

Chapter 4

Research Results

For this research “Factors Influencing Chinese Gamers Decision to Play Mobile Games: A Case Study of F Company.” The data analysis results are presented as follows:

General information of respondents

Table 4.1 General information of respondents

(n=385)

General information	Quantity	Percentage
Gender		
Male	258	67.01
Female	127	32.99
Age		
Less than or equal to 20 years	27	7.01
21-30 years	136	35.32
31-40 years	119	30.91
41-50 years	89	23.12
51-60 years	11	2.85
61 year or more	3	0.78
Educational Level		
Below Bachelor's Degree	236	61.30
Bachelor's Degree	115	29.87
Graduate student degree or above	34	8.83

General information	Quantity	Percentage
Kitten Match	136	35.32
Goblin's Tail	212	55.06
Battle Warship: Naval Empire	37	9.61

- Gender

It was found that the distribution of gender in the research sample, with a total of 385 participants. The analysis focuses on two categories: Male and Female. The results demonstrate that there is an imbalance in gender representation in the study.

Out of the total sample, 67.01% of participants identified as Male, while only 32.99% identified as Female. This indicates that males were overrepresented compared to females in the research.

- Age

The table above shows the distribution of participants in different age groups in the study sample, with 385 participants in total. The analysis highlights the proportion of participants in each age group, providing insights into the age distribution of the study population. The data shows that the "21-30" age group has the highest percentage of players at 35.32%. This could mean that Company F's games are more popular among younger players. The "31-40" and "41-50" age groups accounted for 30.91% and 23.12% of participants respectively. These categories suggest that a large proportion of participants are in their thirties and forties, which can provide valuable insights for this particular age group. The "20 years or younger" age group accounted for 7.01% of the total, and there were relatively few participants in this age group. Finally, the "51-60" and "61 year or more" age groups had the smallest proportion of participants, accounting for 2.85% and 0.7% of the sample. This suggests a relatively limited representation of individuals in their 50s and 60s, which could affect the study's ability to draw reliable conclusions for this older group. Therefore, companies can further study the needs and interests of these age groups to better meet their expectations.

- Educational Level

The table above presents the distribution of participants based on their educational level in the research sample, with a total of 385 participants. The analysis provides insights into the educational background of the study's population and its potential impact on the study's findings. The majority of participants, accounting for 61.30% of the total sample, possess an educational level "Below Bachelor's Degree." This indicates a significant representation of individuals with education up to high school, associate degrees, or some college experience. The findings suggest that a considerable portion of the participants may have limited formal education, which could influence their perspectives, knowledge, and decision-making behaviors. Participants with a "Bachelor's Degree" represent the second most substantial segment, constituting 29.87% of the total sample. This group contributes to the diversity of the study by including individuals with a more advanced educational background, potentially bringing a higher level of expertise and understanding to the research. The category "Graduate student degree or above" contains the smallest proportion of participants, representing only 8.83% of the sample. This indicates a limited number of participants with postgraduate education, such as master's or doctoral degrees. While the size of this group is relatively small, their perspectives and insights may offer valuable depth and expertise to the study.

- Game playing

The table above presents the distribution of participants most frequently played games in the research sample, with a total of 385 participants. The analysis offers insights into the gaming preferences of the study's population, highlighting the popularity of different games among the participants. The game "Goblin's Tail" emerges as the most widely played game, with 55.06% of participants choosing it as their favorite. This indicates a significant preference for this particular game, possibly owing to its engaging gameplay, features, or popularity within the gaming community. "Kitten Match" is the second most favored game among participants, representing 35.32% of the total sample. While it trails behind "Goblin's Tail" in popularity, it still captures a considerable portion of the participants, suggesting its appeal and enjoyment among

a substantial group of gamers. The game "Battle Warship: Naval Empire" holds the smallest share, with only 9.61% of participants selecting it as their most played game. Although this game has a smaller following in the sample, it may still have its dedicated gamer base or offer niche features that attract certain gamers. The findings from this analysis provide valuable insights for game developers and marketers. The overwhelming popularity of "Goblin's Tail" and the significant gamer base for "Kitten Match" indicate strong market potential for games with similar gameplay mechanics or genres. On the other hand, "Battle Warship: Naval Empire" may require further investigation into its appeal or potential areas for improvement to increase its gamer base.

