CONSUMER BEHAVIOR OF VIDEO GAMES —— A CASE STUDY OF

CONTEMPORARY CHINESE COLLEGE STUDENTS

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YUAN ZHANG

This Independent Study has been approved as a Partial Fulfillment of the Requirement of International Master of Business Administration in International Business Management

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ABSTRACT

Title: Video Game Consumption Behavior——A Case Study of Contemporary Chinese College Students

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It is well known that China's Internet technology is in an era of rapid development, and the video game, which is called the "Ninth Art" gradually penetrated into the daily life of the masses and has become a significant entertainment method for people. The video game industry has profoundly affected living conditions and consumption habits of Chinese younger generation because of its unique charm.

The Ministry of Education announced that the total number of universities in China is 2,956 as of June 15, 2019. 2,688 are ordinary colleges (including 266 independent colleges) and 268 are adult colleges. Most contemporary college students in China were born after 1995. Now even children born after 2000 have also entered university campuses. Compared with other age groups, contemporary college students have a high degree of integration with video games and they are more open-minded and always prepared to explore new areas.

The main issues studied in this paper include "Chinese college students' video game behavior," "Chinese college students' consumption concept for video games," and "What influences Chinese college students' video game consuming behavior". Research hypothesis was proposed
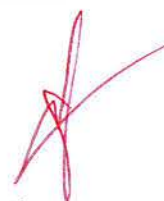
based on various variables. The research methods used in this paper were quantitative analysis and quantitative empirical analysis.

After statistical analysis, it was found that the audience of MOBA games are very wide, and the gender difference of Chinese college students was no longer significant. The player group shows the characteristics of "high frequency, high duration" and "entertainment and pastime" video game behavior. Consumption factors such as "understanding payment," "participation payment," and "rational payment" influence Chinese college students' video game consumption behavior.

The factors that affected the Chinese college students' video game consuming behavior are mainly manifested at two levels, "individual consumer," and "game." From a consumer perspective, the video game consumption behavior of Chinese college students was affected by their "gender," "game duration," "location," and other factors. Furthermore, consumers' consuming willingness, consumption motivation and preferred content, consumers' consumption satisfaction and cost-effective perceptions of video games affected their final consumption behavior.

From the game level, it was found that the main content of the game, the sociability of the game, and the business strategy of the game had a positive impact on the video game. In summary, games with a high level of production, strong sociability, and good business and marketing strategy are more likely to attract Chinese college students for consumption.

Keywords: Chinese college students, Video game consumption behavior, Consumption concept, Influencing factors

摘 要

标题： 电子游戏消费行为：以当代中国大学生为例
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........................4 , 8 , 2021..........................

中国互联网科技正处于飞速发展的时代，被称为"第九艺术"的电子游戏也渐渐渗入了群众之中，成为了人们重要的娱乐方式之一，电子游戏业凭借着自身独特的魅力深刻影响着中国年轻群体的生活状态和消费习惯。

截止至 2019 年 6 月 15 日，教育部公布中国大学数量总数为 2956 所，其中，普通高等学校 2688 所（包含独立学院 266 所），成人高等学校 268 所。他们大部分出生于 1995 年之后。甚至 00 后也迈进了大学校园。相对于其他年龄段的人群，当代大学生跟电子游戏的契合成度很高，他们的思想更加开放、活跃，且具备探索新鲜领域的好奇心。

本文主要研究的问题包括"中国大学生电子游戏行为状况"、"中国大学生电子游戏消费观念"、"中国大学生电子游戏消费行为的影响因素"，并根据各变量因素提出研究假设。本文主要采用定量分析和定量实证两种研究方法进行分析。

经过数据统计分析，MOBA 类游戏受众很广，中国大学生玩家性别差异不再显著，玩家群体整体呈现"高频率高时长"、"娱乐消遣"的电子游戏行为特征，而"理解付费"、"参与付费"、"理性付费"等消费因素影响着中国大学生的游戏消费行为。

影响中国大学生电子游戏消费行为的因素主要表现在"消费者个体"和"游戏"两个层面。从消费者个体层面来看，中国大学生电子游戏消费行为受其"性别"、"游戏时长"、"所在地区"等因素的影响。除此之外，消费者的消费意愿、消费动机和内容倾向以及电子游戏消费满意度和性价比认知都会影响其最终的

消费行为。

　　从游戏层面来看，"游戏主要内容"、"游戏社交性"、"游戏运营策略"。综合看来制作水平精良并且在社交圈内火爆，以及拥有良好运营营销策略的游戏更容易吸引中国大学生玩家进行消费。

关键词：中国大学生　电子游戏消费行为　消费观念　影响因素

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CHAPTER 1

INTRODUCTION

1.1 Research Background

Contemporary Chinese college students are a generation growing up with the rapid development of Chinese Internet and economy. According to the statistics of the Ministry of education, the total population of Chinese college students in 2020 is 33.66 million. They are generally the only child, the indigenous people of the Internet, and even the supporters of the mobile Internet.

Affected by this, contemporary Chinese college students have formed the behavior habits with the characteristics of the times. SANA and Shi Haiying published research on virtual consumer psychology of contemporary college students on June 8, 2016. It can be seen that online games have developed into the most popular way of online entertainment and one of the most extensive gathering places for netizens. Chinese college students prefer this kind of virtual consumption and dare to consume for their own preference.

At present, Chinese contemporary college students are the main group of Internet users. They have their own characteristics different from other age groups. In terms of ideology, they have outstanding consciousness of independence and competition. They have a strong desire for knowledge, open-minded and innovative spirit. They have diversified ideas on the exploration of emerging fields and the pursuit of video game entertainment. Most importantly, in the next five years, they will step into the society, work in an all-round way and become the main force of consumption.

At the same time, China's video game industry is also developing rapidly. According to the report on China's game industry 2019 organized by the game Working Committee of China Audio Digital Association, the actual sales revenue of China's

game market in 2019 is 230.88 billion yuan, up 7.7% year on year, becoming an important consumer country in the video game market. From the perspective of user scale, in 2019, China's game users reached 640 million, an increase of 2.5% year-on-year, including more than 300 million female game users.

For Contemporary Chinese college students, video games are not only an important way of entertainment in their lives, but also an indispensable social environment in the Internet era. For college students who are keen to explore new fields and communicate, video games have become an important part of their daily consumption.

1.2 Research Questions

Based on the research of consumer behavior, this study takes video games as the background to explore the consumer behavior of contemporary Chinese college students. Therefore, the research questions of this study are as follows:

What is their consumption level of video games?

What factors will make Chinese college students consume video games?

