Contents

		Page
Abstract		(1)
Acknowledgments		
Contents		
List of Table	es	(7)
List of Figures		
Chapter 1	Introduction	d 1
	Background and Significance of Research Problem	1
	Research Objectives	5
	Research Hypothesis	5
	Scope of the Study	5
	Conceptual Framework	6
	Definition of Terms	7
	Expected Benefits	8
Chapter 2	Literature Review	10
	Concepts of Mobile Games	10
	6PS Marketing in Digital Marketing	16
	Social Interaction Theory	18
	Self-Determination Theory	19
	Decision-Making Process Theory	21
9)	Related Research	22
Chapter 3	Research Methodology	29
	Research Design	29
	Population and Sample Size	30
	Research Instruments	31
	Data Collection	34
	Data Analysis	34
Chapter 4	Research Results	35
	General information of respondents	35

Contents(continue)

		Page
	Gamer Behavior	38
	Opinion on Factors Influencing Decision to Play Mobile Games and Decision to Play Mobile Games	43
	Factors influencing Chinese gamers decision to play mobile game	50
	Hypothesis Testing	54
Chapter 5	Conclusion, Discussions & Recommendations	56
	Conclusion of Research	56
	Discussions	59
	Research Result Recommendations	62
	Recommendations for the Following Research	69
References	0/6/5	71
Appendix		76
	Appendix A Research Questionnaire	76
	Appendix B The Result of Item Objective Congruence (IOC) Testing	85
	Appendix C The Result of Reliability Testing	91
	Appendix D Letter for Expert to Validate Research Instruments	93
	Appendix E Certificate of Exemption from Human Research Ethics Review	97
Biography		99

List of Tables

Tables		Page
3.1	The Result of Item Objective Congruence (IOC) and Reliability Testing	33
4.1	General information of respondents	35
4.2	Frequency of time playing game	38
4.3	Frequency of engagement	39
4.4	Preferred type of game	40
4.5	Presence of other while games	40
4.6	Average number of hours you spend gaming each week	41
4.7	Anger/frustration frequency	42
4.8	Frequency of being emotional	42
4.9	Opinion on Overview Variables	43
4.10	Opinion on Marketing Strategy (6Ps) Aspect	44
4.11	Opinion on Social Interaction Aspect	46
4.12	Opinion on Self-determination Aspect	47
4.13	Opinion on Decision to play mobile games	48
4.14	Basic statistics of variables	50
4.15	Results of correlation analysis of variables	51
4.16	Results of multiple regression analysis of variables	53
4.17	Results of hypothesis testing	54
5.1	Advise the company on the marketing mix	61
5.2	Advise the company on social interaction	63
5,3	Advise companies on the theory of self-determination	65

List of Figures

Figures		Page
1.1	Global Smartphone Users	1
1.2	Gaming revenue	2
1.3	Conceptual framework	6
2.1	Screenshot of Kitten Match	11
2.2	Screenshot of Battle Warship: Naval Empire	14
2.3	Screenshot of Goblin's Tail	15
	and the second of the second o	