

Appendix

มหาวิทยาลัยราชภัฏธนบุรี

## Appendix A

Research Questionnaire

มหาวิทยาลัยราชภัฏธนบุรี



## Research Questionnaire

### Research Title: Factors Influencing Chinese Gamers Decision to Play Mobile Games: A Case Study of F Company

This questionnaire is part of the research for Master Degree studies Management. The objective is to study factors that make gamers decide to play mobile games.

Part 1 : Personal information

Part 2: Gamer behavior

Part 3: Factors Influencing Decision to Play Mobile Games

Part 4: The decision to play mobile games

Information obtained from answering the questionnaire. It will be important information that will be of great benefit to this research. Please answer all questionnaires truthfully. The researcher will use the information you answer for research purposes only by presenting the overall information which will not result in any damage to you at all. Thank you all for your cooperation at this opportunity.

Faculty of Management Science  
Dhonburi Rajabhat University

### Part 1 Personal information

**Explanation** Please mark ✓ in the that is the most true to one answer.

1. Sex

1. Male  2. Female

2. Age

1. Less than or equal to 20 years  2. 21-30 years  
 3. 31-40 years  4. 41-50 years  
 5. 51-60 years  6. 61 years or more

3. Education level

1. Below Bachelor's Degree  2. Bachelor's Degree  
 3. Graduate student degree or above

4. What game do you play the most?

1. Kitten Match  2. Battle Warship: Naval Empire  
 3. Goblin's Tail

### Part 2 Gamer Behavior

**Explanation** Please mark ✓ in the that is the most true to one answer.

1. The frequency of time you spend playing games per day

1. Once a day  2. 2-3 times per day  
 3. More than a week  4. every day

2. The frequency of your engagement in gaming activities.

1. Multiple times a day  2. Daily  
 3. A few times a week  4. Rarely or never

3. Your preferred types of games (e.g., action, strategy, sports).

1. Action/Adventure  2. Strategy/Puzzle  
 3. Sports/Racing  4. Role-playing/Fantasy

4. Whether you primarily play video games alone or with others.
1. Alone  2. With friends or family
3. With online multigamer  4. Both alone and with others
5. The average number of hours you spend gaming each week.
1. Less than 5 hours  2. 5-10 hours
3. 10-20 hours  4. More than 20 hours
6. Any instances where you have experienced frustration or anger while gaming.
1. Yes, frequently  2. Yes, occasionally
3. Rarely  4. No, never
7. Whether you become emotionally invested in the characters or storylines of the games you play.
1. Always  2. Often
3. Sometimes  4. Rarely/Never

### Part 3 Factors Influencing Decision to Play Mobile Games

**Explanation** Please mark ✓ in the that is the most true to one answer.

Question	Level				
	1 Not important at all	2 Somewhat important	3 Moderately important	4 Very important	5 Extremely important
<b>Marketing Strategy (6Ps) Aspect</b>					
1. The F company's game features an exquisite picture to play.					
2. The F company's game is fun to play.					

Question	Level				
	1 Not important at all	2 Somewhat important	3 Moderately important	4 Very important	5 Extremely important
3. The F company's game is worth paying for.					
4. The F company's game is available at a reasonable price for first-time buyers.					
5. The F company's game offers reasonable prices for in-game purchases.					
6. The F company's game has a fast download speed.					
7. The F company's game provides one-by-one instructions.					

Question	Level				
	1 Not important at all	2 Somewhat important	3 Moderately important	4 Very important	5 Extremely important
8. The F company's game ensures the closure of personal information.					
9. The F company's game uses encrypted storage for basic information.					
<b>Social Interaction Aspect</b>					
1. I am more likely to play a the F company's game because if it is popular among my friends or social circle.					
2. Meaningful interactions with other gamers, such as team-based activities or real-time					

<p>multigamer gameplay, the F company's game games more enjoyable for me.</p>					
<p>3. Interacting with other gamers in mobile games provides a sense of competition and motivates me to play more.</p>					
<b>Self-determination Aspect</b>					
<p>1. I feel a sense of autonomy and choice when deciding to play F company's games.</p>					
<p>2. I believe that playing games allows me to showcase my skills and abilities when playing F company's games.</p>					
<p>3. F company's mobile games provide a sense</p>					



of challenge and achievement, allowing me to grow and improve.					
4. I perceive mobile games as an opportunity to express my personal preferences and interests.					
5. Playing F company's mobile games enhances my sense of self-expression.					

