



**THE INFLUENCING FACTORS OF BRAND LOYALTY
AMONG GENERATION Z CONSUMERS OF TENCENT GAMES**

GAO RUIXIANG

6717195402

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION
GRADUATE SCHOOL OF BUSINESS
SIAM UNIVERSITY
2026**



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This Independent Study has been Approved as a Partial Fulfillment of the
Requirements for the Degree of Master of Business Administration

Advisor: *Jidapa C.*

(Dr. Jidapa Chollathanrattanapong)

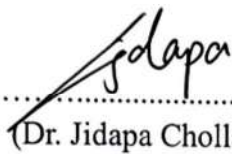
Date: *12* / *March* / *2026*

..... *J. S.*
(Associate Professor Dr. Jomphong Mongkhonvanit)
Dean, Graduate School of Business

Date: *7* / *Oct* / *2026*
Siam University, Bangkok, Thailand

Title: The Influencing Factors of Brand Loyalty among Generation Z Consumers of Tencent Games
By: GAO RUIXIANG
Degree: Master of Business Administration
Major: International Business Management

Advisor:

 C.
(Dr. Jidapa Chollathanrattanapong)

Date:

12 / March / 2026

ABSTRACT

In today's fiercely competitive and highly digitized gaming market, Generation Z, as a group with significant consumption potential and influence, plays a crucial role in the survival and development of gaming companies, with their brand loyalty being of paramount importance. As an industry leader, Tencent Games' in-depth understanding of the factors influencing brand loyalty among its Generation Z consumers not only helped solidify market position but also provided valuable insights for the entire industry. Based on the Technology Acceptance Model (TAM) and the brand loyalty theory, this study focused on Tencent Games in China, aiming to precisely explore various factors influencing brand loyalty among its Generation Z consumers, construct a corresponding structural model, and validate research hypotheses and the model. This, in turn, provided a theoretical basis for Tencent Games to formulate targeted marketing strategies.

This study conducted a comprehensive and in-depth analysis of the factors influencing brand loyalty among Generation Z consumers of Tencent Games. It primarily dissected the impact of five key factors on brand loyalty, including brand image, product price, product quality, brand integrity, and shopping convenience.

A quantitative research method was employed in this study, with data collected through a well-designed questionnaire. A total of 535 questionnaires were distributed, and after rigorous screening and review, 453 valid questionnaires were recovered, resulting in an effective response rate of 84.7%. These valid questionnaires provided a solid and reliable foundation for subsequent data analysis, enabling a relatively accurate reflection of the genuine thoughts and behavioral characteristics of Generation Z consumers of Tencent Games.

Through data analysis of the valid questionnaires, this study found that brand image, product price, product quality, brand integrity, and shopping convenience all had a significant impact on brand loyalty among Generation Z consumers. Based on these findings, this study proposes strategic suggestions to optimize brand loyalty among Generation Z consumers of Tencent Games: (1) building a positive brand image, (2)

improving reasonable pricing strategies, (3) enhancing product quality, (4) strengthening brand integrity, (5) optimizing shopping convenience.

Keywords: Tencent Games, Technology Acceptance Model (TAM), brand loyalty theory, Generation Z consumers, brand loyalty



ACKNOWLEDGEMENT

On the occasion of the completion of this independent study, I, with immense gratitude, would like to extend my heartfelt thanks to all my mentors, colleagues, relatives, and friends who have provided me with support and assistance.

First and foremost, I would like to express my profound gratitude to my supervisor. During the process of writing this independent study, she guided and supervised me through every stage with her profound knowledge and rigorous academic attitude. She offered me invaluable guidance on topic selection, framework construction, research methods, and revision. I also sincerely thank all the teachers on the independent study defense panel. Their precious suggestions have greatly inspired me and further enhanced my understanding of conducting scientific research.

I am deeply grateful to all the leaders, colleagues, and classmates who facilitated my data collection process and provided immense help and support for my research investigation. I would also like to express my heartfelt thanks to all the teachers who participated in this research. I especially appreciate their provision of valuable first-hand research materials.

Finally, I would like to thank my family and friends for comforting me when I was down, enabling me to move forward, and encouraging, guiding, and supporting me when I was at a loss. It is because of their understanding and support that I have had the most perfect graduation season and have always maintained the courage to forge ahead. Their understanding and support constitute the strongest backing for me to complete my studies.

The completion of this independent study not only serves as a summary of my past learning journey but also marks a new starting point for my future academic research. I will continue to uphold a rigorous and truth-seeking academic attitude, ceaselessly exploring and striving forward on the path of education.

GAO RUIXIANG

DECLARATION

I, GAO RUIXIANG, hereby certify that the work embodied in this independent study entitled *"The Influencing Factors of Brand Loyalty among Generation Z Consumers of Tencent Games"* is result of original research and has not been submitted for a higher degree to any other university or institution.

(GAO RUIXIANG)

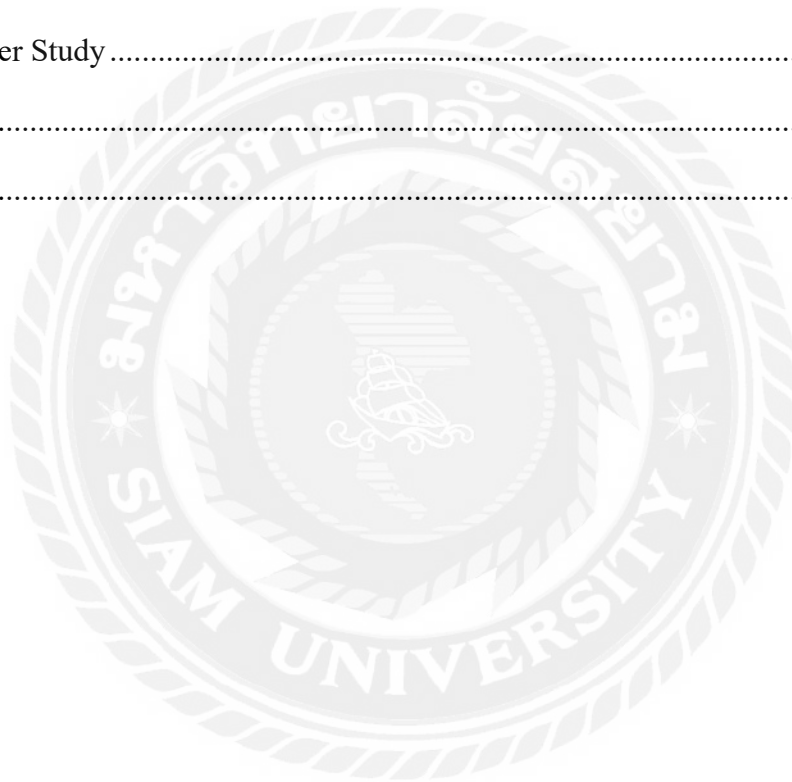
June 9, 2025



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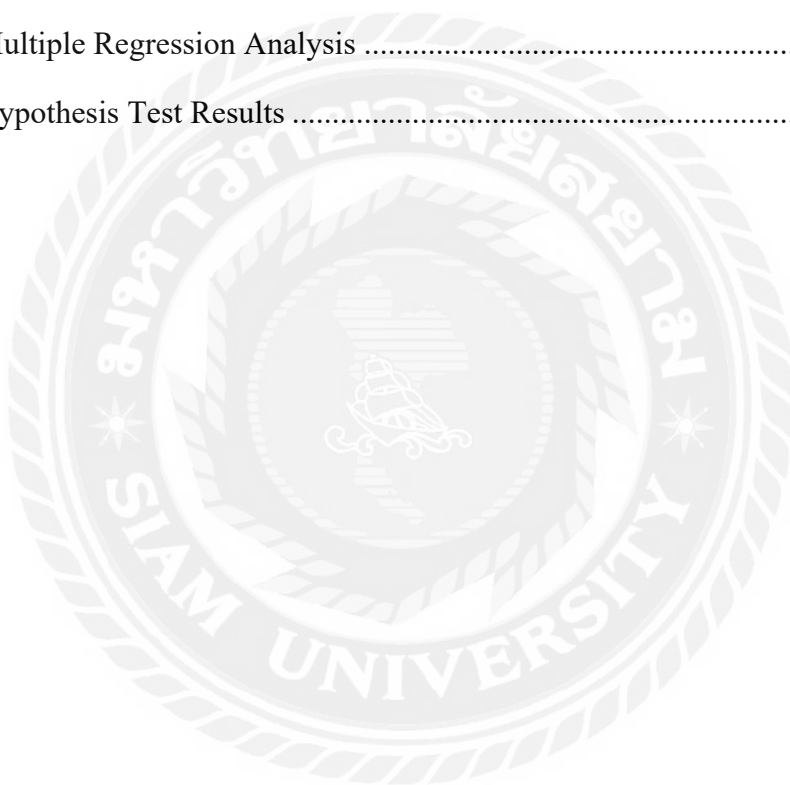
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Chapter 1 Introduction

1.1 Background of the Study

In recent years, the scale of China's gaming industry has continued to expand, and it has become one of the largest gaming markets globally. According to the 2023 China Gaming Industry Report, the actual sales revenue of China's gaming market reached RMB 302.964 billion in 2023, with the user base surpassing 668 million. Among them, Generation Z (born between 1995 and 2010), as digital natives, have become the core consumer group in the gaming sector due to their high stickiness, strong willingness to pay, and intense demand for personalized and socialized experiences (Supriyono & Ahyudanari, 2021). Tencent Games, as a leading player in the Chinese industry, relies on top-tier products such as Honor of Kings and PUBG Mobile to hold a significant market share among Generation Z. However, with intensifying market competition and increasingly diversified user demands, Tencent Games faces the risk of user churn. Enhancing brand loyalty among Generation Z has thus become crucial for its sustainable development. While the traditional Technology Acceptance Model (TAM) can explain users' acceptance of gaming technology, in the gaming consumption context, brand loyalty is not only driven by technological factors but also significantly influenced by non-technological factors such as brand image, price sensitivity, product quality, brand integrity, and shopping convenience. Particularly for Generation Z, whose consumption behavior combines rational decision-making (e.g., cost-effectiveness considerations) with emotional drivers (e.g., IP sentiment and social identity), existing research often focuses on single variables and lacks a systematic integrated framework. Therefore, this study attempts to expand the TAM model by incorporating multi-dimensional influencing factors and constructing a structural model of brand loyalty to fill theoretical gaps (Verinita, 2019).