1.3 Research Significance

In this paper, the contemporary Chinese college students as the main research object, in-depth investigation of the contemporary Chinese college students' consumption of video games and influencing factors. The research on the consumption behavior of electronic games is helpful to understand the uniqueness, vitality and their own culture of the contemporary young groups, and to explain the electronic consumption decision-making and consumption behavior of the contemporary college students.

For video game manufacturers, the earlier they can understand the consumption behavior and demand of their potential users in the future, the more they can grasp the opportunity in the competitive market environment. In this paper, "contemporary

Chinese college students' game type preferences", "game consumption mode", "paid content" and "video game consumption satisfaction" can provide advice for game manufacturers, so that they can make games more in line with the needs of players.

This paper attempts to provide a theoretical basis for the sound development of the electronic game consumption market. Because of the current social cognition of the electronic game, many people think that the consumption behavior of college students who have not yet economic basis is an unreasonable consumption behavior, and the investment in the electronic game will consume too much energy and waste time. Therefore, this paper objectively verifies the above problems through data investigation and relevant theories, and analyzes the current situation of the contemporary Chinese college students' video game consumption market, and provides theoretical basis for the healthy development of the game consumption market

1.4 Research Content

This study contains five chapters, and the main contents are as follows:

Chapter 1 Introduction: this chapter first introduces the research background of this paper, and on this basis, puts forward the research problems; then explains the significance of this paper; and then introduces the research methods of this paper

Chapter 2 Literature Review: this chapter collects literature at home and abroad and gives a detailed overview of the origin, content and consumer behavior of video games.

Chapter 3 Research Methods: Based on the literature review, this chapter plans the research ideas of contemporary Chinese college students' consumption behavior of video games, establishes the research model, and puts forward the hypothesis according to the research model. Quantitative analysis and qualitative interview are used.

Chapter 4 Data Analysis: this chapter obtains a series of data of contemporary

Chinese college students' consumption behavior of video games by means of civilization survey and interviews, and verifies the hypothesis proposed in this paper.

Chapter 5 Conclusion and Suggestion: through relevant research, this chapter draws relevant conclusions of contemporary Chinese college students' consumption behavior of electronic games, and provides relevant suggestions for the benign consumption behavior of electronic games and the research and development of electronic games.

CHAPTER 2

LITERATURE REVIEW

2.1 Concept of video Games

The so-called video game is the behavior of using electronic devices as the media for game activities. It began in the late 1960s. Video games are mainly inherited from traditional game activities, such as football, baseball, chess, word and number games. Also has the function which the traditional game does not have: the fantasy world adventure, the war, the fighting and so on.

In terms of the definition of video games, different scholars have different views. The author collated relevant materials and summarized them into the following categories:

One is procedural theory. According to Li Hongwei (2018), video games are program codes that can be operated by an unlimited number of players and run on specific electronic devices. The main idea is video game = game engine + game resources. Game engine is a set of codes or instructions set for the normal operation of video games, which controls the normal operation of the machine after recognition. The game resource is the ultimate audio-visual effect presented to the players under the call of the game engine. This view mainly embodies the programmability of the game, and regards the video game as a computer software composed of code and material. There are some problems in this view, such as neglecting the meaning of the game content itself, the game world outlook, values and so on.

The other is art theory. Liu Jin (2012) believes that video games are the ninth art after painting, sculpture, architecture, music, literature, dance, drama and film. This view holds that video game is an art of freedom, interaction and experience. Video games are no longer a series of digital codes, but works of art with rich artistic value.

Some scholars think that video game is a cultural phenomenon. Fu shanchao (2018) proposed that at present, video games have gradually realized the integration of "games" and "stories". Games based on the grand historical background or science fiction world are no longer entertainment tools, but carry important cultural connotation, providing rich communication content for subculture circle. In addition, the development of video games is also accompanied by the growth of two generations. No matter in the east or in the west, people with cultural attributes have assumed the "cultural background" of video games. Now, many concepts of video games have penetrated into various cultural fields.

2.1.1 The origin of modern video games

Nakagawa Dadi (2016) mentioned the origin of the history of modern games. According to different criteria, it includes at least the following three statements: (1) in 1912, Spanish Leonardo Torres kevedo invented the world's first electric game machine "chess", marking the formal encounter between traditional games and the industrial revolution. (2) In 1947, American physicists Thomas Goldsmith and Astor ray Mann invented the cathode ray tube device that can play the missile launching game, which opened the road to computer games, and human beings entered the era of video games. (3) In 1972, Nolan bushner set up the world's first game company, yadali, which launched the earliest coin operated game pong. With this as the starting point, game globalization flourished under the pull of commercial globalization.

Although there are different opinions on the origin of modern games, it is at least certain that the history of Global Games began in the 20th century. It's the same with the history of Chinese games, but it comes a little later. Marguerite BA (1976) mentioned the term "electronic game", but did not give a detailed introduction, which indicates that the Chinese people should have heard about "electronic game", a scientific and technological invention in the western world, by the middle and late 1970s at the latest.

2.2 Classification of Video Games

Video games began in the 1960s and have developed for decades. In this paper, electronic equipment carriers and content themes are used to distinguish video games.(computer game), a form of game. A game controlled by a personal computer program and designed for educational or entertainment purposes. The birth of computer games is closely related to the entrance of electronic computers into American university campuses in the 60s. Liu tianhuai (2018) mentioned that in 162, seven college students from MIT, including Graz and Russell, compiled a game called "space war" on the pdp-1 electronic computer produced by DEC company, marking the birth of the first computer game in the world. With the popularization of Internet technology, computer games are divided into network games and stand-alone games in the 1990s. Online game is a kind of sustainable individual online game with Internet as the transmission medium, game operator server and user computer as the processing terminal, and game client software as the information interaction window, aiming to achieve entertainment, leisure, communication and virtual achievements. Single player games generally refer to video games or computer games that can operate independently with only one amusement device or computer.

The host game consists of two parts: the home computer game and the hand-held computer game. It is an interactive multimedia for entertainment. This kind of game is mainly based on the electronic screen as the display, relying on a dedicated game console and running. Host games usually have different rules of play, game objectives, objects, control methods and other characteristics. Each kind of console game has its own media CD and card tape, which will be sold according to different game consoles. At present, the mainstream game consoles in the world are Sony's "PS4", Nintendo's "switch" and Microsoft's "Xbox one". In the United States, Japan and Europe, computer games are more common than computer games because of their many kinds of game software, exquisite design, easy to use and other characteristics. But in Asia, computer online games are booming. In addition, computer games are usually in English or

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Japanese, and other factors. In these regions, computer games are more popular than computer games

The arcade is a kind of professional game machine placed in public places of entertainment. Generally speaking, the arcade is composed of two parts: frame and board. The game that runs on the arcade is called arcade game. Blue (2002) pointed out that the first generation of entertainment center game machine named "computer speech" was produced by Rudin asosocet in 1971, with a total of 1500 sets. Arcade games were welcomed by many people in the 1990s, and its representative works, such as boxer series, were even more popular. The author believes that compared with other types of games, arcade games have a more striking sense. Its unique operation mode (button, rocker, coin) can bring great sense of substitution and game fun to the players.