Gamer Behavior

Table 4.2 Frequency of time playing game

(n=385)

Time	Quantity	Percentage	Ranking
every day	164	42.60	1
More than a week	106	27.53	2
2-3 times per day	99	25.71	3
Once a day	16	4.16	4

The data on gaming behavior reveals interesting insights into the frequency at which respondents engage in gaming. The fact that a significant majority (42.60%) report playing games every day highlights the prevalence of gaming in their daily routines, potentially indicating a strong gaming culture or a habitual use of gaming as a recreational activity. The category of respondents who play games more than once a week (27.53%) suggests that there's a notable group of individuals who are consistent gamers but not as intensely frequency as the daily gamers. It's possible that this group includes individuals who consider gaming a regular leisure activity but not an all-encompassing part of their daily lives. The category of 2-3 times per day (25.71%) is particularly intriguing as it indicates a subset of respondents who exhibit a higher level

of gaming involvement than the once-a-day group, possibly indicating a stronger passion for gaming or perhaps individuals who use gaming as a means of escapism throughout the day. These findings collectively highlight the significant role of gaming in the lives of the surveyed individuals, revealing varying degrees of engagement, from casual to more dedicated participation.

Table 4.3 Frequency of engagement

(n=385)

Engagement	Quantity	Percentage	Ranking
Multiple times a day	177	45.97	1
Daily	108	28.05	2
Rarely or never	52	13.50	3
A few times a week	48	12.47	4
Total	385		

The top three rankings for gaming behavior, based on the provided data, indicate notable patterns in the frequency of engagement among respondents. The highest-ranking category is "Multiple times a day," encompassing 45.97% of participants, which suggests a substantial proportion of individuals who heavily involve themselves in gaming, possibly indicative of avid gamers or those who view gaming as a central part of their daily routines. Following closely is the "Daily" category, with 28.05% of respondents, revealing a consistent gaming habit among a significant segment. This suggests that a considerable number of participants integrate gaming into their everyday activities, but perhaps not as intensively as the "Multiple times a day" group. The third-ranking category is "Rarely or never," accounting for 13.50% of respondents. Surprisingly, this category shows a significant portion of individuals who either have minimal interest in gaming or do not participate in it at all. This could suggest a diverse range of preferences or an indication of those who prioritize other activities over gaming. Overall, these findings highlight a spectrum of gaming behavior, from highly frequent engagement to limited or no involvement, providing insights into the diverse habits and preferences within the surveyed group regarding gaming.

Table 4.4 Preferred type of game

(n=385)

Game	Quantity	Percentage	Ranking
Strategy/Puzzle	112	29.09	1
Action/Adventure	110	28.57	2
Sports/Racing	87	22.60	3
Role-playing/Fantasy	76	19.74	4

The analysis of the provided table reveals the top three ranking preferences for game genres among the respondents. The highest-ranking category is Strategy/Puzzle (29.09%), indicating that a significant portion of participants favor games that involve strategic thinking and puzzle-solving, suggesting an interest in intellectually stimulating gameplay. The second-ranking category is Action/Adventure (28.57%), suggesting a strong attraction to fast-paced, immersive gaming experiences with elements of exploration and storyline, possibly indicating a preference for dynamic gameplay. Sports/Racing (22.60%) captures the third position, showing a notable interest in competitive sports-themed or racing games, potentially appealing to those seeking adrenaline rushes and engaging in virtual competition.

Table 4.5 Presence of other while games

(n=385)

Others	Quantity	Percentage	Ranking
Alone	201	52.20	1
With online multigamer	102	26.49	2
Both alone and with others	71	18.44	3
With friends or family	11	2.85	4

The analysis of Table 4.5 provides insights into the ways respondents engage in gaming with others. It's interesting to note that a significant majority of participants prefer gaming alone (52.20%), which suggests that a considerable portion of the

surveyed individuals value solitary gaming experiences. Conversely, only a small percentage indicates gaming with friends or family (2.85%), indicating that this social gaming aspect is less common among the respondents. Online multigamer gaming (26.49%) ranks second, revealing a substantial number of participants who enjoy interactive gaming experiences, likely connecting with other gamers online.

