

**Independent study title:** Factors Influencing Chinese Gamers Decision to Play Mobile Games:  
A Case Study of F Company

**Researcher:** Mrs.Song Wenjing. Degree: Master of Business Administration. Dhonburi Rajabhat  
University. Independent study advisors: 1) Dr. Lalita Puangmaha 2) Dr.Sittichai  
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### Abstract

The objectives of this research were as follows: 1) to study Chinese gamers behavior for playing mobile games, and 2) to examine factors influencing Chinese gamers decision to play mobile game: a case study of F company. The study utilized quantitative research design and a questionnaire was developed to collect data from 385 gamers who have played F's company games. The study explored factors that influence decision to play mobile games, including basic information, gamer behavior, factors influencing decision to play mobile games, and decision to play a mobile game. Descriptive statistics and multiple regression statistics would be used in the data analysis to evaluate the association between the 6Ps theory, social interaction, self-determination, and the decision to play a mobile game.

The research findings have revealed that: 1) the different levels of gamer behavior, including the substantial majority (42.60%) playing games daily, the majority of respondents (45.97%) heavily involving themselves in gaming, Strategy/Puzzle games ranking highest (29.09%), most participants preferring to play games alone (52.20%), they (72.21%) dedicated 10-20 hours to games, occasionally anger or frustration could be experienced (72.20%), and most of respondents (62.60%) were emotional sometime; and 2) marketing Strategy (6Ps) and Social Interaction were the most significant factors that impact gamers' decisions to engage in gaming; in Marketing Strategy (6Ps), pricing, aesthetics, and entertainment value were as key drivers; 4) using Multiple Regression Analysis, Marketing Strategy (Beta 0.461, p-value 0.000), Social Interaction (Beta 0.471, p-value 0.001), and Self-determination (Beta 0.430, p-value 0.000) have a statistically significant and positive effect on the decision of Chinese gamers to play a mobile game.

**Keywords:** Mobile Game, Gamers Decision, Chinese Gamer, F Company, Marketing Strategy

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