With the rapid development of mobile Internet technology, portable games come out. Portable games refer to games that run on mobile phones or tablets. According to CNG (2019) data, the actual sales of Chinese game market in 2019 is 151.37 billion yuan, an increase of 13.0% compared with last year. Because of its simple operation, portability and strong sociality, portable games occupy the top position in the game consumption market.

2.2.1 Division of Game Content

In terms of game content, video games can be divided into the following categories:

1. Action Game

Act, for short, refers to the game that does not need to pursue the plot of the game, and the player controls the role of the game to eliminate the enemy by various means. Because of its simple operation, refreshing stimulation and other characteristics, action game is a universal game. Action games include fight games and shooting games.

2. Adventure Game

Adventure game, one of the game types is a broad game type. Adventure game focuses on exploring the unknown, solving puzzles and other episodic and exploratory interaction. Adventure game also emphasizes the discovery of story clues, mainly

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testing the players' observation and analysis ability.

3. Role Playing Games

Role playing games, referred to as RPG. In the game, players are responsible for playing one or more roles, and under a structured rule, they can develop their roles through some actions. The success and failure of players in this process depends on a formal system of rules or action policies. RPG game scenario, high degree of freedom, figure painting and world background architecture are incomparable to other types of games.

4. Sports Game

Sports game SPT.SPT As the name implies, it is a game with sports activities as the main axis. Including a variety of sports activities, such as snow sports, basketball, golf, football, tennis and other strategic sports are more popular.

5. Simulation Game

Short for simulation game SIM.SIM Is a wide range of game types. Simulation games try to copy various forms of "real" life to achieve the purpose of "training" players, such as improving proficiency, analyzing the situation or forecasting. The simulation games with different simulation degree have different functions. The higher simulation degree can be used for professional knowledge training; the lower can be used as entertainment means.

2.3 Overview of Consumer Behavior

2.3.1 Consumption

Marx (1975) believed that people have to consume every day since they were born. Production and consumption interact with each other as the starting point and end point. It can be seen that consumption is not only the basis of human survival, but also the condition of human development. From barter to money barter in modern society, consumption, as a kind of behavior, runs through people's daily life, which is the actual manifestation of social relations and social and cultural forms. Lin Baipeng and Zang Xuheng (2000) pointed out that consumption is a process in which individuals use existing products to meet their own needs. Consumption mainly includes production

consumption and personal consumption, the latter mainly refers to the consumption behavior of individuals to meet their own material and spiritual needs. In a broad sense, in addition to personal consumption, consumption also includes production consumption aiming at the sustainability of production.

2.3.2 Meaning of consumer behavior

Systematic research on consumer behavior was popular in the 1950s, after the end of the Second World War. The reconstruction of postwar economy affected the consumer market and stimulated the vitality of market competition. In order to grasp the market opportunity, enterprises all over the world have invested a lot of money to strengthen the understanding and research of the consumer market, and the theoretical research of consumer behavior is gradually rising.

In view of how to define consumer behavior, western scholars have carried out a long time of intense research. After the debate, they summarized it into two aspects: broad sense consumer behavior and narrow sense consumer behavior: the former thinks that consumer behavior refers to the specific activities that people show when they get the desired products or services (for example, people's behavior when they buy products and services) A series of activities - comparison, shopping, Purchase use and disposal of products or services woods (1981) this definition is based on the analysis of consumer behavior from the perspective of consumers' environmental resources; while the narrow definition of consumer behavior is based on the analysis of consumer behavior from the perspective of marketers (or salesmen). The representative of this view is Kolter, Loudu & Bitta, Vyas and Kanuk & Schiffman et al.

Kanuk & Schiffman (1983) defined consumer behavior as a series of behaviors that consumers show when they meet their needs on products - looking for products, purchasing products, using products, evaluating products and handling products; In the same year, Vyas, a researcher, raised an objection to the definition of consumer behavior. He believed that consumer behavior should be defined as follows: consumer behavior is a decision-making process for consumers before they obtain

products, use products and obtain product services, and when they decide to carry out such a series of activities, and in this series of activities to show a sustained impact on the experience of consumer behavior.

Liu Dehuan&Chen Shiluo(2013) mentioned that E.S, an American advertising scientist, once proposed AIDMA consumer behavior model. From the perspective of marketing, this viewpoint holds that consumers will go through the following five stages from the contact with information to the final successful purchase: attention, interest, desire, memory, action AIDMA consumer behavior model reasonably reflects the situation that the seller controls the market situation under the traditional marketing mode, that is, the advertiser's marketing information can be transmitted to the public through the traditional media, but the audience lacks effective feedback channels, and the marketing strategy with "media" as the core and "attracting attention" as the primary goal has also become the consumer behavior research in this period a key.

With the rapid development of Internet technology, consumer access to commodity information has become more diversified. Consumer behavior patterns have also changed. In 2005, Japan telecom company put forward the AISAS consumption model, the transformation of attention, interest, search, action and share. In the new marketing rules, the emergence of search and share, two "s" with network characteristics, points out the importance of search and share in the Internet era, rather than blindly instilling one-way ideas into users, which fully reflects the influence and change of Internet on people's lifestyle and consumption behavior.

J. B. (2010) explains consumer behavior as follows: consumer behavior is all the brain and body activities that consumers find, purchase, use and evaluate the goods and services to meet their needs. He thinks that the main contents of consumer behavior are as follows: 1. Consumer behavior can be described as seeking, choosing, purchasing, using and evaluating. These behaviors themselves are a means to meet the needs of consumers. 2. Consumer behavior is a complex process, which must include the

psychological process before, during and after purchase. 3. Consumers play different roles in different environments

2.3.3 Online consumption behavior

Like other consumers, Internet consumers are a kind of reasonable economic behavior. He Mingsheng(2012) in "network consumption: theoretical model and behavior analysis", the definition of network consumption is: network consumption refers to the consumption process that people meet their own needs through the Internet. This concept mainly has three viewpoints: first, the network consumption is realized by means of the Internet; second, the purpose of the network consumption is to meet the needs of consumers; third, the network consumption is a dynamic process. Tang Kuiyu(2003) pointed out that network consumption is the form of modern consumption information, and the main body of network consumption is the essential difference between it and non-network consumption. In a new way, network consumers can freely choose to buy the information goods and other services they need in the virtual environment.