From a practical perspective, although Tencent Games holds a dominant market share, the pressure to retain users is becoming increasingly prominent. Generation Z's demands for game quality, cultural connotations, and social experiences continue to rise, and they are easily diverted by emerging entertainment forms such as short videos and live streaming. For instance, miHoYo successfully attracted a large number of Generation Z users through the open-world design and global operations of Genshin Impact, while NetEase's Eggy Party rapidly captured the casual gaming market by leveraging a user-generated content (UGC) creation ecosystem and social fission. In this context, Tencent Games needs to deeply understand the driving mechanisms behind Generation Z's brand loyalty and optimize its product strategies and marketing models. Specifically, the research needs to answer questions such as: How do Generation Z weigh game price, quality, and brand reputation? What is the pathway through which brand image (e.g., IP influence and cultural resonance) affects loyalty? Does shopping convenience (e.g., recharge processes and cross-platform compatibility) significantly impact user retention? By quantitatively analyzing these factors, this study can provide data support for Tencent Games to build differentiated competitive barriers

(Suri et al., 2022).

At the academic level, most research on Generation Z's gaming consumption behavior in China has focused on qualitative descriptions (e.g., motivations for "paying to win" and social needs), lacking empirical analysis based on large-scale samples. This study collects data through questionnaires and uses structural equation modeling (SEM) to verify hypotheses, thereby making the methodological shortcomings of existing research. Additionally, by integrating the TAM model with the brand loyalty theory, it proposes an influencing factor integration framework, offering a new perspective for consumer behavior research in the gaming industry. Furthermore, the research findings contribute to a deeper understanding of the consumption psychology of Generation Z as "digital natives," providing references for user operations in other Internet entertainment fields (e.g., short videos and the metaverse) (Zhang, 2021).

From a social perspective, Generation Z, as the main force of future consumption, not only affects corporate profits but also relates to the cultural value output and social responsibility fulfillment of the gaming industry. Tencent Games' initiatives, such as the "Growth Guardian Platform" to limit minor consumption and the promotion of traditional culture through national-style IPs, all rely on user loyalty. By revealing the roles of factors such as brand integrity and shopping convenience, this study can provide strategic suggestions for enterprises to balance commercial interests and social responsibilities, driving the gaming industry toward a direction of "high quality, emphasis on experience, and strong commitment." In summary, this study took Tencent Games and Generation Z users as the research objects, expanded the brand loyalty influencing factor framework based on the TAM model, and aimed to address which factors significantly influence Generation Z's brand loyalty toward Tencent Games in the context of technological iteration and market competition, providing theoretical foundations and practical guidance for the industry's sustainable development (Zvereva & Chvorova, 2020).

1.2 Questions of the Study

This study focused on the brand loyalty of Generation Z consumers of Tencent Games, delving into whether five core factors—brand image, product price, product quality, brand integrity, and shopping convenience—have a significant impact on it. The study aimed to reveal the intrinsic connections between these factors and brand loyalty through empirical analysis, providing a scientific basis for Tencent Games to optimize its user retention strategies.

(1) Does brand image influence the brand loyalty of Generation Z consumers of Tencent Games?

(2) Does product price influence the brand loyalty of Generation Z consumers of Tencent Games?

(3) Does product quality influence the brand loyalty of Generation Z consumers of Tencent Games?

(4) Does brand integrity influence the brand loyalty of Generation Z consumers of Tencent Games?

(5) Does shopping convenience influence the brand loyalty of Generation Z consumers of Tencent Games?

1.3 Objectives of the Study

This study aimed to systematically explore how five key factors—brand image, product price, product quality, brand integrity, and shopping convenience—affect the brand loyalty of Generation Z consumers of Tencent Games through pathways of emotional identification, experience optimization, trust building, and consumption efficiency enhancement. It provided theoretical support and practical guidance for accurately grasping the needs of young user groups and optimizing brand operation strategies.

(1) To investigate the impact of brand image on the brand loyalty of Generation Z consumers of Tencent Games.

(2) To investigate the impact of product price on the brand loyalty of Generation Z consumers of Tencent Games.

(3) To investigate the impact of product quality on the brand loyalty of Generation Z consumers of Tencent Games.

(4) To investigate the impact of brand integrity on the brand loyalty of Generation Z consumers of Tencent Games.

(5) To investigate the impact of shopping convenience on the brand loyalty of Generation Z consumers of Tencent Games.

1.4 Scope of the Study

This study, grounded in the Technology Acceptance Model (TAM) and the brand loyalty theory, focused on the mechanism through which products under Tencent Games in China influence the brand loyalty of Generation Z consumers. It constructed

a structural model to verify key influencing factors and their pathways. The research scope encompassed the following core dimensions:

(1) Theoretical Framework and Research Boundaries

Taking the Technology Acceptance Model (TAM) as the core, combined with the brand loyalty theory, this study primarily examined the correlations between perceived usefulness (e.g., gaming experience value), perceived ease of use (e.g., operational convenience) of gaming products, and brand loyalty among Generation Z consumers. Meanwhile, it integrated dimensions of brand image and brand integrity from the brand equity theory to construct a comprehensive multi-factor analysis framework.

(2) Research Subject Limitations

The enterprise scope was limited to Tencent Games and its mobile and PC gaming products, excluding other game developers or Tencent's non-gaming businesses (e.g., social media and finance). The consumer group was clearly defined as Generation Z, born between 1995 and 2010, whose consumption behavior exhibits characteristics of internet-native, social dependence, and value-driven motivation. The market scope primarily focused on the Chinese mainland market, with partial data from Hong Kong, Macao, and Taiwan (if applicable), and did not extend to overseas users for the time being.

(3) Research Methodology and Data Scope

This study adopted a quantitative research design. Data were collected through online questionnaires targeting Generation Z gaming users, with samples meeting screening criteria including age and gaming consumption behavior. Variables were measured using a five-point Likert scale to quantify latent variables including brand image and product quality, while brand loyalty was measured through indicators including repeat purchase intention and recommendation intention. The model construction employed structural equation modeling (SEM) to verify the integrated pathways of TAM theory and brand loyalty factors, analyzing direct effects.

1.5 Significance of the Study

1.5.1 Theoretical Significance: Expanding the Boundaries of Brand Loyalty Research in the Digital Entertainment Field

Current brand loyalty theories are mostly constructed based on traditional consumption scenarios, and their applicability to the digital entertainment industry, especially the gaming sector, has not been fully validated. This study, using the

Technology Acceptance Model (TAM) as a framework and integrating variables including brand image and brand integrity, systematically explores the loyalty formation mechanism of Generation Z in gaming consumption for the first time. On one hand, through empirical analysis, it verifies the explanatory power of "perceived usefulness" and "perceived ease of use" in TAM theory within virtual product scenarios, such as revealing the mediating role of gaming social functions (e.g., teaming up for battles) in loyalty. On the other hand, it breaks through the existing research's single focus on price sensitivity by introducing brand integrity (e.g., the enforcement intensity of anti-addiction systems) as a moral dimension, constructing a three-dimensional analysis model of "function-emotion-ethics" and providing a new paradigm for the brand loyalty theory in the digital consumption era. Additionally, focusing on the characteristics of Generation Z as "internet natives," the study analyzes their unique needs for self-expression (e.g., character skin customization) and social capital accumulation (e.g., team rankings) through gaming, filling the gap in generational consumption behavior research.

1.5.2 Practical Significance: Providing Strategic Bases for Precise Operations of Gaming Enterprises

For Tencent Games, the research findings can be directly applied to optimize user retention and growth strategies. Firstly, by quantifying the impact weights of various dimensions of brand image on loyalty, enterprises can prioritize resource allocation to strengthen highly correlated elements, such as increasing the development of original IPs or collaborating with traditional cultural institutions to enhance brand cultural premium capabilities. Secondly, in response to Generation Z's dual demands for "cost-effectiveness" and "fairness," the research can guide adjustments in pricing strategies, meeting the needs of mass users while enhancing the stickiness of high-net-worth users through the pricing of scarce items. Furthermore, the analysis of the brand integrity dimension will prompt enterprises to improve their compliance systems, such as optimizing probability disclosure algorithms and increasing investment in anti-cheat technologies, to avoid user trust crises caused by moral controversies. Finally, research on shopping convenience can drive channel and payment innovations, such as developing cross-platform account systems and integrating digital RMB payments, lowering the decision-making thresholds for young users' consumption.

1.5.3 Social Significance: Guiding the Healthy Development of the Industry and Intergenerational Cultural Inheritance

From an industry perspective, by revealing the key drivers of brand loyalty, this study provides replicable operational templates for small and medium-sized gaming companies, promoting a shift in market competition from traffic acquisition to value

creation and driving overall industry upgrading. The emphasis on brand integrity in the research will encourage enterprises to strengthen their social responsibility practices. As a core social scenario for Generation Z, gaming brand loyalty research essentially analyzes the construction methods of cultural identity among digital natives. By analyzing how traditional Chinese-style games stimulate cultural confidence among young groups through brand image design, this study provides practical cases for the modern transformation of traditional culture, facilitating intergenerational cultural dialogue and value inheritance.

This study, by constructing a theoretical analysis framework, not only contributes a new perspective on brand loyalty research in the digital consumption era to academia but also provides enterprises with an action guide for precisely reaching Generation Z and achieving sustainable growth, while promoting the social value elevation of the gaming industry, with significant academic and practical implications.

1.6 Definition of Key Terms

Brand Loyalty: The psychological tendency and behavioral manifestation of consumers forming sustained preferences and repeat purchase behaviors for a specific brand during long-term consumption and actively recommending the brand to others.

Brand Image: The sum of consumers' subjective perceptions and emotional associations with a brand, shaped by elements such as brand identity, product characteristics, cultural connotations, and social responsibility practices.

Product Price: The monetary cost consumers pay to acquire a product or service, encompassing explicit prices (e.g., the listed prices of in-game purchase items) and implicit costs (e.g., time investment and learning costs).

Product Quality: The degree to which a product meets consumers' explicit and implicit needs, including functional quality (e.g., gaming smoothness) and experiential quality (e.g., social interaction design).

Brand Integrity: The ability of a brand to consistently fulfill its promises, safeguard consumer rights, and demonstrate ethical and social responsibility throughout its operations.

Shopping Convenience: The perceived ease and efficiency of consumers in acquiring, using, or accessing a product or service, covering channel accessibility, payment flexibility, and after-sales service convenience.

Chapter 2 Literature Review

2.1 Introduction

This chapter reviews the key literature on the Technology Acceptance Model (TAM), the brand loyalty theory, related to Tencent Games. It provides a theoretical foundation for the variable relationships and research hypotheses of this study. The literature review covers critical factors influencing brand loyalty at Tencent Games, including brand image, product price, product quality, brand integrity, and shopping convenience. Through a systematic review of existing literature, this chapter offers theoretical support for each variable in the research model, helps determine the relationships between these variables, and provides a basis for subsequent hypothesis testing.