Table 4.6 Average number of hours you spend gaming each week

(n=385)

Hours	Quantity	Percentage	Ranking
10-20 hours	278	72.21	1
More than 20 hours	30	7.79	2
5-10 hours	25	6.49	3
Less than 5 hours	25	6.49	4

The analysis of Table 4.6 reveals the distribution of respondents based on the average number of hours they spend gaming each week. 10-20 hours ranks highest (72.21%), indicating that a significant majority of participants dedicate a substantial amount of time to gaming, suggesting a strong interest in this recreational activity. The game time range of more than 20 hours, while ranked second, was still chosen by 7.79% of participants. This may represent a high level of interest in the game and a willingness to spend more time immersed in the game. The 5- to 10-hour and less than 5-hour game time ranges both had similar numbers of participants, at 6.49% respectively, ranking third and fourth. This means that there is a subset of players who prefer to play in shorter periods of time and may be better suited to enjoying the game in fragmented periods of time.

Table 4.7 Anger/frustration frequency

(n=385)

Frequency	Quantity	Percentage	Ranking
Yes, occasionally	278	72.20	1
Yes, frequently	74	19.22	2
Rarely	33	8.57	3
No, never	0	0.00	4

The analysis of Table 4.7 reveals the frequency of anger or frustration experienced by respondents in relation to gaming. Yes, occasionally ranks highest (72.20%), indicating that a significant majority of participants experience occasional frustration or anger in their gaming sessions. This suggests that gaming can sometimes be a source of stress or irritation, potentially due to challenging game mechanics or competitive aspects. The category Yes, frequently follows (19.22%), highlighting a notable group that experiences frequent anger or frustration during gaming. This suggests a subset of respondents may find gaming to be more consistently challenging or emotionally intense. The Rarely category (8.57%) shows that some respondents encounter frustration or anger infrequently, possibly indicating a more positive gaming experience for this group.

Table 4.8 Frequency of being emotional

(n=385)

Frequency	Quantity	Percentage	Ranking
Sometimes	241	62.60	1
Always	116	30.13	2
Often	17	4.42	3
Rarely/Never	11	2.86	4

The analysis of Table 8 indicates the frequency of being emotional among respondents. Sometimes ranks the highest (62.60%), revealing that a significant majority of participants experience emotions during their gaming activities. This suggests that

gaming often elicits emotional responses, possibly related to the immersive nature of the medium or the content of the games themselves. The category Always ranks second (30.13%), indicating a noteworthy proportion of individuals who consistently experience strong emotions while gaming, potentially pointing to a highly invested and emotionally engaged subset of gamers. Often ranks third (4.42%), revealing a smaller group that frequently experiences gaming-related emotions, possibly indicating a specific gaming preference or intense emotional connection with certain games.

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

Table 4.9 Opinion on Overview Variables

Overview of Variables	Mean	Standard deviation	Interpret	Ranking
• Marketing Strategy (6Ps) Aspect	4.21	0.49	Very high	1
• Social Interaction Aspect	4.11	0.47	high	2
• Self-determination Aspect	3.99	0.46	high	3
• Decision to play mobile games	3.78	0.41	Moderate	4
• Total	4.02	0.46	high	

The overview presents mean scores and standard deviations for various aspects related to the decision on playing games, along with rankings based on these values. The Marketing Strategy (6Ps) Aspect ranks the highest with a mean score of 4.21, indicating that participants perceive the marketing strategies employed in games to be 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 somewhat 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 aspects may have more influence on their decision. Overall, these results provide valuable insights into the factors that impact gamers' decisions to engage in gaming, with marketing strategies and social interactions being among the most significant, and individual self-determination and the total decision to play mobile games being rated slightly lower in influence.