In the early stage of industrial society development, the traditional consumption behavior theory has a more accurate explanation of economic activities. However, with the advent of the information age in the 21st century, the explanation of the traditional consumption theory is slightly backward. The arrival of the network economy has injected new vitality into the market economy. The network economy is the product of the information age, with distinct characteristics of the times, and has been very popular in recent years Many scholars begin to pay attention to the research of network consumption theory.

Adam Smith once commented that market economy contains "every second buyer knows every seller's price, and every seller knows every buyer's price.". Adam Smith thinks that under the condition of market economy, the information of buyers and sellers is symmetrical. Stigler put forward in his book "information economics" that it is

difficult to realize the perfect conditions of market economy, and the information of buyers and sellers is asymmetric. In the later research, many economists carried out in-depth research on "incentive theory under the condition of asymmetric information", and achieved remarkable results, and won the Nobel Prize in economics for two times. The rise of network economy makes many scholars see a possibility to solve the problem of information asymmetry. In the emerging market of online consumption, the buyer and the seller can easily obtain relevant market information, and the transaction cost is almost negligible. The buyer can make unlimited comparison on the Internet, and the seller can also make corresponding adjustments according to the buyer's requirements, so as to facilitate the transaction.

On the basis of previous studies, many scholars have summarized the characteristics of network economy. They believe that the biggest characteristics of network economy mainly include two aspects, namely, distinguishing production and personalized consumption.

Chu Erming et al. (2003) studied and analyzed the relationship between the accumulation of knowledge and technology and the increase of marginal utility of goods, the increase of marginal substitution rate and the rotation of indifference curve, the cost utility analysis paradigm and the softening of traditional budget constraints. Tian Yuan and Zhang Cheng (2007) improved the consumer utility curve and indifference curve, and proposed that time is an important factor limiting online consumption.

Wu Deqiang (2008) thinks that consumption and production are merged, sales scope is globalized, not limited by time and space, and consumption experience is integrated.

Duan Xingli (2010) studies several factors that affect the network consumption, and thinks that the network consumption is different from the traditional consumption mainly in several aspects: the consumer is younger, the scope of consumption is more

diversified, the consumption region is more global, and the consumption results are more intelligent.

Ma Jianxin (2011) mainly studies the trend of College Students' online consumption and the types of College Students' consumption. Oral consumption is divided into learning consumption, entertainment consumption, practical consumption and other consumption derived from the Internet.

Feng Xiaoning (2012) mainly compared the network consumption with the traditional consumption, and concluded that the network consumption is more efficient, the cost is relatively low, the consumer selectivity is stronger, and can tap more potential consumption ability.

Wang Xiaofan (2012) studies the characteristics of College Students' online consumption from the perspective of their personality characteristics, and believes that their consumption is unique, fashionable and popular.

To sum up, Internet consumption is essentially a dynamic process of resource exchange between buyers and sellers, simultaneous interpreting the constraints of time, place and space. It is a process of consumers using their resources to obtain desired products or services, and a distribution of consumers' own resources. Compared with traditional upper class industries, the network economy has the characteristics of "new economy".

2.4 Theoretical Model

In the theoretical research of game motivation, some scholars divide the user group image of online game players, and establish horizontal and vertical coordinates according to "player world" and "action interaction". Among them, "player world" refers to the degree of active participation of players, "action interaction" refers to the degree of attention to the content of the game itself. " The specific model is shown in
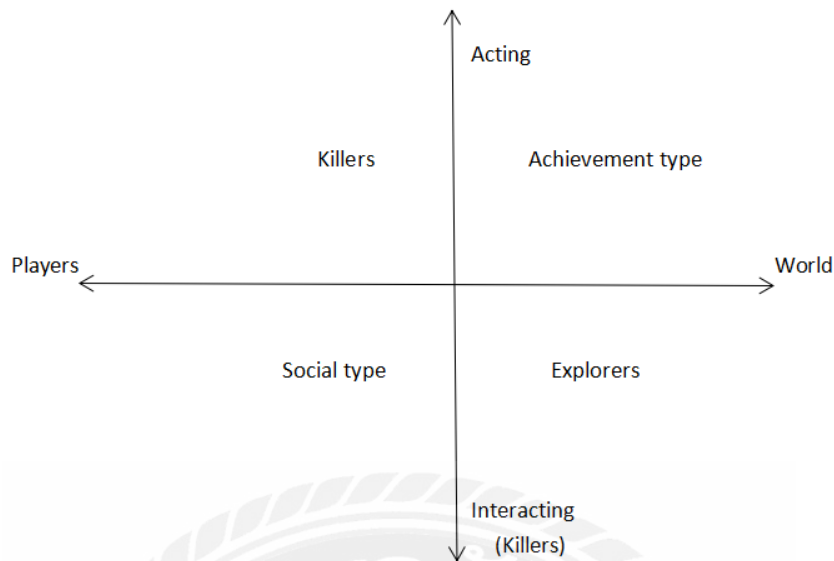
Figure 1-1:

Figure 1-1 Separation of Video Games

Achiewers, such players focus on the game itself, and a series of behaviors he performs in the game are to obtain the growth and record of game values.

Killer, the game fun of this kind of players is to defeat other players to obtain their own satisfaction. For their favorite game, the player versus player is the interactive competition formed by players attacking each other with game resources.

Socialisers, such players like to communicate with others and get to know friends in the game, the game is a medium for them to communicate with others, and to reach spiritual consensus with others is what they need.

Explorers, explorers are also interested in the game itself, but they pay more attention to the game environment itself,They will analyze the game in detail, often find new content that players can't find, and even make game strategies for it.

The model proves that from the perspective of game motivation, players' use of the game is not only the game itself, they play different roles in the game and have their own positioning.

Tam Technology Acceptance Model

    In terms of research and design, most scholars use technology acceptance model (TAM model for short) to analyze (as shown in Figure 1-2), because online games are mostly built on computer platforms, and two decisive factors are proposed for the use of this kind of technology-based media: first, perceived usefulness, which reflects the usefulness that a person thinks for the use of a system. The second is perceived ease of use, that is, the difficulty a person thinks of using a system. And because of these two factors, there are a lot of self-variable factors, such as system design features, policy environment, market environment, user attribute attitude, belief differences and so on. Therefore, there is enough reference for the control of variables and the persuasiveness of conclusions in empirical research.
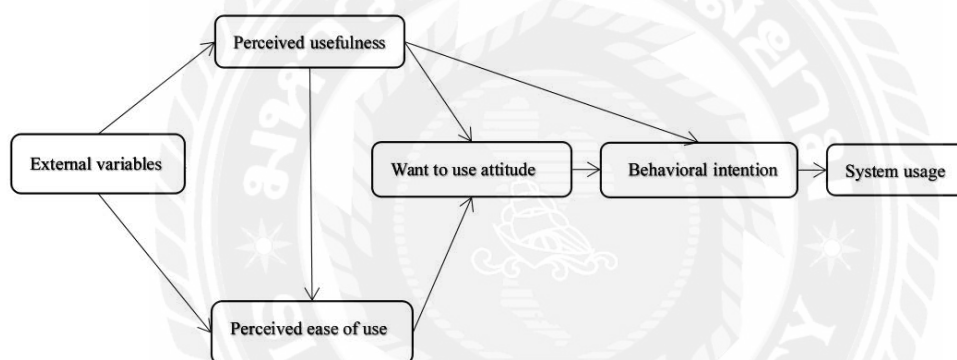
Figure 1-2 Tam Technology Acceptance Model

    W. C.f. (2001) used TAM model to study the game behavior of online game players. In this study, game quality, player cognition and use attitude were taken as variable factors to explore the causal relationship between game behavior and game consumption behavior. It is proved that game quality one has a positive effect on the game behavior of players, and the usefulness and ease of use of game products have a positive impact on the cognition of players. This attitude will further affect the participation of games and stimulate consumption.