#### Part 4 Decision to play mobile games

**Explanation** Please mark in the that is the most true to one answer.

Question	Level				
	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
1. I play the F company's games to kill my time when I am bored.					
2. Rating and review of the F company's games helping me make decisions.					

3. The reputation and feedback from other gamers influence my decision to play F company's mobile games.					
4. I consider the pricing and monetization model of F company's mobile games when deciding to play them.					
5. I play F company's mobile games because they provide a mean of entertainment and enjoyment.					
6. I consider the gameplay mechanics and features of F company's mobile games when deciding to play them.					
7. The satisfaction I derive from playing F company's mobile games motivates me to continue playing.					

Thank you very much for all of you who kindly answered the questionnaire.

## Appendix B

The Result of Item Objective Congruence (IOC) Testing

มหาวิทยาลัยราชภัฏธนบุรี

### The Result of Item Objective Congruence (IOC) Testing

For this research questionnaire the validity test should have the average score of each item with consistency value ( $IOC \geq 0.50$ ). The validity of the questionnaire was as shown below.

Items	Question/Statement	Item-Objective Congruence (IOC) Score			Total Score	Average Score	Result
		Expert1	Expert2	Expert3			
1	The F company's game features an exquisite picture to play.	+1	+1	+1	3	1	Accept
2	The F company's game is fun to play.	+1	+1	+1	3	1	Accept
3	The F company's game is easy to play.	0	0	+1	1	0.33	Reject
4	The F company's game is worth paying for.	+1	+1	+1	3	1	Accept
5	The F company's game is available at a reasonable price for first-time buyers.	+1	+1	0	2	0.67	Accept
6	The F company's game offers reasonable prices for in-game purchases.	+1	+1	+1	3	1	Accept
7	The F company's game has a fast download speed.	+1	+1	0	2	0.67	Accept
8	The F company's game provides one-by-one instructions.	0	+1	+1	2	0.67	Accept
9	The F company's game ensures the closure of personal information.	+1	+1	+1	3	1	Accept
10	The F company's game uses encrypted storage for basic information.	+1	+1	+1	3	1	Accept

11	I am more likely to play a mobile game if it is popular among my friends or social circle.	+1	+1	+1	3	1	Accept
12	Meaningful interactions with other gamers, such as team-based activities or real-time multigamer gameplay, make mobile games more enjoyable for me.	+1	+1	+1	3	1	Accept
13	Mobile games that allow for cooperative gameplay and team-based activities increase my enjoyment of gaming.	0	+1	-1	0	0	Reject
14	Interacting with other gamers in mobile games provides a sense of competition and motivates me to play more.	+1	+1	0	2	0.67	Accept
15	Multigamer gameplay and chat functions, enhance my enjoyment of mobile games.	0	+1	-1	0	0	Reject
16	I am motivated to play mobile games that offer social interaction and multigamer features.	+1	+1	-1	1	0.33	Reject
17	Mobile games provide opportunities for social interaction and forming meaningful relationships with other gamers.	0	+1	0	1	0.33	Reject

18	I feel connected to others through F company's mobile games, whether it's collaborating or competing with friends or other gamers.	-1	+1	0	0	0	Reject
19	I feel a sense of autonomy and choice when deciding to play F company's games.	+1	+1	0	2	0.67	Accept
20	I believe that playing games allows me to showcase my skills and abilities when playing F company's games.	+1	+1	0	2	0.67	Accept
21	I feel competent and capable while playing F company's mobile games.	0	+1	0	1	0.33	Reject
22	F company's mobile games provide a sense of challenge and achievement, allowing me to grow and improve.	0	+1	+1	2	0.67	Accept
23	I perceive mobile games as an opportunity to express my personal preferences and interests.	+1	+1	0	2	0.67	Accept
24	Playing F company's mobile games enhances my sense of self-expression and creativity.	+1	+1	+1	3	1	Accept
25	I feel a sense of immersion and engagement when F company's playing mobile games.	-1	+1	0	0	0	Reject

26	I feel a sense of autonomy and choice when deciding to play mobile games.	-1	+1	0	0	0	Reject
27	I play mobile games to kill my time when I am bored.	+1	+1	+1	3	1	Accept
28	Before downloading mobile games, I study their gameplay and features.	+1	+1	-1	1	0.33	Reject
29	Before choosing a play, different mobile games are compared	+1	+1	0	0	0	Reject
30	Rating and review of mobile games helping me make decisions.	+1	+1	0	2	0.67	Accept
31	The reputation and feedback from other gamers influence my decision to play F company's mobile games.	+1	+1	+1	3	1	Accept
32	I consider the pricing and monetization model of F company's mobile games when deciding to play them.	+1	+1	0	2	0.67	Accept
33	I play F company's mobile games because they provide a mean of entertainment and enjoyment.	0	+1	+1	2	0.67	Accept
34	The operational status and performance of F company's existing games influence my decision to play mobile games.	0	+1	0	1	0.33	Reject