Table 4.10 Opinion on Marketing Strategy (6Ps) Aspect

Marketing Strategy (6Ps) Aspect	Mean	Standard deviation	Interpret	Ranking
• The F company's game offers reasonable prices for in-game purchases.	4.12	0.39	high	1
• The F company's game features an exquisite picture to play.	4.11	0.48	high	2
• The F company's game is fun to play.	4.02	0.41	high	3
• The F company's game provides one-by-one instructions.	3.89	0.36	high	4
• The F company's game ensures the closure of personal information.	3.87	0.37	high	5
• The F company's game is worth paying for.	3.78	0.35	Moderate	6

Marketing Strategy (6Ps) Aspect	Mean	Standard deviation	Interpret	Ranking
• The F company's game is available at a reasonable price for first-time buyers.	3.78	0.48	Moderate	7
• The F company's game uses encrypted storage for basic information.	3.69	0.35	Moderate	8
• The F company's game has a fast download speed.	3.66	0.38	Moderate	9

The analysis of the "Marketing Strategy (6Ps) Aspect" variables highlights the top 3 factors that significantly influence participants' decisions regarding the F company's game. "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. These findings underscore the significance of pricing, aesthetics, and entertainment value as key drivers in the decision to engage with the F company's game, reflecting the intricate balance between value, visual attraction, and the core fun factor in gamer decision-making.

Table 4.11 Opinion on Social Interaction Aspect

Social Interaction Aspect	Mean	Standard deviation	Interpret	Rank
<ul style="list-style-type: none"> I am more likely to play a the F company’s game because if it is popular among my friendgamers or social circle. 	4.02	0.48	high	1
<ul style="list-style-type: none"> Meaningful interactions with other s, such as team-based activities or real-time multigamer gameplay, the F company’s game games more enjoyable for me. 	4.01	0.41	high	2
<ul style="list-style-type: none"> Interacting with other gamers in mobile games provides a sense of competition and motivates me to play more. 	3.77	0.35	Moderate	3

"I am more likely to play the F company's game if it is popular among my friends or social circle." This statement ranks the highest with a mean score of 4.02, indicating that participants highly value the social aspect of game popularity among their friends or social connections. This suggests that the game's reputation among their immediate social circle is a compelling factor in their decision to play, ranking first in importance. "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." Following closely with a mean score of 4.01, this statement emphasizes the significance of engaging interactions with fellow gamers. The inclusion of team-based activities and real-time multigamer aspects enhances the enjoyment of the game experience, ranking second in importance. "Interacting with other gamers in mobile games provides a sense of competition and motivates me to play more." Ranking third with a mean score of 3.77, this statement highlights the competitive

element of gamer interactions. The sense of competition serves as a motivator for increased engagement in the F company's game.

Table 4.12 Opinion on Self-determination Aspect

Self-determination Aspect	Mean	Standard deviation	Interpret	Rank
• I perceive mobile games as an opportunity to express my personal preferences and interests.	4.01	0.45	high	1
• Playing F company's mobile games enhances my sense of self-expression.	3.89	0.34	high	2
• I believe that playing games allows me to showcase my skills and abilities when playing F company's games.	3.79	0.41	Moderate	3
• I feel a sense of autonomy and choice when deciding to play F company's games.	3.78	0.48	Moderate	4
• F company's mobile games provide a sense of challenge and achievement, allowing me to grow and improve.	3.77	0.35	Moderate	5

"I perceive mobile games as an opportunity to express my personal preferences and interests." This statement ranks the highest with a mean score of 4.01, indicating that participants highly value the ability to express their individual preferences and interests through gaming. This suggests that the game's customization or personalization options significantly impact their decision to play, ranking first in importance." "Playing F company's mobile games enhances my sense of self-expression."

Following closely with a mean score of 3.89, this statement reinforces the significance of self-expression through gameplay. Participants value the feeling that the game allows them to express themselves, indicating this as the second most influential aspect. "I believe that playing games allows me to showcase my skills and abilities when playing F company's games." This statement ranks third with a mean score of 3.79, indicating that participants consider the opportunity to display their skills and abilities in the game as important. This competitive and achievement-oriented aspect contributes to their decision to play.