2.4.1 Consumption Behavior of Video Games

    In view of the game consumption behavior of college students, the academic community generally adopts the way of empirical research. Zhou Changchun and Luo

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min (2006) selected five universities to investigate the characteristics of online payment behavior of college students. The research results show that male players account for the majority of online game players, with data up to 67. 600; The main reason for college students to play games is that they are oriented to the purpose of entertainment. From the perspective of network product elements, the factors that can stimulate players to pay include the sound effect of the game, game animation, the difficulty of game operation, the number of game frames, the world view structure of the game, the balance of game values, interactive functions, etc.

The above literature can be found that most of the research on game consumption behavior is based on quantitative research, and researchers use different research models to make assumptions and verify the game consumption behavior of players. In terms of research methods, at present, there are not abundant qualitative interviews on the research of consumption concept, and there is a lack of research on the consumption behavior of video games for young people, especially college students.

2.5 Hypothesis

According to the literature review, the author of this study make hypothesis as following:

1. Contemporary Chinese college students have a benign view of video game consumption

2. Contemporary Chinese college students' consumers' individual influence on game consumption behavior

3. The characteristics of video game products of game manufacturers affect the consumption behavior of contemporary Chinese College Students

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research mentality

First of all, this paper mainly focuses on the contemporary Chinese college students to explore the cognitive values of the contemporary Chinese college students on video games. The content includes whether there has been any consumption behavior of video games, the cognition of payment and consumption view of video games, the decision-making evaluation after the consumption of video games, and the subjective and objective reasons for the unwillingness to consume video games.

Secondly, it analyzes the factors that affect the consumption of contemporary Chinese college students' video games, focusing on "game products" and "contemporary Chinese college students' consumers". In terms of consumer research content, it includes the consumer characteristics of contemporary Chinese college students, the decision-making impact of relevant demographic factors on game payment, the purpose and willingness of game consumption, the cognition and satisfaction of the cost performance of game products; the "game products" factor mainly includes the quality of game content, the social attribute of game, game operation strategy, etc.

3.2 Research Framework

According to the research content of this study, the author of this study establishes the following research model:
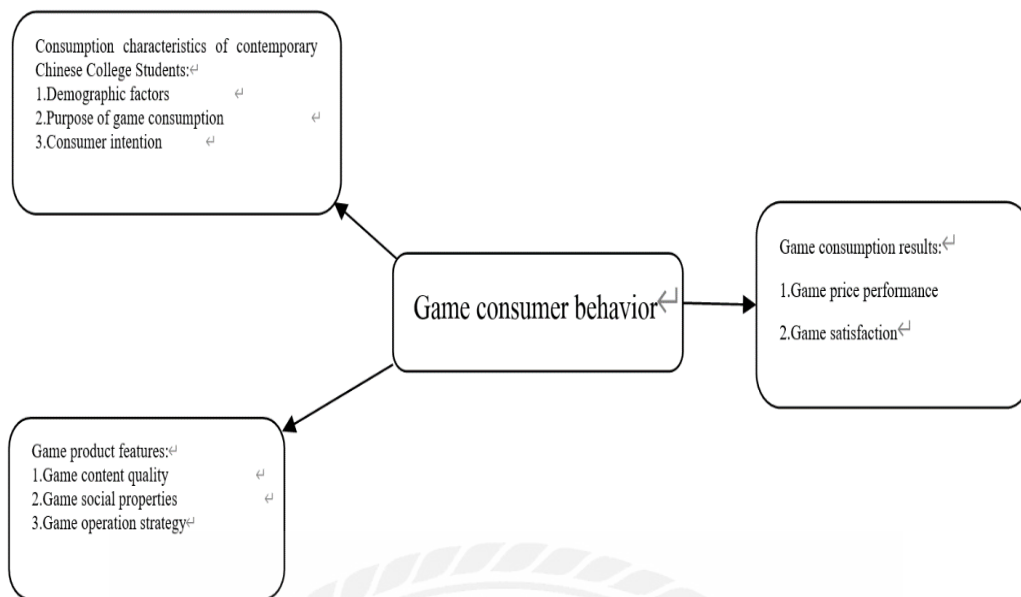
Figure 1-3 game consumption behavior research model

3. 3 RESEARCH METHODS

3.3.1 Quantitative analysis

This research report takes contemporary Chinese college students as the research object. In the early stage, the questionnaire is released by using wechat group, QQ group and other college students' commonly used social media as communication channels through online questionnaire survey, and the data missing in the questionnaire proportion is supplemented by field survey. According to the survey results, get the relevant data for analysis.

A total of 599 questionnaires were collected, and the expected effect was achieved.

3.3.2 Qualitative interview

In addition to quantitative data collection, qualitative interviews are mainly used for the study of game willingness to pay, purpose of payment, cost performance and satisfaction. The method of in-depth interview is conducive to the in-depth mining according to the actual situation of the interview, and the research on some influencing factors can be more in-depth.

In terms of the interviewees, the author first selects the interviewees in his own relationship circle, and the selected indicators include game behavior, game consumption experience, game consumption understanding, etc. Then through the interview object, introduce the new object in line with the above characteristics. The way of interview is mainly under the line and face to face, and some remote interview targets are in the way of network voice.

The respondents were three men and three women. All the interviewees are contemporary Chinese college students. The author selected 2 sophomores, 2 juniors and 2 senior students in proportion. During the interview, we focused on the game behavior, content preference, game consumption, game time, game frequency and other issues, and sorted out the relevant argumentation materials according to the answers. The interviewees are lyx (male senior), ZST (female senior), MMF (female junior), Zcx (male junior), ZX (male sophomore) and LMJ (female sophomore).