2.2 Literature Review

2.2.1 Theoretical Foundation

2.2.1.1 Technology Acceptance Model (TAM)

(1) Overview of the Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), proposed by Davis in 1989, aims to explain and predict users' acceptance and usage behavior towards information technology (Kripanont, 2006). The core tenet of TAM is that users' willingness to use information technology is primarily influenced by two key factors: perceived usefulness (Perceived Usefulness) and perceived ease of use (Perceived Ease of Use). Perceived usefulness refers to the extent to which users believe that using a particular information technology can enhance their work performance, while perceived ease of use pertains to the degree of ease users perceive in using the technology. These two factors jointly influence users' attitudes towards information technology, which in turn determine their usage intention and ultimately affect actual usage behavior (Taherdoost, 2021).

(2) Research Expansions of the TAM Model in Different Fields

In the field of information technology, numerous scholars have conducted extensive research based on the TAM model. Tarhini et al. (2018) expanded the TAM model to propose the TAM2 model, which introduces external variables such as social influence processes (including subjective norms, image, and voluntariness) and cognitive instrumental processes (including job relevance, output quality, and result demonstrability). This expansion further enriches the model's explanatory power

regarding users' acceptance behavior of information technology. Research indicates that these external variables indirectly influence users' usage intention by affecting perceived usefulness and perceived ease of use (Kashi & Zheng, 2019).

In the e-commerce domain, the TAM model has also been widely applied. Many researchers have combined the TAM model with the characteristics of e-commerce to explore factors influencing consumers' online shopping behavior. (Brezavšek et al., 2019) found that consumers' trust in e-commerce websites significantly impacts their perceived usefulness and perceived ease of use, thereby influencing their online shopping intention. Consumers' perception of online shopping risks reduces their perceived usefulness, thus inhibiting shopping intention. With the proliferation of mobile applications, research on mobile application acceptance behavior based on the TAM model has gradually increased.

Deslonde and Becerra's (2018) study on mobile gaming applications revealed that, in addition to perceived usefulness and perceived ease of use, factors such as entertainment and sociality of games also influence players' acceptance intention. These factors affect players' perceptions of the game, thereby altering their willingness to use it.

(3) TAM Model-Related Research in the Gaming Industry

In the gaming industry, some scholars have employed the TAM model to study players' acceptance behavior towards different types of games. Merchant's (2017) research on role-playing games found that factors such as the richness of the game's plot and character development influence players' evaluations of perceived usefulness and perceived ease of use. Games with rich plots and vivid character portrayals are perceived by players as more valuable (perceived usefulness) and smoother to operate (perceived ease of use), thereby enhancing their acceptance intention.

Some studies have begun to focus on the relationship between the TAM model and game brands. Although direct research on game brand loyalty based on the TAM model is relatively scarce, existing studies have laid a foundation for subsequent exploration. Kini et al. (2024) indicated that a game's brand reputation affects players' perception of game quality, thereby influencing their perceived usefulness. A favorable brand reputation leads players to believe that the game has higher quality, thus increasing their acceptance and usage intention.

(4) Research Summary

From previous studies, it is evident that introducing appropriate external variables when applying the TAM model can more comprehensively explain users' acceptance behavior. In this study, when exploring the influencing factors of brand loyalty among Generation Z consumers of Tencent Games based on the TAM model, external

variables such as brand image, product price, product quality, brand integrity, and shopping convenience are introduced. These variables may influence Generation Z consumers' perceptions of Tencent Games, thereby affecting their brand loyalty.

Different user groups exhibit variations in their acceptance behavior towards information technology. Generation Z consumers possess unique consumption characteristics and values, and they may place greater emphasis on factors such as sociality and personalization in gaming consumption. Therefore, when applying the TAM model to study brand loyalty among Generation Z consumers of Tencent Games in this study, it is essential to fully consider the characteristics of this group and analyze which factors have a more significant impact on them (Tarhini et al., 2018).

Previous studies have validated the effectiveness of the TAM model and its expanded models through empirical analysis. Similarly, in this study, quantitative research methods such as questionnaires are required to collect data and verify the constructed structural model incorporating various influencing factors. This verification will determine whether the relationships between these factors and brand loyalty among Generation Z consumers align with expectations, thereby providing a scientific basis for Tencent Games to formulate targeted marketing strategies (Neud & Gunasundari, 2024).

In conclusion, the Technology Acceptance Model (TAM) provides a solid theoretical foundation for studying users' acceptance behavior towards information technology and has been widely applied and expanded in various fields and gaming industry-related research. This study, which explores the influencing factors of brand loyalty among Generation Z consumers of Tencent Games based on the TAM model, holds both theoretical and practical significance. Subsequent research will further validate and refine the relevant model.

2.2.1.2 Brand Loyalty Theory

(1) Overview of the Brand Loyalty Theory

Brand loyalty refers to a behavioral tendency and psychological state where consumers consistently purchase products or services of a specific brand when faced with numerous brand choices. It not only reflects consumers' trust and preference for the brand but also brings a stable customer base and competitive advantages to enterprises. The theory of brand loyalty aims to deeply analyze various factors influencing consumers' brand loyalty and their mechanisms of action, providing a theoretical basis for enterprises to formulate effective brand marketing strategies.

Early research on brand loyalty mainly approached it from a behavioral perspective, defining brand loyalty as consumers' repetitive purchase behavior of

products from the same brand. Through systematic research, Gehan and Yamamoto, (2017) pointed out that brand loyalty is the repetitive purchase behavior of consumers towards products of a specific brand within a certain period, and this behavior does not change significantly due to environmental factors and marketing activities. This viewpoint focuses on measuring brand loyalty through consumers' actual purchase behavior but neglects the emotional and attitudinal factors within consumers.

As research progressed, scholars began to pay attention to consumers' emotions and attitudes towards brands, believing that brand loyalty is not merely about repetitive purchases but also encompasses consumers' positive attitudes and emotional dependence on the brand. Supriyono and Ahyudanari (2021) proposed a two-dimensional model of brand loyalty, dividing it into behavioral loyalty and attitudinal loyalty. Behavioral loyalty refers to consumers' repetitive purchase behavior of the brand, while attitudinal loyalty refers to consumers' preference and identification with the brand in terms of attitude. True brand loyalty exists only when consumers possess high levels of both behavioral loyalty and attitudinal loyalty. For example, consumers may develop strong emotional identification with a gaming brand due to factors such as the character settings and game plots of the brand, leading to continuous purchase of the brand's gaming products.

(2) Research on Factors Influencing Brand Loyalty

As a core concept in the field of marketing, brand loyalty has long surpassed the early stage of being measured solely by repetitive purchase behavior. At the level of consumers' internal perceptions, the core driving forces stem from perceived value, customer satisfaction, and brand experience. Kim et al. (2021) laid the foundation for perceived value, considering it an overall assessment by consumers after weighing what they gain against what they lose. Among these, functional value (such as product quality, reliability, and price) forms the basis for building trust and facilitating repetitive purchases, while emotional and social values can foster deeper attachments. A brand that can evoke consumers' pleasure or grant them a sense of group identity can build strong attitudinal loyalty. Rehman (2020) delved into the role of customer satisfaction, clearly stating that satisfaction is a key antecedent of loyalty, but the relationship between the two is not simply linear. He pointed out that satisfaction is more about preventing customer churn, while surprises that exceed expectations lead to firm loyalty. Additionally, Maity and Gupta, (2019) believed that by shaping experiences across the five dimensions of senses, emotions, thinking, actions, and connections, brands can establish profound personal connections with consumers. Such direct, emotional experiences are often more effective in cultivating loyalty than pure functional satisfaction.

From the perspective of brand assets built by the brand itself, key dimensions of brand equity are important external factors influencing loyalty. Wang (2023) pointed out that strong brand equity stems from intense, positive, and unique associations that

consumers hold about the brand in their minds. Among these, brand image and brand personality are crucial. When the brand's image or personality matches consumers' self-concepts, strong resonance occurs, leading to loyalty. Verinita (2019) regarded brand trust as one of the core dimensions of brand equity. Trust means that consumers believe the brand will fulfill its promises and maintain confidence in it even when faced with negative information. Li and Leonas (2021) confirmed that trust is the cornerstone of successful customer relationship maintenance. It can significantly reduce uncertainty and prompt consumers to engage in commitment behavior, namely loyalty.

In addition to individual psychology and brand attributes, socio-cultural and relational factors cannot be overlooked. Wang (2017) revealed the powerful shaping effect of specific, non-geographically bounded social groups formed around brands on loyalty. Community members are connected through a shared consciousness, traditional rituals, and a sense of moral responsibility, and this sense of belonging greatly strengthens members' identification with and loyalty to the brand. Moreover, when consumers view a brand as a symbol defining their social identity, loyalty to the brand is, to some extent, loyalty to the group they belong to. Finally, switching costs, as a structural constraint, also lock in customers behaviorally. They include the losses in time, money, and energy that consumers may face when switching brands, and these costs can effectively maintain their behavioral loyalty even when they are not entirely satisfied with the current brand.

In summary, the formation of brand loyalty is a complex process that progresses from the inside out and from the superficial to the in-depth. It begins with consumers' internal perceptions of value, satisfaction, and experience, benefits from the attractiveness constructed by the brand's own assets, and is ultimately deepened and solidified in socio-cultural and relational networks.

(3) Implications of the Brand Loyalty Theory for This Study

This study explores the influencing factors of brand loyalty among Generation Z consumers of Tencent Games based on the brand loyalty theory and the Technology Acceptance Model (TAM). The brand loyalty theory provides a rich theoretical foundation and research perspectives for this study. By integrating the viewpoints of behavioral theory, attitudinal theory, and comprehensive theory, this study can more comprehensively understand the formation mechanism of brand loyalty among Generation Z consumers. Meanwhile, research on factors influencing brand loyalty offers specific directions and references for this study to analyze the impact of brand image, product price, product quality, brand integrity, and shopping convenience on brand loyalty among Generation Z consumers of Tencent Games. This study verifies the relationships between these factors and brand loyalty through quantitative research methods such as questionnaires, construct corresponding structural models, and provide a scientific basis for Tencent Games to formulate brand marketing strategies targeting Generation Z consumers (Wang, 2017).