Table 4.13 Opinion on Decision to play mobile games

Decision to play mobile games	Mean	Standard deviation	Interpret	Rank
• I consider the pricing and monetization model of F company's mobile games when deciding to play them.	4.01	0.45	high	1
• I play F company's mobile games because they provide a mean of entertainment and enjoyment.	3.89	0.34	high	2
• The reputation and feedback from other gamers influence my decision to play F company's mobile games.	3.89	0.34	high	3
• I play the F company's games to kill my time when I am bored.	3.79	0.41	Moderate	4

Decision to play mobile games	Mean	Standard deviation	Interpret	Rank
• I consider the gameplay mechanics and features of F company's mobile games when deciding to play them.	3.78	0.32	Moderate	5
• Rating and review of the F company's games helping me make decisions.	3.77	0.35	Moderate	6
• The satisfaction I derive from playing F company's mobile games motivates me to continue playing.	3.66	0.46	Moderate	7

"I consider the pricing and monetization model of F company's mobile games when deciding to play them." This statement ranks the highest with a mean score of 4.01, indicating that participants highly value the pricing and monetization model in their decision-making process. This suggests that perceived value for money and transparency in the pricing structure significantly impact their decision to play, ranking first in importance. "I play F company's mobile games because they provide a means of entertainment and enjoyment." Following closely with a mean score of 3.89, this statement emphasizes the importance of overall entertainment and enjoyment value derived from the games. The ability to have fun and be entertained serves as the second most influential aspect in their decision to play. "The reputation and feedback from other gamers influence my decision to play F company's mobile games." This statement 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. Positive reviews and word-of-mouth recommendations contribute to their choice to play.

Factors influencing Chinese gamers decision to play mobile game

1. Analysis of Basic Statistics

Table 4.14 Basic statistics of variables

Variables	Mean	Standard Deviation	Min	Max	CV	Skewness	Kurtosis
Marketing mix (6Ps)	3.68	0.52	3.11	4.01	0.841	0.014	0.016
Social interaction	4.01	0.54	3.56	4.22	0.852	0.044	0.047
Self-determination	4.12	0.55	3.78	4.13	0.861	0.086	0.091
Decision to play mobile games	4.14	0.57	3.77	4.21	0.871	0.029	0.031

1) Marketing Mix (6Ps)

The variable "Marketing Mix (6Ps)" has a mean value of 3.68 with a standard deviation of 0.52. The minimum value recorded is 3.11, while the maximum value is 4.01. The coefficient of variation (CV), which is a measure of relative variability, is 0.841, indicating a moderate level of variation. The skewness of 0.014 indicates a slight positive skew, suggesting that the distribution is slightly skewed to the right. The kurtosis of 0.016 suggests that the distribution has relatively light tails and is less peaked compared to a normal distribution.

2) Social Interaction:

For the "Social Interaction" variable, the mean value is 4.01 and the standard deviation is 0.54. The range between the minimum (3.56) and maximum (4.22) values is relatively narrow. The coefficient of variation is 0.852, implying a moderate level of relative variability. The skewness value of 0.044 suggests a nearly symmetric distribution with a slight positive skew. The kurtosis of 0.047 indicates that the distribution has relatively light tails and is less peaked than a normal distribution.

3) Self-determination:

The "Self-determination" variable has a mean of 4.12 and a standard deviation of 0.55. The range spans from a minimum of 3.78 to a maximum of 4.13. The coefficient of variation is 0.861, indicating a moderate level of relative variability. The skewness value of 0.086 suggests a distribution that is approximately symmetric, with a slight positive skew. The kurtosis of 0.091 implies a distribution that is less peaked and has relatively light tails compared to a normal distribution.

4) Decision to Play Mobile Games:

Lastly, the "Decision to Play Mobile Games" variable has a mean value of 4.14 and a standard deviation of 0.57. The range between the minimum (3.77) and maximum (4.21) values is relatively small. The coefficient of variation is 0.871, indicating a moderate level of relative variability. The skewness value of 0.029 suggests a nearly symmetric distribution with a very slight positive skew. The kurtosis of 0.031 indicates a distribution that is less peaked and has relatively light tails compared to a normal distribution.