CHAPTER 4

DATA ANALYSIS

4.1 Demographic Statistics

Table 1-1 shows the disposable income of gender, grade, region and month in demographic variables.

name	option	frequency	percentage☐	Cumulative percentage
Demographic variables (N=599)				
Gender	male	269	48.12	48.12
	female	290	51.88	100.00
grade	First year of University	141	25.22	25.22
	Sophomore year	118	21.11	46.33
	Junior year	130	23.26	69.59
	Fourth year of University	147	26.30	95.89
	Postgraduate and above	23	4.11	100.00
region	first-tier cities	169	30.23	30.23
	New first tier cities	10	1.79	32.02
	second-tier cities	104	18.60	50.63
	the third-class cities	135	24.15	74.78
	Four、 Fifth tier city	141	25.22	100.00
Monthly disposable income	Less than 1000 yuan	26	4.65	4.65
	1000-2000	289	51.70	56.35
	2000-3000	165	29.52	85.87
	3000-5000	63	11.27	97.14

Demographic variables (N=599)				
name	option	frequency	percentage☐	Cumulative percentage
	5000	16	2.86	100.00
	total	559	100.0	100.0

Table 1-1 Descriptive Analysis

According to the basic description and analysis of data by SPSS tool, it can be found that in this survey, there are 269 male respondents, accounting for 48.12% of the respondents, and 290 female respondents, accounting for 51.88% of the respondents

In terms of gender structure, the data shows that gender differences among players no longer exist, and video games have opened up their female players' market, which also corresponds to the research results in China's game industry report 2019, which shows that in terms of user scale, the number of Chinese game users in 2019 reached 640 million, an increase of 2.5% year on year, of which female game users accounted for more than 300 million People.

More and more female players begin their own game experience. For example, in the online version 3 of swordsman romance, a representative end-user of Xishanju, nearly 50% of female gamers.

Mobile games are the most popular among female players. The three female players interviewed by the author all said that they have long-term contact with and like mobile games such as "Jedi survival: stimulating the battlefield" and "King glory"

1. The author of this case study always play "Jedi survival. Exciting battlefield" with my roommate. The fierce battlefield makes me experience it, especially when I win the first place. That sense of achievement is really great! "

2. "Glory of the king" is really popular on campus. It's very convenient to play a game anytime and anywhere."

At the age level, there was no significant difference in the use of video games except for postgraduates. The first grade accounted for 25.22%, the second grade for 21.11%, the third grade for 23.26%, the fourth grade for 26.30%, and the postgraduates for 4.11%

In terms of the monthly average disposable income organization, the number of people with 1000-2000 yuan is the most, 289, accounting for 51.70%. The number of people with 5000 yuan or more is the least, 16, accounting for 2.89%. College students do not take part in work, have no fixed source of income, most of their disposable income is given by their parents, and some of them are part-time workers or scholarships. So, the data is also in line with the actual situation.

From the regional perspective, the number of first tier cities is the largest, with 169 people, accounting for 30.23%. The number of new first tier cities was the least, with 10 people, accounting for 1.79%. 104 second tier cities, accounting for 18.60%. There are 135 third tier cities, accounting for 24.15%. 4. There are 141 fifth tier cities, accounting for 25.22%. It can be seen from the data that except for the newly added first tier cities, other cities are more evenly distributed

4.2 An Analysis of The Video Game Behavior of Contemporary Chinese College Students

In the analysis of contemporary Chinese college students' video game behavior, the author divides the variables into: "attitude towards video games", "game frequency", "game duration" for descriptive analysis. Table 1-2 shows the specific characteristics of contemporary Chinese college students' video game behavior.

Video game behavior N=599				
name	option	frequency	percentage	Cumulative percentage
Attitude to video games	Negative attitude, unwilling to pay for video games	98	17.53	17.53
	Nervous attitude, no consumption until the last resort	122	21.82	39.36
	Moderate consumption is acceptable	266	47.58	86.94
	Positive attitude, willing to spend for video games	73	13.06	100.00
Video game frequency	never	60	10.73	10.73
	1-2 times a week	117	20.93	31.66
	3-4 times a week	147	26.30	57.96
	5-6 times a week	80	14.31	72.27
	Play every day, more than 7 times	155	27.73	100.00
Video game duration	Less than 30 minutes	134	23.97	23.97
	30 minutes - 1 hour	61	10.91	34.88
	1-2 hours	164	29.34	64.22
	2-3 hours	79	14.13	78.35
	More than 3 hours	121	21.65	100.00
total		559	100.0	100.0

Table 2-1 Video game behavior

The number of people with negative attitude towards video games was 98, accounting for 17.53%. The number of people who are nervous about video games is 122, accounting for 21.82%. The number of people who have a relaxed attitude towards video games is the largest, 266, accounting for 47.58%. The number of people who have a positive attitude towards video games is the smallest, 73, accounting for 13.06%.

From the data, it can be concluded that the consumption of contemporary Chinese college students' video Games is more rational.

According to the data, the number of people who play games more than seven times a day is the most, 155 people, accounting for 27.73. The number of people who play games 1-2 times a week is 117 people, accounting for 20.93%, the number of people who play games 3-4 times a week is 147 people, accounting for 26.30%, and the number of players who play games 5-6 times a week is 80 people, accounting for 14.31%. In terms of the duration of the game, the number of people who spend time in the game is less than 30 minutes the number of players is 134, accounting for 23.97%; the number of players whose game time is 30 minutes-1 hours is 61, accounting for 10.91%; the number of players whose game time is 1-2 hours is 164, accounting for 29.34. From the current data, contemporary Chinese college students have the characteristics of "high frequency, high duration" game behavior. In response to this phenomenon, some of the students interviewed by the author have the following answers:

1. The author of this case study usually plays video games in his spare time, especially with his roommates. Time flies when the author of this case study play video games. Sometimes the author of this case study plays video games for half a day on weekends (ZX)

2. The author of this case study plays video games before he goes to bed at night. Generally speaking, at least two hours. (LYX)

From the above interview, it can be seen that contemporary Chinese college students have rich after-school life and enough free time to play video games

4.3 Favorite Video Game Types

According to the survey of contemporary college students' preferences for video

games, the most popular games among contemporary Chinese college students are MoBa games, with 151 people, accounting for 27.01%. The second popular game among Chinese college students is leisure and educational games, with 148 people, accounting for 26.48%. This is also in line with the actual situation. MoBa games such as hero league are the representatives of e-sports, especially China's LPL competition area has won the world championship in a row, and its popularity is self-evident. The characteristics of leisure puzzle games are that they can make players relax and play happily. The students interviewed by the author also give the following opinions:

1. My main end game is hero League, and my main mobile game is glory of the king. The reason why the author of this case study like to play MoBa games is to enjoy the process of winning matches with my teammates.

2. The most popular game the author of this case study play is "glory of the king", which is so popular that almost every contemporary Chinese college student has download.

