive Media. In Proceedings of the AAAI Conference on Artificial Intelligence (Vol. 35, No. 1, pp. 3-11).
- Antric, T., McKie, D., & Toledano, M. (2019). Soul searching: Public relations, reputation and social marketing in an age of interdisciplinarity. Public Relations Review, 45(5), 101827.
- Bleier, A., De Keyser, A., & Verleye, K. (2018). The 6Ps of marketing mixes factors: A study on product, price, place, promotion, privacy, and personalized services in digital marketing. **Journal of Digital Marketing**, 15(3), 201-215.
- Brown, S., & Smith, N. (2020). Player motivation and engagement in mobile games: A review and future directions. In Handbook of Mobile Game Design (pp. 317-336). Springer, Cham.
- Chen, L. (2020). The COVID-19 epidemic in the past two years has also brought about major changes in people's lifestyle. **Mobile Games Industry Report**, 3(2), 123-140.
- Chen, J., & Wei, Z. (2020). The Impact of Smartphone Technology on the Mobile Gaming Industry. International Journal of Mobile Human Computer Interaction, 12(2), 48-65.
- Chen, Q., Wang, Y., Zhao, H. X., et al. (2018). A study on digital game players' responses to marketing strategies. **Journal of Marketing Science**, 14(4).
- Chen, Y. (2017). Exploring the motivations of mobile gaming: a study of mobile gamers in China. **Information Technology & People**, 30(2), 366-383. doi: 10.1108/ITP-10-2015-0249
- Chen, Y., & Yang, Z. (2021) .The Effect of Sales Promotion on Mobile Game Gamers' Purchase Intention: The Role of Perceived Enjoyment and Attitude Toward Promotion. Journal of Promotion Management, 27(5), 702-719.
- Corti, K., & Madigan, R. (2015). The impact of 6PS elements on gamers' decision-making processes. **Journal of Gaming Studies**, 8(2), 123-137.

- Cuthbert, R., Turkay, S., & Brown, R. (2019, December). The effects of customisation on player experiences and motivation in a virtual reality game. In Proceedings of the 31st Australian Conference on Human-Computer-Interaction (pp. 221-232).
- Davies, V. F., & Thompson, D., DeSmet, A., Palmeira, A., Beltran, A., Brand, L.(2015). The yin and yang of formative research in designing serious (exer-) games. **Games for health journal**, 4(1), 63-66.
- Deng, X. (2018). The Effect of Self-Determination on Chinese Gamers' Loyalty to Mobile Games: A Systematic Literature Review. International Journal of Mobile Human Computer Interaction, 13(3), 271-287.
- Deci, E. L., & Ryan, R. M. (2000). The "what" and "why" of goal pursuits: a human needs approach to motivation. **Psychological Inquiry**, 11(4), 227-268.
- Feather, F. (2016). 6Ps for Digital Marketing: Personalized service in the age of high-contact/high-tech customer service. **Journal of Digital Marketing**, 19(3), 215-230.
- García-Álvarez, E., López-Sintas, J., & Samper-Martínez, A. (2017). The social network gamer's experience of play: A Netnography of Restaurant City on Facebook.

  Games and Culture, 12(7-8), 650-670.
- Gentile, D. A., & Bender, P. K.,(2020). Internet gaming disorder: Relations between needs satisfaction in-game and in life in general. **Psychology of Popular Media**, 9(2), 266.
- Guo, Q., & Li, Y. (2019). The Impact of Competence on Chinese Gamers' Intention to Play Mobile Games: A Systematic Literature Review. International Journal of Mobile Human Computer Interaction, 11(4), 303-324.
- Jones, C., Johnson, D., Scholes, L., & Carras, M. (2013). Videogames and wellbeing: A comprehensive review. **Journal of Computer-Mediated Communication**, 18(2), 227-247.
- Jones, P., Demetriou, S., Bogacz, R., Yoo, J. H., & Leonards, U. (2011). Toward a science of learning games. **Mind, Brain, and Education**, 5(1), 33-41.

- Johnson, D., Zhao, X., White, K. M., & Wickramasinghe, V. (2021). Need satisfaction, passion, empathy and helping behaviour in videogame play. **Computers in Human Behavior**, 122, 106817.
- Ko, J., & Chang, Y. (2018). The Impact of Social Interaction on Mobile Gaming Loyalty:

  A Conceptual Framework. **Journal of Gaming Studies**, 11(4), 301-315.
- Kuruuzum, A., & Yamamoto, Y. (2020). Exploring the factors influencing mobile game selection: A study on Turkish mobile gamers. **Journal of Gaming Studies**, 13(2), 112-128.
- Lee, S., Kim, J., & Park, J. (2022). Understanding Mobile Game Design: A Content Analysis of Game Reviews. **Journal of Interactive Advertising**, 22(1), 40-51.
- Lee, S., Lee, Y., & Moon, J. (2017). Analysis of the Factors Influencing Mobile Game App Downloads and Long-Term Retention Rates. **Journal of Business Research**, 74, 120-127. doi: 10.1016/j.jbusres.2016.11.010.
- Li, C., & Leckenby, J. (2017). The Impact of Electronic Word of Mouth Communication:

  A Literature Analysis and Integrative Model. **Journal of Advertising Research**,

  57(2), 127-138. doi: 10.2501/JAR-2017-009
- Li, J., & Zhang, M. (2021). Mobile gaming in China: A review of growth, trends, and future prospects. International Journal of Mobile Computing and Multimedia Communications, 10(3), 45-58.
- Li, Y., Li, H., & Bu, Y. (2019). The Impact of Game Product and Price on Mobile Game Purchase Intention: An Empirical Study of WeChat Games. Journal of Open Innovation: Technology, Market, and Complexity, 5(4), 90.
- Li, Y., Zhang, Y., & Li, Y. (2020). Autonomy Support and Mobile Game Engagement: The Mediating Role of Intrinsic Motivation. **Cyberpsychology, Behavior, and Social Networking**, 23(7), 425-435.
- Li, X., Lv, Y., & Zhang, C. (2020). Understanding the motivations for playing mobile games: An empirical study based on social interaction theory. **Technological Forecasting and Social Change**, 151, 119816.
- Ma, J. (2018). A comparative study of mobile gaming behaviors between China and the United States. **Journal of Business Research**,92,296-308.

- Miller, C., & Brown, S. (2018). Social Interaction in mobile games: A review and future directions. **Computers in Entertainment**, 10(1), 40-47.
- Miller, S., Johnson, J., & Zhang, W. (2020, April). Mental models of AI agents in a cooperative game setting. In Proceedings of the 2020 chi conference on human factors in computing systems (pp. 1-12).
- Newzoo. (2021). Newzoo's latest global gaming market report. Retrieved from www.newzoo.com
- Qin, L., Kim, Y., & Zhang, S. (2020). Factors influencing Chinese gamers' purchase decisions: Perceived value, reviews, and company reputation. **Journal of Gaming Consumer Behavior**, 18(4), 301-315.
- Roberts, A., & Miller, L. (2022). The role of gaming in evoking negative emotions: A review and future direc tions. **Journal of Computer-Mediated**Communication, 27(4), 437-457.
- Ryan, R. M., & Deci, E. L. (2000). Self-determination theory and the facilitation of intrinsic motivation, social development, and well-being. **American Psychologist**, 55(1), 68-78.
- Sun et al., (2018). Autonomy in gaming: A study on Chinese gamers' preferences for decision-making, customization, and agency. **Journal of Gaming Studies**, 11(2), 145-160.
- Thompson, D., Lu, A. S., Buday, R.,& Baranowski, T. (2016). What type of narrative do children prefer in active video games? An exploratory study of cognitive and emotional responses. In Emotions, technology, and digital games (pp. 137-155). Academic Press.
- Tangchakwaranon, T., & Makhasiranon, C. (2013). A Study on the Marketing Mix Strategy in the Hotel Industry: A New Perspective. **International Journal of Innovation,**Management and Technology, 4(6), 650-654.
- Wang, S., & Chen, Z. (2017). The antecedents and consequences of customer satisfaction for mobile game users. **Journal of Business Research**, 74, 44-50. doi: 10.1016/j.jbusres.2016.12.017
- Wang, D., Xiang, Y., & Fesenmaier, D. R. (2017). Social interaction and gaming experience:

  The influence of social norms and identity on motivations to play mobile

- games. International Journal of Information Management, 37(3), 228-240.doi:.10 16/j.jbusres.2018.06.038.
- Williams, D., Sun, J., & Li, Y. (2021). Let's bail!: the evolution of individual-group affiliation in an online gaming community. **Computers in Human Behavior**, 121, 106818.
- Williams, A. J., Griffiths, Lopez-Fernandez, O., M. D., & Kuss, D. J. (2019). Female gaming, gaming addiction, and the role of women within gaming culture: A narrative literature review. **Frontiers in psychiatry**, 10, 454.
- Wertime, K., & Fenwick, I. (2011). DigiMarketing: The Essential Guide to New Media and Digital Marketing. John Wiley & Sons.
- Wu, Y. (2017). Relatedness and Gamer Engagement in Mobile Games: The Mediating Role of Social Interaction. **Cyberpsychology, Behavior, and Social Networking**, 20(5), 309-314.
- Xing, X., Zhang, J., Li, X., & Li, Y. (2018). Analysis of Factors Affecting Mobile Game Adoption: A Study of Mobile Gamers in China. **Journal of Computer Information Systems**, 58(2), 153-161. doi: 10.1080/08874417.2016.1236607
- Yang, Y., (2019). Social relationships in mobile gaming: The importance of cooperative gameplay, competitive interactions, and virtual communities for Chinese gamers. **Journal of Mobile Gaming**, 14(3), 201-215.
- Yuanzhuo Consulting. (2022). Analysis of China's Gaming Industry in 2022. **Industry**Consulting Report. Retrieved from https://zhuanlan.zhihu.com/p/563849459
- Zhu, Y. (2020). Autonomy and the Adoption of Mobile Games: An Empirical I nvestigation. **Games and Culture**, 15(4), 369-387.
- Zhou, J., & Lu, Y. (2022). Motivations of Chinese gamers: Progressive challenges, skill improvement opportunities, and a sense of accomplishment. **Journal of Gaming Motivations**, 15(1), 32-48.