2.2.2 Literature Review of Dependent Variable: Brand Loyalty

2.2.2.1 Definition of Brand Loyalty

The definition of brand loyalty had one of the most debated topics in marketing literature over the past few decades. Scholars' great interest in customer loyalty can be attributed to its importance in achieving sustainable competitive advantages and financial gains. The definition of brand loyalty has evolved from behavioral theory to behavioral-attitudinal theory. In early behavioral theory research, brand loyalty was defined as "the number or frequency of repetitive purchases of products from the same brand." Researchers believed that consumers' emotional attachment to a brand created emotional commitment, encouraging them to continuously rely on products from specific brands, generate repetitive purchase behavior, spread positive evaluations, and avoid shopping at competitors' stores, ultimately leading to customer loyalty (Fullerton, 2009). From a behavioral perspective, behavioral loyalty focuses on repetitive purchases and positive word-of-mouth. That is, if a customer repeatedly purchases products from the same brand three or more times within a certain period, recommends the brand to their social circle, and maintains a distance from competing brands, then they are loyal to the brand.

As research on brand loyalty continued to progress, scholars found that defining consumers' brand loyalty solely based on repetitive purchase behavior was difficult to comprehensively and profoundly explain the essence of brand loyalty. For example, brand promotional activities and consumers' impulse purchases can also trigger repetitive purchases of the same product by consumers, but this phenomenon is not actual brand loyalty. Therefore, some scholars began to study brand loyalty from the perspectives of attitude and emotion, incorporating consumers' preferences and psychology into the research scope, namely the attitudinal theory of brand loyalty. Kabadayı and Aygün (2017) distinguished brand loyalty from simple repetitive purchase behavior and then conceptually defined brand loyalty using six necessary conditions and common sufficient conditions. He believed that after consumers purchase the same brand multiple times, they would develop psychological or emotional dependence on the brand, and even if the surrounding environment changed, they would still be accustomed to purchasing the brand and continue to favor it. Analyzing consumers' brand loyalty solely from a behavioral or emotional-attitudinal perspective is somewhat one-sided and cannot fully reflect the profound connotation of brand loyalty. Therefore, some experts and scholars combined behavioral and attitudinal aspects to study brand loyalty, namely the integrated theory of brand loyalty.

Based on the above research and assessment of brand loyalty by foreign scholars, only a combination of continuous repetitive purchases and strong emotional preferences can be considered brand loyalty. Therefore, to ensure a profound and comprehensive analysis of brand loyalty, it is necessary to consider both consumers'

purchase behavior and their emotional attitudes towards the brand, namely customers' attachment to products and brands, price tolerance, and purchase intention, and make timely adjustments to appropriate marketing strategies to promote the improvement of consumer loyalty and increase customer stickiness (Sánchez et al., 2011).

2.2.2.2 Research on Brand Loyalty

Research on brand loyalty has been growing at a steady pace. A comprehensive review of the literature on brand loyalty within the field of brand management reveals that scholars have primarily explored the impact of consumer-level factors (such as customer satisfaction, consumer trust and commitment, brand community, consumer perception, customer participation, and brand experience) as well as enterprise-level factors on customer brand loyalty.

(1) At the Individual Level

Firstly, customer satisfaction is considered the foundation of customer loyalty towards a business. It stems from the difference between prior expectations and post-consumption perceptions. Customer satisfaction serves as a measure of perceived quality and is defined as a positive evaluation of the consumption experience (Andersen, 2005). In most cases, it translates into brand loyalty and can predict customer behavioral intentions, such as purchase intentions. The majority of research in this area adopts quantitative methods, typically using structural equation modeling to analyze the correlations among these variables. Some studies indicate a positive correlation between satisfaction and loyalty (Chen, 2008; Akamavi et al., 2015). Satisfied customers tend to remain loyal to a company or brand because they are more willing to sustain the relationship, enjoying benefits such as reduced search costs and lower perceived risks (Jeong & Oh, 2023).

Secondly, there is a high degree of correlation between consumer trust and consumer commitment, with trust generally regarded as a prerequisite for commitment in most cases. Several articles attribute the enhancement of trust and commitment to a company's customer relationship management policies, which aim to influence consumers' perceived value and boost customer loyalty, thereby having a positive impact on corporate performance. Relationship commitment is defined as the development of a relationship based on cooperative emotions, a strong preference for the existing brand, and a tendency towards relationship continuity (Han et al, 2018). According to Balasubramanian and Sathyanarayan (2008), consumer trust referred to a company's reputation and reliability, determining consumers' belief that the company will deliver promised products or services as expected. Consumer trust was another dimension that enhances relationship quality, thereby positively influencing customer relationship commitment and loyalty (Ng, 2021).). In summary, the literature suggests that customer loyalty to a company or brand increases with higher levels of trust,

commitment, and satisfaction (Yunus et al., 2018). With the development of social media, research on customer participation has increased (Zhang & Luo, 2020).

Thirdly, a brand community is generally defined as a triadic community of customer-customer-brand. Given that social media facilitates extensive interaction, information sharing, and community aggregation among brand users and their relationships with the brand itself, participation in a brand community to some extent represents customer participation. In these contexts, customer participation is manifested through behaviors such as word-of-mouth. Interactions between consumers and companies within brand communities often take the form of value co-creation, which is achieved through the application of capabilities and integration of resources between the enterprise and the customer (Prahalad & Ramaswamy, 2024).

Fourthly, consumers' positive perceptions of a company or brand are decisive factors in purchase intentions and can increase customer value. Consumer perception is also influenced by corporate social responsibility. When a socially responsible enterprise sets a higher product price compared to its competitors, it positively affects consumers' perceived benefits and value from the products offered, their fairness judgments regarding the price differential, and their purchase intentions.

Finally, in general, customer participation is defined as the intensity of the consumer-organization relationship. Some scholars argue that customer participation leads to consumer brand trust, satisfaction, commitment, and loyalty (Chan & Li, 2024). Bowden (2019) described loyalty as an iterative process that begins with customer satisfaction, transforms into commitment and trust, and ultimately culminates in customer loyalty. Similar to customer participation, value co-creation has been proposed as a process that involves consumers in creating value, transforming them from passive customers into active participants (Vargo & Lusch, 2024).

(2) At the Enterprise Level

Brand management plays a crucial role in the development of customer loyalty. Within the context of brand management, numerous brand-related variables and dimensions can influence customer loyalty. Research on these variables and their relationships forms the basis for understanding how to manage brands to enhance customer loyalty. Sometimes, consumers are not loyal to a company per se but to a specific brand. Brand loyalty depends on a company's ability to establish a strong brand identity through corporate communication strategies because, as emphasized by Keller (2021), the better consumers perceive a brand's identity, the more favorable their attitudes towards the brand's strategies. A company's commitment to a brand community also has a positive impact on brand equity, which can be summarized as "the differential effect of brand knowledge on consumers' responses to the brand's marketing". Some studies indicate that brand image influences brand loyalty through perceived quality (Chen & Myagmarsuren, 2020). The concept of perceived quality is

closely related to that of perceived value, which, in addition to enhancing customer satisfaction, encourages consumer repurchases, promotes revisit intentions, and discourages switching behavior, thereby improving customer loyalty (Nguyen et al., 2019).

(3) Recent Research on Factors Influencing Brand Loyalty in China's Sporting Goods Industry

In recent years, research on the factors influencing brand loyalty in China's sporting goods industry has mainly focused on areas such as sports event sponsorship brands, sports footwear and apparel brands, and cultural and sports goods brands (Zhang, 2021). Sports footwear and apparel brands influence the formation of consumer brand loyalty through product quality, service experience, and marketing strategies (Hong, 2024). Brand management plays a role in the development of brand loyalty in the sports industry.

As demonstrated by the research results of Jin & Cui (2024), brand personality and brand marketing activities positively influence brand loyalty. Taking the brand Anta as an example, brand image and customer satisfaction also influence consumer loyalty to varying degrees (Zhang & Chen, 2019). Some scholars are also keen on studying the impact of athlete endorsers on brand loyalty. The brand endorser strategy has become a powerful tool for enhancing brand competitiveness and expanding market share. The image of an endorser to some extent represents the brand image, and the match between the two severely affects consumers' purchase intentions. If a company's development overly relies on the sports spirit and personality traits of sports stars, any violation of social or professional ethics by the endorser will severely damage the company's brand image (Zhang & Su, 2016)). Sponsorship behavior undoubtedly places the brand in the spotlight, exposing it to more consumers, enhancing brand awareness, and strengthening consumers' purchase intentions (Gao, 2024). As an antecedent variable, sports event sponsorship influences consumers' purchase behaviors through mediating factors such as brand image, brand awareness, brand identification, and perceived quality, with brand awareness showing the strongest correlation with brand loyalty (Zhang, 2021).

2.2.3 Literature Review of Independent Variables

2.2.3.1 Brand Image

Definition and Connotation of Brand Image: Brand image refers to consumers' overall perception and impression of a brand, encompassing aspects such as brand name, logo, packaging, and reputation. Seo (2016) posited that brand image is composed of brand personality, brand associations, and brand awareness. Brand personality endows a brand with unique personality traits. For instance, some games

under Tencent Games have cultivated a bold and adventurous personality, which can attract Generation Z consumers who seek excitement. Brand associations enable consumers to think of relevant product attributes and usage scenarios when they see the brand. Brand awareness, on the other hand, influences consumers' recognition and choice of the brand.

Impact of Brand Image on Consumer Cognition: A positive brand image can establish favorable cognition in consumers' minds. Mazloomi et al. (2022) pointed out that a strong brand image can enhance consumers' memory and recognition of the brand. For Tencent Games, through long-term brand building and market promotion, it has established a high level of brand awareness in the gaming field. Among numerous gaming brands, Generation Z consumers are more likely to recognize and remember Tencent Games, thereby generating curiosity and a desire to explore.

Connection between Brand Image and Consumer Emotions: Brand image can evoke emotional resonance among consumers. Cakmak (2019) demonstrated that consumers form emotional bonds with brands similar to interpersonal relationships. Tencent Games creates innovative and emotionally resonant game plots and character images, enabling Generation Z consumers to become emotionally invested during gameplay. For example, the growth stories of characters in some role-playing games allow players to establish emotional connections with the characters, thereby strengthening their emotional identification with the Tencent Games brand.

Promotion of Brand Image on Brand Loyalty: A positive brand image contributes to enhancing consumers' brand loyalty. Qian and Dong (2020) found that elements such as trust and affection within brand image are closely related to brand loyalty. Tencent Games, with its favorable brand image, has won the trust of Generation Z consumers. Consumers believe that Tencent Games can provide high-quality, enjoyable, and safe gaming experiences, so they are more willing to continuously choose Tencent Games, demonstrating high brand loyalty.

Differences in the Impact of Different Dimensions of Brand Image: The various dimensions of brand image have different impacts on brand loyalty. Lee et al. (2022) divided brand image into functional image and emotional image. For Tencent Games, functional image, such as the ease of game operation and picture quality, mainly affects consumers' evaluation of the game's practicality. In contrast, emotional image, such as the social atmosphere and cultural connotations of the game, can better evoke consumers' emotional resonance and has a more profound impact on brand loyalty. Generation Z consumers not only pursue the functionality of games but also pay more attention to the emotional experiences they bring.