3. My favorite game is leisure puzzle games. When I am stressed or in a bad mood, the author of this case study like to play such games, because it can relax me and use my brain to solve problems.

4.4 Consumer Motivation and Content of Video Games

According to the questionnaire, 174 people consume because of the rich content of the game, accounting for 31.13%. 177 people consume for social purposes, accounting for 31.66%. There are 178 people who want to improve the strength of the game role to spend, accounting for 31.84%. 175 people consume in order to satisfy their own consumption desire, accounting for 31.31%. In terms of game consumption content, the number of people who buy game appearance is 146 at most, accounting for 26.12%. The number of people buying in-game currency is 134, accounting for 23.97%. The students interviewed by the author gave the following answers:

1. The author of this case study like to play games with wonderful plots and rich activities, which can stimulate my consumption desire. (ZX)

2. The author of this case study is a collection enthusiast. The author of this case study doesn't play well in games like hero League, but the author of this case study has a lot of game appearances. I'm satisfied. (ZST)

3. The author of this case study used to play the end game of "eight parts of Tianlong". I invested a lot of money. There is no way. For games like this, the more you invest, the more you will get. (LYX)

From the above data, it can be seen these factors such as social interaction, role strength enhancement, and game appearance purchase occupy the main purpose of contemporary college students' video game consumption. This is also in line with the actual situation. For example, the game of hero League is essentially a fair fight. Most of the game consumption is to buy the characters and the game appearance, while the characters can be purchased through the gold coins in the game, so the main consumption is to buy the game appearance.

4.5 Usage Habits of Video Game Equipment

According to the questionnaire, the number of Chinese college students playing games through mobile phones is the largest, 296, accounting for 52.95%. The number of personal computers is 264, accounting for 47.23%, the number of game consoles is 204, accounting for 36.49%, and the number of palm users is 201, accounting for 35.96%. The number of street game consoles is 145, accounting for 25.94%. The author gets the following answers through interviews with students:

1. I often play games on the computer, because I play hero League. (ZX)

2. Different game modes have been contacted, but the most used one is playing

games on the mobile phone, because it's so convenient that you can play a game anytime and anywhere.   (ZST)

3. I also like some single player games. I play these games on the PS4, which is more original.   (LYX)

4.6 Consumption of Video Games

According to the questionnaire, 182 people think that the price of video game consumption is too high, accounting for 32.56%. 127 people think that the after-sales service of video game manufacturers is deficient, accounting for 22.72%. 134 people think that the account number of video games will be blocked or even blocked without reason, accounting for 23.97%

Video game re consumption

According to the questionnaire data, 425 people will consume video games again, accounting for 76.03%. 134 people will not consume video games again, accounting for 23.97%. The interviewees also give the following answers:

1. The author of this case study will still consume video games, because the author of this case study has invested money to get a return, which is a good feeling.   (LYX)

2. The author of this case study will restrain my consumption, if not necessary, the author of this case study don't spend money on games anymore.   (ZX)

3. It will still be consumed. After all, there are many game appearances that haven't been bought!   (ZST)

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Relevant Research Conclusions

This paper chooses contemporary Chinese college students as the research subject, studies their consumption behavior of video games, establishes the research model of contemporary Chinese college students' consumption behavior of video games, and explores the related problems through empirical and in-depth interviews. This paper mainly analyzes the use behavior of contemporary Chinese college students' electronic games, and makes hypotheses on their consumption value tendency of electronic games and the influencing factors of consumption behavior, and discusses and verifies the influence relationship between various variables. The conclusions are as follows.

5.1.1 Conclusion of Contemporary Chinese College Students' Video Game Behavior

Through the analysis of the data, contemporary Chinese college students generally have the experience of using video games, and video games play an important role in college students' daily life entertainment. In terms of user attributes, female college students now account for 50% of the total number of players, and the gender difference between players is no longer as significant as in the past. In terms of game motivation, college students play games mainly to meet their needs of "entertainment", "social interaction" and "self-realization". In terms of game frequency and game duration, contemporary Chinese college student players have the game behavior characteristics of "high frequency and high duration", which is closely related to their sufficient disposable time. In the habit of using video game equipment, mobile phone has become the first choice of game equipment for college students because of its excellent portability.

5.1.2 Contemporary Chinese College Students' Consumption View of Video Games

Through interviews and data, we can see that contemporary Chinese college students generally have the habit of consuming video games. In addition, the post-95 college students have a positive view on the consumption of video games. 76.03% of the respondents are willing to pay for video games, and 47.58% of them think that it is justifiable to spend moderately for video games. Although post-95 college students tend to pay for games, their consumption level is low as a whole, and their consumption decisions tend to be rational.

5.2 Suggestions and recommendation

5.2.1 Benign guidance of consumer behavior of video games

Although the results of this survey show that the consumer behavior of contemporary Chinese college students' video games has a general positive view of consumption, the excessive consumer behavior of video games is still common among college students. In the survey of College Students' dishonesty and default, Alibaba's subsidiary ant financial services found that college students who indulge in games and over consume generally have low credit scores and high default rate in credit performance. To solve this kind of problem, we need players We should actively guide the game industry, game manufacturers and government agencies.

First of all, players themselves should reasonably plan consumption expenditure, modularize or proportionate the specific consumption demand, so as to have the significance of consumption guidance. At the same time, they should make rational consumption within the scope of their own affordability, and make positive consumption decisions. Moreover, the game manufacturers further rationalize the commercial game props, improve the cost performance in terms of pricing, and reduce the setting of ultra-high paid props.

5.2.2 Suggestions for Development of Video Games

（1） Highlight the game quality and play characteristics

With the development of the game industry, the past grass cutting and single game production mode is no longer used, and the excellent game thinking has reached an agreement in the industry, which requires the game R & D team to continuously cultivate and innovate in the game quality and core playing methods.

In terms of independent game creation, Tencent game currently emphasizes exploring the social value of the game. Its game academy and next jointly incubate a rhythmic music game named "Nishan shaman", which perfectly integrates quality and game playing methods. In the context of content, the game is unique in style and full of ethnic cultural charm. The artistic style of its works is similar to the paper-cut form in the north. The action and performance of the characters rely on the traditional cultural forms of shadow play, which brings distinctive national characteristics and recognition, and has high game quality. Secondly, on the connotation of the game, the game emphasizes the concept of "functional game", that is, to reflect and solve social reality, culture and other related problems through the game. "Nishan shaman" tries to capture some things that will be forgotten. Every picture in the game is full of Shaman culture. Its purpose is to arouse people's treasure of minority culture. The emphasis on the quality of the game and the connotation of the game also wins her success. In the Tencent wegame game community, "Nishan shaman" won 98% of the praise rate, and was loved by the players. In addition, it won mga international mobile game awards and gongdiecade Festival Best aesthetics awards in the world.