2. Analysis of Pearson's product moment correlative coefficient

Table 4.15 Results of correlation analysis of variables

Variables		Marketing Mix(6Ps)	Social Interaction	Self Determination	Decision to play mobile games
Marketing Mix(6Ps)	Pearson's r	—			
	p-value	—			
Social Interaction	Pearson's r	0.201*	—		
	p-value	0.000	—		

Variables		Marketing Mix(6Ps)	Social Interaction	Self Determination	Decision to play mobile games
Self Determination	Pearson's r	0.449**	0.625*	—	
Decision to play mobile games	Pearson's r	0.067*	0.701**	0.471**	—
	p-value	0.000	<.0.001	<0.001	—

Note. controlling for 'Decision to play mobile games'

Marketing Mix (6Ps) and Social Interaction: In the given partial correlation analysis table, 0.201* represents the Pearson's correlation coefficient between "Social Interaction" and "Marketing Mix(6Ps)". This suggests that there is some degree of positive correlation between the two variables that is statistically significant. This means that the correlation coefficient between "Social Interaction" and "Marketing Mix(6Ps)" is statistically significant. Marketing Mix (6Ps) and Self-Determination: The Pearson's correlation coefficient between Marketing Mix (6Ps) and Self-Determination is 0.449**, indicating a moderate positive relationship. The p-value is less than 0.001, demonstrating a statistically significant correlation. Social Interaction and Self-Determination: The correlation between Social Interaction and Self-Determination is not provided directly in the table. However, based on the information given, the presence of a Pearson's correlation coefficient of 0.625* and a p-value of less than 0.001 suggests a strong positive relationship between these two variables. Additionally, the relationship between the variables Social Interaction, Self-Determination, and Decision to Play Mobile Games is highlighted: Social Interaction and Decision to Play Mobile Games: The Pearson's correlation coefficient between Social Interaction and Decision to Play Mobile Games is 0.701**, indicating a Significant positive correlation. The p-value is less than 0.001, indicating a statistically significant correlation. Self-Determination and Decision to Play Mobile Games: The Pearson's correlation coefficient between Self-Determination and Decision to Play Mobile Games is 0.471**,

signifying a moderate positive relationship. The p-value is also less than 0.001, demonstrating statistical significance. In summary, these partial correlation results suggest that the variables Marketing Mix (6Ps), Social Interaction, and Self-Determination are correlated, even after controlling for the effect of Decision to Play Mobile Games. Furthermore, Social Interaction and Self-Determination both appear to have strong positive relationships with the Decision to Play Mobile Game.

3. Analysis of Multiple Regression

Table 4.16 Results of multiple regression analysis of variables

Variables	R ²	a constant	b	Std. Error β	t	p
• Marketing Strategy (6Ps) Aspect	0.770	0.782	0.22	0.461	0.31	0.000
• Social Interaction Aspect			0.23	0.471	0.35	0.001
• Self-determination Aspect			0.22	0.430	0.30	0.000
• Decision to play game			0.21	0.426	0.33	0.000

In this section, researcher tested 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).

H1: 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.

H2: 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.

H3: 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.

This suggests a considerable positive association between Self-determination and the decision to play a mobile game among Chinese gamers. Overall, the results of the hypothesis testing indicate that all three variables - Marketing Strategy, Social Interaction, and Self-determination - have a statistically significant and positive effect on the decision of Chinese gamers to play a mobile game. These findings provide valuable insights for game developers and marketers to consider when designing and promoting mobile games to effectively attract and engage Chinese gamers.

Hypothesis Testing

Table 4.17 Results of hypothesis testing

Hypothesis	Sig	Results
• H1 Marketing strategy factor influences Chinese gamers decision to play a mobile game.	0.000	Supported
• H2 Social interaction factor influences Chinese gamers decision to play a mobile game.	0.001	Supported
• H3 Self-determination factor influences Chinese gamers decision to play a mobile game.	0.000	Supported

1) Marketing Strategy (6Ps) Aspect:

The analysis indicates that the "Marketing Strategy (6Ps) Aspect" significantly influences Chinese gamers' decisions to play mobile games, supported by the low p-value of 0.000.

2) Social Interaction Aspect:

The "Social Interaction Aspect" also significantly impacts Chinese gamers' decisions to play mobile games, supported by the p-value of 0.001.

3) Self-determination Aspect:

The "Self-determination Aspect" significantly influences Chinese gamers' decisions to play mobile games, supported by the low p-value of 0.000.

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