2.2.3.2 Product Price

Relationship between Price and Consumer Perceived Value: Product price is an important consideration in consumers' purchase decisions and is closely related to consumer perceived value. According to the perceived value theory proposed by Church (2016), consumers evaluate the value of a product based on its price and perceived quality. For Tencent Games, Generation Z consumers will comprehensively consider factors such as the game's price and the experience and enjoyment it can offer. If the game price is reasonable and can provide rich game content and a good experience, consumers will perceive it as having high perceived value and be more willing to purchase.

Impact of Price on Consumer Purchase Intention: The price level directly affects consumers' purchase intention. Danes and Lindsey-Mullikin (2022) indicated that an excessively high price may deter consumers and reduce their purchase intention, while an excessively low price may make consumers doubt the product quality. Tencent Games needs to balance costs and market demand when setting prices and formulate reasonable pricing strategies. For example, for some popular large-scale online games, adopting a free-to-download and in-app purchase model for items not only lowers the entry barrier for consumers but also enables profitability through subsequent in-app purchases, thereby increasing the purchase intention of Generation Z consumers.

Role of Price Promotions in Brand Loyalty: Price promotions are commonly used means to attract consumers and enhance brand loyalty. Marconi et al. (2023) found that moderate price promotions can stimulate consumers' purchase behavior and increase the frequency of brand usage. Tencent Games frequently launches various price promotion activities, such as holiday discounts and limited-time offers. These activities can attract Generation Z consumers to try new games or increase their in-game spending, thereby raising their attention and loyalty to the Tencent Games brand.

Matching of Price with Brand Positioning: Product price should match brand positioning. Imai and Watanabe (2024) emphasized that brand positioning determines the brand's position in consumers' minds, and price is an important signal for conveying brand positioning. Tencent Games has game products with different positioning. For high-end, high-quality games, the pricing is relatively high to reflect the brand's premium image. For some casual and popular games, the pricing is more affordable. This price strategy that matches brand positioning helps attract Generation Z consumers at different levels and enhances their brand identification.

Impact of Price Comparison on Consumer Choice: Consumers often compare prices when purchasing games. Suri et al. (2022) pointed out that consumers will evaluate the reasonableness of Tencent Games' prices by referring to the prices of similar games in the market. If Tencent Games' prices have an advantage over competitors or can offer more added value, Generation Z consumers are more likely to

choose Tencent Games. Therefore, Tencent Games needs to closely monitor market price dynamics and adjust its pricing strategies in a timely manner to maintain competitiveness.

2.2.3.3 Product Quality

(1) The Determining Role of Product Quality in Consumer Satisfaction

Product quality is a key determinant of consumer satisfaction. According to Expectation-Confirmation Theory, consumers evaluate satisfaction based on their pre-purchase expectations and post-purchase actual experiences (Ayaburi et al., 2019). For Tencent Games, if the quality of its games can meet or exceed the expectations of Generation Z consumers, such as offering exquisite graphics, rich gameplay, and stable performance, consumers will be satisfied. Satisfied consumers are more likely to become loyal customers and continue to choose Tencent Games.

(2) The Relationship between Product Quality and Brand Reputation

High-quality products contribute to building and enhancing brand reputation. Martynova (2018) pointed out that brand reputation is consumers' perception of a brand's reliability and integrity. By consistently providing high-quality game products, Tencent Games has won the trust of Generation Z consumers. Consumers believe that Tencent Games can strictly control game quality and is unlikely to have serious bugs or engage in fraudulent behavior, thereby strengthening their reliance on the brand and increasing brand loyalty (Kini et al., 2024).

(3) The Impact of Product Quality on Consumer Word-of-Mouth Communication

High-quality product quality can stimulate consumer word-of-mouth communication. Sibly's (2017) research showed that satisfied consumers are more willing to recommend a brand to others. When Generation Z consumers experience the high quality of Tencent Games, they will actively recommend the games to friends, classmates, etc. Word-of-mouth communication is a powerful marketing tool that can attract more potential consumers, expand Tencent Games' user base, and further increase brand loyalty.

(4) Differences in Quality Requirements for Different Types of Games

Different types of games have different quality requirements. For competitive games like Honor of Kings, players have high demands for fairness, smoothness, and real-time performance. For role-playing games such as Age of Arms, players pay more attention to the game's plot, graphics, and character development systems. Tencent Games needs to formulate corresponding quality standards and optimization strategies

for different types of games to meet the diverse needs of Generation Z consumers and improve their brand loyalty towards various games.

(5) The Importance of Continuous Improvement of Product Quality

With the continuous development of technology and the ever-changing needs of consumers, the continuous improvement of product quality is crucial. Pham and Woodland (2020) proposed eight dimensions of product quality, including performance, features, and reliability. Tencent Games needs to invest in research and development resources to improve game quality. For example, promptly fixing game bugs, optimizing game performance, and adding new game content. Through continuous improvement of product quality, Tencent Games can maintain its attractiveness to Generation Z consumers and enhance brand loyalty.

2.2.3.4 Brand Integrity

(1) The Concept and Connotation of Brand Integrity

Brand integrity refers to the quality of a brand's adherence to promises and honesty in its business operations. Cambier and Poncin (2020) believed that brand integrity is the foundation for establishing long-term brand relationships. For Tencent Games, brand integrity is manifested in multiple aspects, such as the fairness and impartiality of game rules, the protection of players' rights and interests, and the fulfillment of promised game content. Generation Z consumers place greater emphasis on a brand's integrity and will choose game brands that are trustworthy.

(2) The Establishment of Consumer Trust through Brand Integrity

Brand integrity can build consumer trust in the brand. Trust Theory states that trust is based on the expectation of the reliability and honesty of others' behaviors. By complying with laws and regulations, protecting player privacy, and cracking down on dishonest behaviors such as cheating, Tencent Games sends signals of integrity to Generation Z consumers. Consumers believe that Tencent Games will provide them with a fair and safe gaming environment, thus establishing trust in the brand and laying the foundation for brand loyalty.

(3) The Relationship between Brand Integrity and Consumer Loyalty

There is a positive correlation between brand integrity and consumer loyalty. Bass et al. (2018) found that the higher consumers' perception of a brand's integrity, the more likely they are to show brand loyalty. If Tencent Games can always operate with integrity, promptly handle player feedback, and fulfill its promises to players, Generation Z consumers will be more willing to choose Tencent Games and become

loyal users.

(4) The Impact of Brand Integrity Crises and Countermeasures

Brand integrity crises have a significant negative impact on brand loyalty. Once Tencent Games encounters integrity issues, such as data breaches or false advertising, it will seriously damage consumers' trust in the brand. Huang (2020) research shows that when a brand faces an integrity crisis, it needs to take effective countermeasures in a timely manner, such as public apologies, compensation for losses, and strengthened supervision. Tencent Games needs to establish a comprehensive crisis management mechanism to deal with potential integrity crises and protect brand loyalty.

(5) Long-term Maintenance Strategies for Brand Integrity

The maintenance of brand integrity is a long-term process. Tencent Games needs to strengthen its brand integrity image through various means. For example, strengthening internal management to ensure that employees adhere to integrity standards; cooperating with third-party organizations for game quality certification and supervision; and actively participating in social welfare activities to enhance the brand's sense of social responsibility. Through these long-term maintenance strategies, Tencent Games can continuously enhance Generation Z consumers' perception of the brand's integrity and improve brand loyalty (Favre, 2017).

2.2.3.5 Shopping Convenience

(1) The Definition and Dimensions of Shopping Convenience

Shopping convenience refers to the degree of convenience that consumers feel during the process of purchasing products or services. In Service Quality Model, convenience is one of the important dimensions for measuring service quality. For Tencent Games, shopping convenience is reflected in the convenience of game downloading, installation, and updates, as well as the ease of in-game item purchases and recharges. Generation Z consumers have a fast-paced life and are more inclined to choose game brands that offer shopping convenience (Jiang et al., 2013).

(2) The Impact of Shopping Convenience on Consumer Purchase Decisions

Shopping convenience directly affects consumers' purchase decisions. Duarte et al. (2021) found that when faced with multiple similar products, consumers will give priority to brands that offer greater shopping convenience. Tencent Games has improved shopping convenience by optimizing its game platform and payment system. For example, supporting multiple payment methods and simplifying the purchase process enable Generation Z consumers to complete game purchases more easily,

thereby increasing the likelihood of their choosing Tencent Games.

(3) The Combination of Online and Offline Shopping Convenience

With the development of Internet technology, the combination of online and offline shopping has become increasingly important (Palacios & Jun, 2020). Tencent Games not only provides online game purchase and download services but also offers more shopping options and convenience to Generation Z consumers by cooperating with offline physical stores and conducting offline activities and promotions. For example, setting up Tencent Games experience zones at game expos or shopping malls allows consumers to experience the games on-site and purchase related products, enhancing the convenience and fun of shopping.

(4) The Relationship between Shopping Convenience and Consumer Experience

Shopping convenience can enhance consumers' overall experience. Larson and Shin (2018) pointed out that a good shopping experience will increase consumers' satisfaction and loyalty to the brand. By providing convenient shopping services, Tencent Games reduces the waiting time and trouble for consumers during the purchase process, allowing them to enjoy the fun of games more quickly. This good shopping experience will prompt Generation Z consumers to be more willing to choose Tencent Games again and improve brand loyalty.

(5) Continuous Optimization Directions for Shopping Convenience

To meet the changing needs of Generation Z consumers, Tencent Games needs to optimize shopping convenience. For example, using artificial intelligence and big data technologies to provide personalized shopping recommendations for consumers, strengthening cooperation with logistics companies to improve the delivery speed of game peripheral products, and further simplifying the in-game purchase operation process. By continuously optimizing shopping convenience, Tencent Games can better attract and retain Generation Z consumers and enhance brand loyalty (Moeller et al., 2019).

2.3 Introduction to Tencent Games

Tencent Games, established in 2003 and affiliated with Tencent Interactive Entertainment Group, has become a global leading game developer and operator, as well as the largest online game community in China. With the brand philosophy of "Spark More! Discover Infinite Possibilities," the company is committed to providing global players with diversified interactive entertainment experiences through technological innovation and in-depth content development.