（2） Pay attention to user orientation

The research on game users should run through the whole process of game development, and the user experience should be investigated and measured from the early stage of game development, concept creation and prototype production. Mastering the players' cognition of the core game playing method and their expectation of the new game will help the development team focus more on the refinement of core users and

clarify their demands. At the same time, the measurement of user research should follow the four dimensions of "aesthetic feeling", "emotion", "stimulation" and "identity". Only by paying attention to user orientation can we make better games that meet the needs of players.

（3） The introduction of the concept of "social light"

With the entry of mobile games, the concept of "game + social" has been popularized, which is inseparable from the cooperation and interaction mechanism in the game. In terms of game experience and player retention, PVP is the core mechanism of the game and the location of the main users. Its essence is the deep communication between players and there is a certain community interaction foundation. Players are well aware of the view that "solo music is not as good as all music". Sharing games with friends will make players play longer and generate more payment.

5.2.3 Video game marketing strategy

（1） Grasp the promotion rhythm of version content and operation node

Players in the game have different game attributes, and their demands for the game are also different. Therefore, in the marketing strategy, we should do the double insurance of "version content + operation node". The iterative promotion of the game version is conducive to maintaining the core player group, so that they can feel the new experience of the game at the first time. And the operation activities are more aimed at the return of players, using incentive game activities to raise the overall user level of the game, so as to increase the possibility of payment.

（2） Cross border linkage and social responsibility

On the one hand, the charm of the game itself is that it can improve the function of leisure and entertainment for players, on the other hand, it can play the role of value dissemination. The cross-border cooperation of the game can highlight the cultural value of the game itself. Taking the cooperation project of Tencent game "anti-war" in

Changbai Mountain as an example, "anti-war" links its world outlook with the Manchu culture of Changbai Mountain, and spreads the cultural attributes of Changbai Mountain through the game's playing methods and forms of expression, which endows the natural landscape features of Changbai Mountain with rich cultural connotation I'm sorry.

5.3 Problems and Reflections

In the research on the consumption view of video games, the author mainly adopts the research method of qualitative interview. However, if the measurement dimension of consumption view relies too much on qualitative research, it is easy to be partial. For example, in the survey, all the answers are based on the self-report of the respondents, rather than the actual results of the research. The deviation of individual factors may affect the relationship between the variables. Even if some quantitative data are added in the process of the discussion, the overall effect is not good There will still be doubts about persuasion.

The design of qualitative interview is not rigorous enough. The objects of qualitative interview are selected based on the author's social circle. As for their consumption habits, such as whether the consumption of video games is sustainable, the consumption level of video games, and so on, there are also negligence problems in the arrangement of the candidates, which leads to individual interviews not reaching the expected effect due to personal reasons. However, most of the interview questions are based on the previous research and self-cognitive experience, and there is no clear scale and standard reference for the strictness and learnability of the question design.

The above problems have different degrees of influence on the research of post-95 college students' video game consumption behavior. Therefore, in the future research, we should plan and deal with the problems in this research in advance, treat the problems from multiple perspectives and ways of thinking, and comprehensively study and analyze various factors, so as to make the final research results more consistent It is scientific.

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Appendix A Questionnaire Survey

Dear respondents

Hello! I am an MBA student of Siam University in Thailand. I am doing a research on the consumption behavior of contemporary Chinese college students in video games. Thank you very much for participating in this questionnaire survey.

1.Basic information of the respondents

1. Your gender is (single choice question)
   O Male
   O Female

2. Your grade (single choice question)
   O Freshmen
   O Sophomore
   O Junior
   O Senior
   O Graduate or above

3.Where you live (single choice question)
   O First tier cities
   O Second tier cities
   O Third tier cities
   O Fourth and fifth tier cities

2.Video game behavior

1. Do you usually play video games? (single topic)
   O Yes
   O No

2. The reason why you don't play video games is (multiple choice questions)
   O Not interested in video games
   O Tight time, no energy to play video games
   O Poor self-control, afraid of game addiction
   O Games waste too much money
   O Lack of conditions to play video games
   O Others

3. The types of video games you usually play include (multiple choice questions)
    O Role playing class
    O MoBa class
    O Racing class
    O Sports competition
    O Shooting
    O Action adventure
    O Fighting class
    O Simulation business
    O Educational leisure
    O Other games

4. The most commonly used video game equipment is (single topic)
    O Computer
    O Mobile phone
    O Home game
    O Game console
    O Street games

5.On a weekly basis, how often do you play video games
    O Never
    O 1-2 times a week
    O 3-4 times a week
    O 5-6 times a week
    O Play every day

6. What is the average time you spend on games
    O 0-30 minutes
    O 30 minutes - 1 hour
    O 1-2 hours
    O 2-3 hours
    O Over3 hours

7. Your main purpose of playing video games is to
    O It's just entertainment. It's personal time
    O Relief in real life_ 1_ The pressure of work and study
    O Play games with friends and strengthen interpersonal communication
    O Challenge yourself in the game, improve the level of the game and gain a sense of achievement
    O Collect virtual props in the game
    O Make a profit through games
    O Others

3. The consumption of electronic games of contemporary

Chinese College Students

1.Do you have any experience in video game consumption? (single topic)
   O Yes
   O No

2. What is your attitude towards the consumption of video games
   O Passive resistance, not accepting the behavior of paying for video games
   O Nervous attitude, will not pay for the game
   O Moderate attitude, moderate consumption for video games is acceptable
     There is a game consumption expenditure in the daily expenses of} J
   O Positive attitude, one card and one point, willing to pay for the game, and even
     cv bear certain economic pressure

3. What's your motivation to consume video games? (multiple choice questions)
   O Attracted by the content of the game, worth the money
   O Recommendations from social platforms, classmates and friends
   O Improve the level of the game, improve the strength of the game
   O Speed up the game process and improve the game efficiency
   O Meet their own collection and collection needs
   O Show your personality by paying
   O Satisfy their own consumption desire
   O Others

4. Which of the following are the reasons why you don't pay for video games? Please
choose the most important items (multiple choice questions)
   O Didn't encounter a game that wanted to pay
   O Not willing to spend money on virtual products
   O No payment and no impact on the game experience
   O Pay too high, not cost-effective
   O The products in the game are not exquisite enough, there is no desire to pay
   O Others

5. How do you evaluate your video game consumption behavior?
   O Waste too much money on the game, feel very regret
   O Purchase of virtual products, no actual harvest, feel empty
   O There is no obvious feeling after the game consumption
   O In line with my consumption expectations, to meet my consumption needs
   O Get what you can't get in real life, and feel worth it

6. Will you consume video games again (single choice question)

O Yes

O No