35	I consider the gameplay mechanics and features of F company's mobile games when deciding to play them.	+1	+1	+1	3	1	Accept
36	The satisfaction I derive from playing F company's mobile games motivates me to continue playing.	+1	+1	+1	3	1	Accept

มหาวิทยาลัยราชภัฏธนบุรี



## Appendix C

The Result of Reliability Testing

มหาวิทยาลัยราชภัฏธนบุรี

### The Result of Reliability Testing

For this research questionnaire the reliability test revealed that the value of  $\alpha$  was 0.7 or above, this suggested that the reliability of this questionnaire was at an acceptable level as the following.

- Reliability test output of 10 questions pertaining to marketing mix (6Ps) equal to 0.838
- Reliability test output of 8 questions pertaining to social interaction equal to 0.812
- Reliability test output of 8 questions pertaining to self-determination aspect equal to 0.833
- Reliability test output of 10 questions pertaining to decision to play mobile games equal to 0.847

## Appendix D

Letter for Expert to Validate Research Instruments

มหาวิทยาลัยราชภัฏธนบุรี

## Letter for Expert to Validate Research Instruments

No. 0642.09 (4)/94



Graduate Study Program  
Dhonburi Rajabhat University  
172 Itsaraphap Rd., Thonburi  
Bangkok 10600

July 20, 2023

Subject Invitation Letter for Expert to Validate Research Instruments

Dear Miss Pornladda Dathratwibul

Mrs. Song Wenjing, a graduate student in MBA (Master in Business Administration Program) of Dhonburi Rajabhat University, is currently working on her independent study entitled "Factors Influencing Chinese Gamers Decision to Play Mobile Games: A Case Study of F Company", having Dr.Lalita Puangmaha as his principal advisor.

In lieu with this, the Graduate Study Program would like to request your expertise to validate the research tools used. Details will be informed by the researcher onwards.

We hopefully could have your assistance on this matter as to further academic benefits and would hereby like to express our thanks to you.

Best regards,

*Sirikun Buakeaw*

(Lect. Sirikun Buakeaw)

Director of Graduate Study Program

Graduate Study Program  
Tel. 0-2890-1801 ext. 5  
E-mail graduate@dru.ac.th  
Website <https://grad.dru.ac.th>

I hereby approve the research instrument validity.

*Pornladda*

(Miss Pornladda Dathratwibul)

Date 25/7/23

\*Remark: This letter would be failed for reference use with the absence of expert's signature.

No. 0642.09 (4)/95



Graduate Study Program  
Dhonburi Rajabhat University  
172 Itsaraphap Rd., Thonburi  
Bangkok 10600

July 20, 2023

Subject Invitation Letter for Expert to Validate Research Instruments

Dear Dr. Nuanphan Kaewpanukrangi

Mrs. Song Wenjing, a graduate student in MBA (Master in Business Administration Program) of Dhonburi Rajabhat University, is currently working on her independent study entitled "Factors Influencing Chinese Gamers Decision to Play Mobile Games: A Case Study of F Company", having Dr.Lalita Puangmaha as his principal advisor.

In lieu with this, the Graduate Study Program would like to request your expertise to validate the research tools used. Details will be informed by the researcher onwards.

We hopefully could have your assistance on this matter as to further academic benefits and would hereby like to express our thanks to you.

Best regards,

*Sirikun Buakeaw*

(Lect. Sirikun Buakeaw)

Director of Graduate Study Program

Graduate Study Program  
Tel. 0-2890-1801 ext. 5  
E-mail [graduate@dru.ac.th](mailto:graduate@dru.ac.th)  
Website <https://grad.dru.ac.th>

I hereby approve the research instrument validity.

*Dr. Nuanphan Kaewpanukrangi*

(Dr. Nuanphan Kaewpanukrangi)

Date July 22, 2023

\*Remark: This letter would be failed for reference use with the absence of expert's signature.