Tencent Games' business covers more than 200 countries and regions worldwide, with a cumulative user base of over 800 million. It owns iconic products such as Honor of Kings, Peacekeeper Elite, League of Legends Mobile, and PUBG Mobile. By 2025, its overseas game business revenue will have approached half of its domestic business revenue, and its global market share will rank among the top. The company adopts a dual-wheel drive strategy of independent research and development and international cooperation. It has established strategic partnerships with international manufacturers such as EA, Nintendo, and The Pokémon Company, and has distributed works such as FIFA Online 4 and Pokémon UNITE. Additionally, it supports independent developers through the Aurora Plan and has built a diversified ecosystem covering PC games, mobile games, and esports.

Tencent Games takes technology as its core competitiveness and has made strategic in cloud gaming, AI engines, and VISVISE intelligent creation solutions. Its self-developed GiiNEX AI platform supports 150 million daily active users and is widely used in globally renowned games. The Anti-Cheat Expert (ACE) anti-cheating system, powered by AI technology, effectively addresses new security challenges such as AI-based cheating. The WeTest one-stop quality service platform covers the entire life cycle of game testing and has been adopted by more than a thousand leading game companies. Furthermore, the company cultivates emerging talents through the "Future Innovators: Tencent Campus Recruitment Program" to drive the continuous evolution of game technology and operations.

Tencent Games has studio groups such as TiMi, Lightspeed & Quantum, Aurora, and NEXT Studios, with products covering all genres, including MMORPG, MOBA, shooting, card, and casual games. The company has a stable financial performance, with network game revenue reaching 114.7 billion yuan in 2019 and increasing to 179.9 billion yuan in 2023. In the first half of 2025, the company led the global mobile game market with 3.2 billion US dollars in revenue (excluding platform revenue sharing, advertising revenue, and revenue from third-party Android stores). Its long-standing games, such as Honor of Kings, PUBG Mobile, and Teamfight Tactics, continue to contribute to revenue.

2.4 Generation Z

2.4.1 Definition of Generation Z

Internationally, the population born between 1945 and 2009 has been divided into several generations using professional terminology: the Baby Boom Generation (1945-1965), Generation X (1965-1980), and the Millennial Generation (1980-1995). Those born between 1995 and 2009 are referred to as Generation Z (Strand & Robertson, 2020).

2.4.2 Research on the Consumption Characteristics of Generation Z

Generation Z, with the oldest members reaching 29 years old and the youngest turning 15, accounts for approximately 19% of China's total population and contributes 40% of the country's overall consumption, according to data from the National Bureau of Statistics of China. Scholars have attempted to explore the consumption characteristics of this group from multiple disciplinary perspectives. At the macro level, scholars have analyzed the group's consumption values and concepts from sociological, economic, and management perspectives. At the micro level, most scholars have examined the influencing factors on consumption behavior, such as consumption psychology, willingness, and motivation, from a psychological perspective. However, there is a lack of empirical research on the connections between the specific consumption characteristics of this group (Hieuc, 2021).

Most scholars focus on the lifestyle of Generation Z to analyze their consumption characteristics. Through a longitudinal comparison of different generations, it is found that Generation Z is at the center of global consumption culture. Exposed to the digital environment from an early age, they are considered a new era where race, gender, religion, socioeconomic status, and ethnicity are intertwined, and identity is increasingly blurred (Park, (2020)). They are also regarded as the most prejudiced generation. From the perspective of value pursuit, they seek economic value, desire a society with experiences and connections, expect spaces for experiential consumption, accept diverse lifestyles, and no longer follow specific tastes or lifestyles. In the era of media consumption, Generation Z demonstrates multi-tasking thinking, a high level of technological culture, a strong desire to consume information, and a need for personalized selection of media content. Zvereva and Chvorova, (2020) evaluated the influence of socio-cultural and demographic determinants on the formation of the value orientation system of Generation Z by surveying people from different Asian countries with various religions, genders, and educational levels. The study found that the most significant common feature of Generation Z is the priority of independence in opinions and agency, as well as a lack of adherence to existing traditions. Some scholars have also begun to establish consumption models and conduct empirical research combined with relevant models to explain the underlying mechanisms and internal logic of this group's consumption values and psychology.

In the multivariate PLS-SEM model, media, family, and peers indirectly have a positive impact on the sustainable fashion consumption of Generation Z through participation in community environmental issues (Yanitskij et al., 2019). In the Stimulus-Organism-Response (S-O-R) model, perceived usefulness, perceived enjoyment, and perceived value affect the attitudes and word-of-mouth of Generation Z consumers. In the Value-Belief-Norm Theory model, hedonic and egoistic value orientations indirectly influence the purchase intention of Generation Z, while personal norms directly have a significant impact on their purchase intention. Research on the sports consumption behavior of Generation Z is relatively scarce. Sports consumption

can be divided into sports motivation and sports consumption, which can be used to identify the sports consumption behavior of Generation Z from the perspectives of lifestyle and consumption values. In the consumption of clothing products, women in this group consider price the most important attribute, followed by fiber, donation, color, certification, and style, and rarely consider the country of origin and labor attributes. In the research on the consumption behavior of spectator sports, this generation hopes to make more use of new media, upgrade licensed products, improve athletic performance, and pursue social values (Li & Leonas, 2021).

The growth environment of Chinese Generation Z is different from that of previous generations. Born in an era of rapid rise in Chinese cultural confidence, this group has a deep sense of patriotism and strong emotional identification with national culture. When there is little difference in product performance and price, aesthetic experience becomes a major selling point, and excellent traditional cultural products with value connotations can more easily resonate with Generation Z spiritually. Although Generation Z has been pointed out to have a lack of awareness of Chinese culture and a lack of adherence to existing traditions, some scholars believe that Generation Z has a more perceptual and unique understanding of the world without much historical "baggage." They can deeply perceive the changes in China's international status and show stronger cultural confidence. Due to the convenience of obtaining network information (such as reviews and word-of-mouth), this young generation has more choices than any previous generation and is no longer simply loyal to a brand because of its fame. They like new things and follow trends, switching between brands at will (Razum et al., 2017).

In conclusion, the main consumption characteristics of the Chinese Generation Z consumer group can be summarized as follows: They bear a distinct imprint of the times, with a relatively distinct cultural background and era-specific features. They have strong economic value concepts, pay attention to practicality while enjoying the pleasure of experiences and personalized services, show great interest in products that align with their values, pursue uniqueness while having obvious altruistic behavior tendencies, and especially demonstrate more positive behaviors in safeguarding the interests of national brands.

2.5 Conceptual Framework

Based on the analysis of relevant research results, this study combines the Technology Acceptance Model (TAM) and the brand loyalty theory to propose a model of the influencing factors on the brand loyalty of Generation Z consumers of Tencent Games. The model divides the influencing factors on consumer brand loyalty into five dimensions: brand image, product price, product quality, brand integrity, and shopping convenience. The model is shown in Figure 2.1.

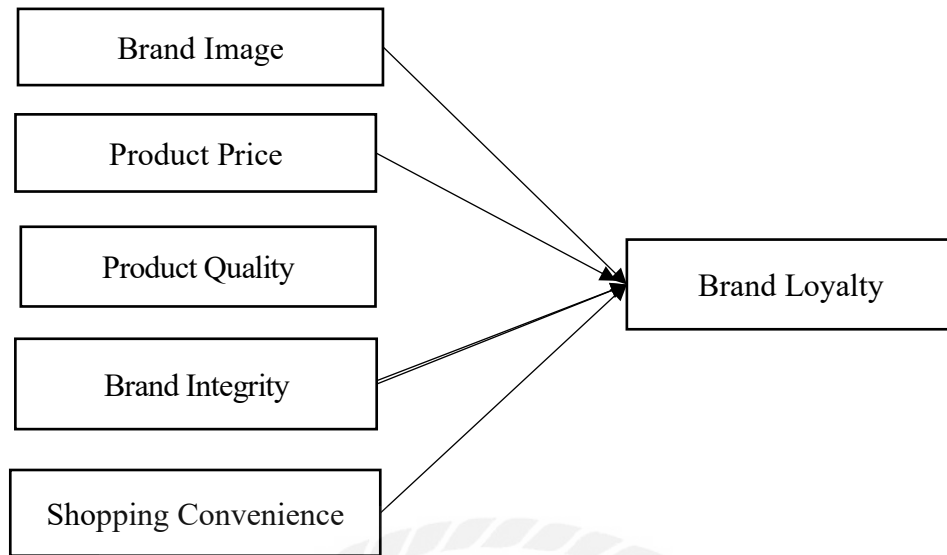


Figure 2.1 Conceptual Framework

Chapter 3 Research Methodology

3.1 Research Design

This study was grounded in the Technology Acceptance Model (TAM) and the brand loyalty theory, focusing on an in-depth exploration of the factors influencing brand loyalty among Generation Z consumers of Tencent Games in China. It aimed to construct a structural model of these influencing factors through systematic research and verify the rationality of the research hypotheses and the model, providing a scientific basis for Tencent Games to precisely grasp the needs of Generation Z consumers and enhance their brand loyalty.

3.1.1 Selection of Research Methods

This study adopted a quantitative research approach, integrating the Technology Acceptance Model with the brand loyalty theory. Data were collected through questionnaires to uncover the intrinsic connections between various factors and the brand loyalty of Generation Z consumers of Tencent Games.

3.1.2 Data Collection Methods

Questionnaire Design: This study identified brand image, product price, product quality, brand integrity, and shopping convenience as key research variables and designed a structured questionnaire. The questionnaire employed a 5-point Likert scale, where 1 represents "strongly disagree" and 5 represents "strongly agree". The scale design draws extensively on relevant research findings from the Technology Acceptance Model and the brand loyalty theory, as well as mature scales used in previous studies on consumer behavior in the gaming industry, ensuring comprehensive coverage of the core dimensions of each variable and guaranteeing the completeness and accuracy of the data.

Sample Selection: This study targeted Generation Z consumers (born between 1995 and 2009) of Tencent Games in China as the research subjects. Questionnaires were distributed widely through online channels such as gaming forums, social media groups, and Tencent Games' official communities to obtain a representative sample.

3.1.3 Data Analysis Process

Reliability and Validity Testing: Prior to formal data analysis, this study used SPSS software to conduct reliability and validity tests on the questionnaire. The internal consistency reliability of the questionnaire was assessed by calculating

Cronbach's Alpha coefficient to ensure the reliability of the measurement items for each variable. Structural validity was examined through Confirmatory Factor Analysis (CFA) to verify whether the scale accurately reflects the constructed theoretical structure. Only questionnaire data that passed the reliability and validity tests were used for subsequent analysis, ensuring the reliability and validity of the measurement tools and laying a solid foundation for the accuracy of the research results.

Descriptive Statistical Analysis: This study conducted descriptive statistical analysis to calculate key demographic indicators of the sample, such as age, gender, monthly income, gaming consumption frequency, and preferred gaming types, including means and standard deviations. Additionally, it presented the data distribution characteristics and patterns of each core variable (brand image, product price, product quality, brand integrity, shopping convenience, and brand loyalty), including means, standard deviations, minimum values, and maximum values, to gain a clear understanding of the basic characteristics of the sample and the overall situation of each variable.

Correlation Analysis: This study employed Pearson correlation coefficients to conduct correlation analysis, examining the degree of association between brand image, product price, product quality, brand integrity, shopping convenience, and brand loyalty. By analyzing the magnitude and significance level of the correlation coefficients, it preliminarily determined whether linear relationships exist between each factor and brand loyalty, as well as the strength and direction of these relationships, providing a basis for subsequent regression model construction.

Multiple Regression Analysis: To further quantitatively evaluate the specific impact of each factor on the brand loyalty of Generation Z consumers of Tencent Games, a multiple regression model was constructed for multiple regression analysis. Brand loyalty is set as the dependent variable, while brand image, product price, product quality, brand integrity, and shopping convenience are included as independent variables in the regression model. Through regression analysis, the direction and magnitude of the effects of each independent variable on the dependent variable were clarified, determining which factors had a significant impact on brand loyalty and the extent of that impact, thereby identifying the roles of each factor in enhancing brand loyalty.

Structural Model Construction and Hypothesis Verification: Based on the aforementioned analysis results, a structural model of the factors influencing brand loyalty among Generation Z consumers of Tencent Games was constructed. This model visually illustrated the causal relationships and action pathways between brand image, product price, product quality, brand integrity, shopping convenience, and brand loyalty. Simultaneously, Structural Equation Modeling (SEM) was used to verify the research hypotheses and the constructed model. The fit between the model and the actual data was assessed using goodness-of-fit indicators (such as the

chi-square/degree of freedom ratio and CFI) to test whether the hypotheses hold, ensuring the rationality and validity of the model.

3.1.4 Research Objectives and Expected Outcomes

This study strived to objectively and accurately reveal the driving factors that promote the enhancement of brand loyalty among Generation Z consumers of Tencent Games through a rigorous and scientific analysis process. The expected outcomes included clarifying the specific action mechanisms of each influencing factor on brand loyalty, constructing a structural model with high explanatory and predictive power, and verifying the correctness of the research hypotheses. These outcomes provide strong theoretical support and practical guidance for Tencent Games to formulate targeted marketing strategies, precisely meet the needs of Generation Z consumers, enhance brand competitiveness, and increase brand loyalty.

3.2 Population and Sample

3.2.1 Research Subjects

This study focused on the Generation Z consumers of Tencent Games. Generation Z generally refers to individuals born between 1995 and 2009. As digital natives, they exhibit a high level of enthusiasm and engagement in gaming and hold a significant position in the gaming consumer market. Tencent Games, as a leading enterprise in China's gaming industry, places paramount importance on the brand loyalty of its Generation Z consumers, which is of paramount importance to the company's development. A deep understanding of the influencing factors on the brand loyalty of this group will assist Tencent Games in formulating more targeted marketing strategies and enhancing its market competitiveness.

3.2.2 Overall Population Size and Sample Size Calculation

(1) Estimation of Overall Population Size

As it is challenging to obtain the precise total number of Generation Z consumers of Tencent Games, this study conducted a comprehensive estimation by referring to industry reports, market research data, and partial user data published by Tencent Games. Considering Tencent Games' extensive user base in the domestic market and the proportion of Generation Z among gamers, the overall size of Generation Z consumers of Tencent Games was preliminarily estimated to be approximately 150 million to 170 million people.

(2) Setting of Basic Parameters

Confidence Level: A commonly used 95% confidence level ($Z = 1.96$) in academic research was adopted to ensure that the research conclusions had high statistical significance and could accurately reflect the characteristics of the overall population.

Allowable Error (e): Set at 5% (i.e., ± 0.05), balancing research precision with the feasibility of practical operations.

Proportion Estimate (p): To ensure the conservativeness of sample size estimation, $p = 0.5$ (the maximum variance scenario) was taken.

(3) Derivation of Sample Size Calculation Formulas

Infinite Population Sample Size (n_0):

$$n_0 = \frac{Z^2 \cdot p \cdot (1 - p)}{e^2} = \frac{1.96^2 \cdot 0.5 \cdot 0.5}{0.05^2} = 384.16 \approx 385$$

Finite Population Corrected Sample Size (n): Considering the limited size of the overall population, the finite population correction formula was used.

$$n = \frac{n_0}{1 + \frac{n_0 - 1}{N}}$$

Since the overall population size N is large (much larger than 10,000), the corrected sample size is slightly lower than that of the infinite population scenario. However, to simplify calculations and ensure an adequate sample size, the initial infinite population sample size of 385 was used as a basis for subsequent adjustments.

(4) Adjustment Based on Actual Response Rate and Valid Rate

Response Rate Assumption: Considering various losses that may occur during questionnaire distribution and collection, such as some respondents not receiving the questionnaire or refusing to fill it out, a response rate of 80% was set (i.e., actual recovered sample size = number of questionnaires distributed $\times$ 80%).

Valid Rate Assumption: Among the recovered questionnaires, there may be invalid ones with missing answers or obvious contradictions. After excluding these, a valid rate of 90% was set.

Adjusted Sample Size (n_{adjusted}): Based on the above assumptions of response rate and valid rate, the formula for calculating the adjusted sample size was:

$$n_{\text{adjusted}} = \frac{n}{\text{recovery rate} \times \text{efficiency rate}} = \frac{385}{0.8 \times 0.9} \approx 535$$

Therefore, it was recommended to set the final sample size at 535 to ensure that the effective sample size is ≥ 385 . This study ultimately determined a sample size of 535, which can not only guarantee the reliability of statistical inference but also conform to the feasibility of practical operations.

3.3 Hypotheses

This study focused on optimizing the research path regarding the influencing factors on the brand loyalty of Generation Z consumers of Tencent Games. It aimed to conduct a systematic factor analysis to deeply explore the actual action mechanisms of five core elements—brand image, product price, product quality, brand integrity, and shopping convenience—on their brand loyalty. This would provide theoretical support and practical guidance for Tencent Games to construct a more scientific and practical brand loyalty framework. Based on the above research objectives, the following hypotheses were proposed for empirical testing:

H1: Brand image has a significant impact on the brand loyalty of Generation Z consumers of Tencent Games.

H2: Product price has a significant impact on the brand loyalty of Generation Z consumers of Tencent Games.

H3: Product quality has a significant impact on the brand loyalty of Generation Z consumers of Tencent Games.

H4: Brand integrity has a significant impact on the brand loyalty of Generation Z consumers of Tencent Games.

H5: Shopping convenience has a significant impact on the brand loyalty of Generation Z consumers of Tencent Games.

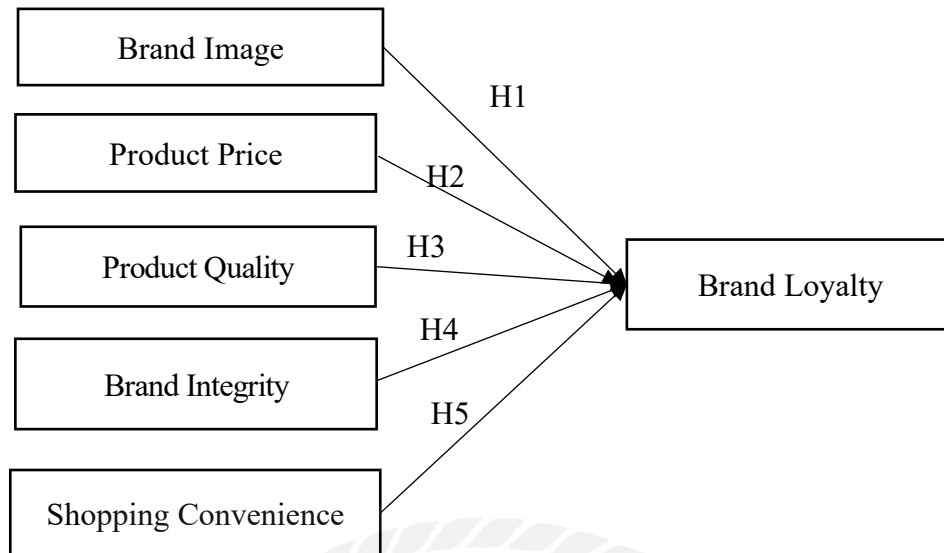


Figure 3.1 Hypotheses

3.4 Research Instrument

The following is the scale framework designed for the study on the influencing factors of brand loyalty among Generation Z consumers of Tencent Games. It includes an explanation of the research variable structure, specific scale items (using a Likert five-point scale, where 1 = strongly disagree and 5 = strongly agree), and a design description, as detailed in Table 3.1. This scale aims to provide reliable data for subsequent regression analysis or structural equation modeling (SEM) to reveal the influence paths of various factors on brand loyalty.

3.4.1 Research Variable Structure

In this study, the independent variables are set as brand image, product price, product quality, brand integrity, and shopping convenience, while the dependent variable is brand loyalty. The measurement tool employed is a Likert five-point scale (ranging from 1 to 5 points).

3.4.2 Scale Design

Brand Image: The items are used to evaluate consumers' perceptions of Tencent Games' brand image, including its innovation, cultural identity, and social influence.

Product Price: The items are designed to assess consumers' perceptions of the reasonableness and cost-effectiveness of Tencent Games' product pricing.

Product Quality: The items are intended to evaluate consumers' experiences with Tencent Games' technical performance, gameplay innovation, and stability.

Brand Integrity: The items are used to evaluate consumers' trust in Tencent Games regarding user privacy protection, fairness, and commitment fulfillment.

Shopping Convenience: The items are aimed at assessing the degree of convenience consumers experience when purchasing in-game items or services within Tencent Games.

Brand Loyalty (Dependent Variable): The items are employed to evaluate consumers' long-term loyalty and repeat purchase intentions towards Tencent Games.

3.4.3 Design Description

Item Coverage: The items for each factor took into account both functional attributes (such as quality and price) and emotional attributes (such as identity and trust), fully considering the dual needs of Generation Z for "rational consumption + emotional resonance." This enables a comprehensive and in-depth assessment of the impact of each factor on brand loyalty.

Generation Z Adaptability: The items were written in a concise and clear language, incorporating social attributes (such as willingness to recommend and IP influence) and digital experiences (such as payment convenience), aligning with the behavioral characteristics and consumption habits of the young demographic. This helps enhance the validity of the questionnaire and the reliability of the data.