No. 0642.09 (4)/96



Graduate Study Program  
Dhonburi Rajabhat University  
172 Itsaraphap Rd., Thonburi  
Bangkok 10600

July 20, 2023

Subject Invitation Letter for Expert to Validate Research Instruments

Dear Lect. Mongkol Tiamtanom

Mrs. Song Wenjing, a graduate student in MBA (Master in Business Administration Program) of Dhonburi Rajabhat University, is currently working on her independent study entitled "Factors Influencing Chinese Gamers Decision to Play Mobile Games: A Case Study of F Company", having Dr.Lalita Puangmaha as his principal advisor.

In lieu with this, the Graduate Study Program would like to request your expertise to validate the research tools used. Details will be informed by the researcher onwards.

We hopefully could have your assistance on this matter as to further academic benefits and would hereby like to express our thanks to you.

Best regards,

*Sirikun Buakeaw*

(Lect. Sirikun Buakeaw)  
Director of Graduate Study Program

Graduate Study Program  
Tel. 0-2890-1801 ext. 5  
E-mail [graduate@dru.ac.th](mailto:graduate@dru.ac.th)  
Website <https://grad.dru.ac.th>

I hereby approve the research instrument validity.

*Soa Mongkol*

(Lect. Mongkol Tiamtanom)

Date *23 July 2023*

\*Remark: This letter would be failed for reference use with the absence of expert's signature.

## Appendix E

Certificate of Exemption from Human Research Ethics Review

มหาวิทยาลัยราชภัฏธนบุรี



คณะกรรมการจริยธรรมการวิจัยในมนุษย์ มหาวิทยาลัยราชภัฏธนบุรี  
172 ถนนอิสรภาพ เขตธนบุรี กรุงเทพมหานคร 10600 เบอร์โทรศัพท์ 02 890 0001  
Dhonburi Rajabhat University Institutional Review Board  
172 Itsaraparb Rd., Thonburi, Bangkok 10600 Tel No. 662 890 0001

เอกสารรับรองการพิจารณาโครงการจริยธรรมวิจัยในมนุษย์แบบยกเว้น  
Certificate of Exemption from Human Research Ethics Review

หมายเลขเอกสารรับรอง (COE NO.) 045/2566

หมายเลขคณะกรรมการจริยธรรมการวิจัยในมนุษย์ (IRB NO.) DRUIRB-GOV-66-00015

ชื่อโครงการ (Research title) :  
(ภาษาไทย) -  
(English) Factors Influencing Chinese Gamers Decision to Play Mobile Games: A Case Study of F Company  
เลขที่โครงการวิจัย (Research number) : 043/2566  
ผู้วิจัยหลัก (Principal investigator) : (ภาษาไทย) -  
(English) Mrs. Song Wenjing  
หน่วยงานที่สังกัด (Institutional affiliation) : Master of Business Administration Program, Faculty of Management  
Science, Dhonburi Rajabhat University  
ผู้วิจัยร่วม (Co-investigators) : (ภาษาไทย) -  
(English) -  
หน่วยงานที่สังกัด (Institutional affiliation) : -

โครงการวิจัยนี้ ได้รับการรับรองจากคณะกรรมการจริยธรรมการวิจัยในมนุษย์ มหาวิทยาลัยราชภัฏธนบุรี  
This research project is approved by Dhonburi Rajabhat University Institutional Review Board

วันที่รับรอง (Certified date) : 4 กันยายน 2566 (September 4<sup>th</sup>, 2023)

(ดร. ผ่องศรี เวสารัช/ Dr. Phongsri Waysarach)

ประธานคณะกรรมการจริยธรรมการวิจัยในมนุษย์ มหาวิทยาลัยราชภัฏธนบุรี  
Chairperson of Dhonburi Rajabhat University Institutional Review Board

หมายเหตุ :  
1. ไม่ต้องส่งรายงานความก้าวหน้า  
2. ส่งรายงานการวิจัยฉบับสมบูรณ์ พร้อมแบบฟอร์มรายงานผลสรุปการวิจัย (DRU - IRB Form 14-01/2.0) เมื่องานวิจัยแล้วเสร็จ

Remarks:  
1. No requirement for progress report.  
2. When complete the research, please submit a full research report and the research report form (DRU - IRB Form14-01/2.0).



## Biography

**Name** Song Wenjing  
**Day Month Year of Birth** 15 March 1984  
**Domicile** Beijing China

### Academic Background

2007 Bachelor of Arts  
Shanxi Agricultural University  
2023 Master of Business Administration  
Dhonburi Rajabhat University

### Position and Office

2015 Beijing Jinshan World Tour Interactive Entertainment Co., Ltd.  
2022 Beijing New United Airlines Technology Co., Ltd.