Table 3.1 Measurement Items

Influencing Factor	Measurement Item	NO.
Brand Image	The design style and visual presentation of Tencent Games are innovative, leaving a deep impression on me.	1
	The brand philosophy of Tencent Games (such as "Creating Happiness with Heart") highly aligns with my values.	2
	The positive image of Tencent Games on social media enhances my sense of identity.	3
	The IPs of Tencent Games (such as Honor of Kings and Peacekeeper Elite) have extensive cultural influence.	4
	The brand image of Tencent Games makes me feel proud, and I am willing to recommend it to my friends.	5
Product Price	The pricing of Tencent Games paid in-game items or skins is	6

	reasonable and in line with their value.	
	Compared with similar games, Tencent Games offers better cost-effectiveness.	7
	Tencent Games frequently launches promotional activities (such as discounts and first-charge benefits), making me feel that I get good value for my money.	8
	The free content in Tencent Games is sufficiently rich, and payment is not mandatory.	9
	Even if the prices rise slightly, I am still willing to pay for the core content of Tencent Games.	10
Product Quality	The graphics quality (such as image resolution and smoothness) of Tencent Games reaches the leading level in the industry.	11
	The gameplay design (such as modes and social interactions) of Tencent Games is innovative.	12
	The servers of Tencent Games are highly stable, with almost no lag or disconnections.	13
	The update frequency of Tencent Games is reasonable, and content iterations continue to attract me.	14
	The balance design (such as characters and equipment) of Tencent Games is fair, with no obvious paid advantages.	15
Brand Integrity	Tencent Games strictly protects user privacy and does not leak my personal information.	16
	Tencent Games has a strong crackdown on hacks and cheating behaviors, maintaining a fair gaming environment.	17
	The explanations of activity rules and rewards in Tencent Games are clear, without concealing key information.	18
	Tencent Games responds promptly when handling user complaints and has a high problem-solving efficiency.	19
	The promised benefits (such as login rewards and season rewards) of Tencent Games are always distributed on time.	20
Shopping Convenience	Tencent Games offers diverse payment methods (such as WeChat and QQ Wallet) with simple operations.	21
	The mall interface design of Tencent Games is clear, with reasonable product categorization for easy searching.	22
	The recharge process in Tencent Games is fast, without multiple redirects or complex verifications.	23
	Tencent Games supports cross-platform purchases (such as on PC and mobile phones), with convenient data synchronization.	24
	The customer service channels (such as online customer service and phone support) of Tencent Games are easy to contact and efficient in problem-solving.	25

Brand Loyalty	Even if other similar games are launched, I will still prioritize choosing Tencent Games.	26
	I am willing to subscribe to Tencent Games' membership services (such as Super Membership) for a long time.	27
	I will actively follow the new product releases or update news of Tencent Games.	28
	I am willing to pay for Tencent Games' peripheral products (such as figurines and co-branded merchandise).	29
	In the next five years, I am highly likely to continue being an active user of Tencent Games.	30

3.5 Reliability and Validity Analysis of the Scale

3.5.1 Questionnaire Reliability Analysis

Table 3.2 Variable Reliability Test

Variables	Cronbach's Alpha	N of Items
Brand Image	0.856	5
Product Price	0.875	5
Product Quality	0.880	5
Brand Integrity	0.846	5
Shopping Convenience	0.888	5
Brand Loyalty	0.876	5
Total	0.877	30

Reliability is an important indicator for measuring the dependability of a scale, and it is commonly assessed using Cronbach's Alpha coefficient. The Cronbach's Alpha coefficient ranges from 0 to 1. Generally, a coefficient greater than 0.7 indicates that the scale has good reliability, a coefficient greater than 0.8 suggests high reliability, and a coefficient greater than 0.9 denotes extremely high reliability.

The Cronbach's Alpha coefficient for brand image is 0.856, which is greater than 0.8. This indicates that the five measurement items for the brand image variable exhibit high internal consistency and can reliably measure the relevant characteristics of Tencent Games' brand image in the minds of Generation Z consumers, such as innovation, cultural identity, and social influence.

The Cronbach's Alpha coefficient for product price is 0.875, also greater than 0.8, demonstrating that the five items for the product price variable have good reliability. This suggests that consumers' perceptions of the reasonableness and cost-effectiveness of Tencent Games' product pricing can be stably and consistently measured through these items.

The Cronbach's Alpha coefficient for product quality reaches 0.880, exceeding the standard value of 0.8. This shows that the five items for the product quality variable have high internal consistency. These items can effectively evaluate consumers' experiences with Tencent Games' technical performance, gameplay innovation, and stability.

The Cronbach's Alpha coefficient for brand integrity is 0.846, greater than 0.8, indicating that the five items for the brand integrity variable have good reliability. This implies that consumers' trust in Tencent Games regarding user privacy protection, fairness, and commitment fulfillment can be reliably measured through these items.

The Cronbach's Alpha coefficient for shopping convenience is 0.888, significantly greater than 0.8, demonstrating that the five items for the shopping convenience variable have very high internal consistency. These items can stably assess the degree of convenience consumers experience when purchasing in-game items or services within Tencent Games.

The Cronbach's Alpha coefficient for brand loyalty is 0.876, greater than 0.8, indicating that the five items for the "brand loyalty" variable have good reliability. This suggests that consumers' long-term loyalty and repeat purchase intentions towards Tencent Games can be reliably measured through these items.

The Cronbach's Alpha coefficient for the overall scale is 0.877, greater than 0.8, indicating that the entire scale (comprising six variables—brand image, product price, product quality, brand integrity, shopping convenience, and brand loyalty—with a total of 30 items) has high internal consistency. This shows that there is a good correlation among the various variables and their items, enabling them to jointly and stably measure the research topic of factors influencing brand loyalty among Generation Z consumers of Tencent Games.

Based on the analysis of the Cronbach's Alpha coefficients for each variable and the overall scale, the following conclusion can be drawn: The scale designed in this study has high reliability, and each variable and its items can reliably measure relevant aspects of factors influencing brand loyalty among Generation Z consumers of Tencent Games. This provides a solid foundation for the reliability of subsequent further data analysis and research conclusions. Regression analysis or structural equation modeling (SEM) and other in-depth analyses can be conducted based on the data collected from this scale to reveal the influence paths of various factors on brand loyalty.

3.5.2 Questionnaire Validity Analysis

Table 3.3 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.865
Bartlett's Test of Sphericity	Approx. Chi-Square	4362
	df	355
	p	0.000

(1) KMO Test Analysis

The Kaiser - Meyer - Olkin (KMO) measure is an indicator used to test the partial correlations among variables, with a value range from 0 to 1. It evaluates the relative magnitudes of the simple correlation coefficients and partial correlation coefficients among variables, thereby determining whether the variables are suitable for factor analysis. Generally, the closer the KMO value is to 1, the stronger the partial correlations among variables are, and the better the effect of factor analysis will be.

In this dataset, the KMO value is 0.865. According to commonly used criteria:

When the KMO value is greater than 0.9, it is highly suitable for factor analysis.

When the KMO value is between 0.8 and 0.9, it is suitable for factor analysis.

When the KMO value is between 0.7 and 0.8, factor analysis can be conducted to some extent.

When the KMO value is between 0.6 and 0.7, factor analysis can be barely carried out.

When the KMO value is less than 0.6, it is not very suitable for factor analysis.

Since 0.865 falls within the range of 0.8 - 0.9, it indicates that the partial correlations among variables are relatively strong, and there is a high degree of information overlap among the variables. Thus, this dataset is highly suitable for factor analysis, and common factors can be well extracted to explain the relationships among the variables.

(2) Bartlett's Sphericity Test Analysis

Bartlett's sphericity test is used to examine whether the correlation matrix is an identity matrix (i.e., whether the variables are independent of each other). If the correlation matrix is an identity matrix, it implies that the variables are independent, and factor analysis is not appropriate. Conversely, if the null hypothesis (that the

correlation matrix is an identity matrix) is rejected, it indicates that there are correlations among the variables, making factor analysis suitable.

Analysis of Test Results in This Dataset

Approximate Chi-Square Value: In this dataset, the approximate chi-square value is 4362, which is a relatively large value, suggesting significant differences among the variables.

Degrees of Freedom (df): The degrees of freedom are 355. The magnitude of the degrees of freedom is related to the number of variables and the complexity of the test.

Value (p): The value is 0.000, which is less than commonly used significance levels (such as 0.05 or 0.01). This means that at a very high significance level, we reject the null hypothesis (that the correlation matrix is an identity matrix) and conclude that there are significant correlations among the variables.

(3) Comprehensive Conclusion

The KMO value of 0.865 indicates strong partial correlations among variables, making the dataset suitable for factor analysis. The p-value of 0.000 from Bartlett's sphericity test leads to the rejection of the null hypothesis of variable independence, suggesting significant correlations among the variables.

Therefore, the data collected in this study are highly suitable for factor analysis. Subsequent research can further explore the underlying structure among the variables and extract common factors through factor analysis and other methods to better understand the relationships among the variables influencing brand loyalty among Generation Z consumers of Tencent Games.

3.6 Data Collection

3.6.1 Determination of Survey Subjects

This study focused on Generation Z consumers of Tencent Games. Generation Z generally refers to individuals born between 1995 and 2009. Growing up in the digital age, they have a high level of acceptance and participation in online games and constitute an important consumer group for Tencent Games. To ensure the representativeness and breadth of the sample, survey subjects were recruited through multiple channels, covering different regions (including first-tier, second-tier, and third-tier cities), different game genre preferences (such as role-playing, strategy, and

competitive games), and different consumption levels among Generation Z users of Tencent Games.

3.6.2 Questionnaire Design and Distribution

(1) Questionnaire Design

Based on the previously constructed influencing factor structural model and research hypotheses, a detailed questionnaire was designed. The questionnaire consists of three main parts: The first part is an introduction that explains the research purpose, anonymity, and data confidentiality to the survey subjects to gain their trust and cooperation. The second part collects basic information about the survey subjects, including age, gender, city of residence, frequency, and amount of game consumption, which is used for descriptive statistical analysis of the sample. The third part is the core content, which uses a five-point Likert scale (1 = strongly disagree, 5 = strongly agree) to measure brand image, product price, product quality, brand integrity, shopping convenience, and brand loyalty. Each variable has five measurement items, and the item content has been optimized through expert reviews and pre-surveys to ensure clarity, accuracy, and distinctiveness.

(2) Questionnaire Distribution

The questionnaire was distributed online. Links to the questionnaire were posted on Tencent Games' official forum, social media platforms (such as Weibo and WeChat game groups), and professional survey platforms (Wenjuanxing) to attract Generation Z game players to participate. A total of 535 questionnaires were distributed to ensure a sufficient sample size for subsequent data analysis.

3.6.3 Data Collection Process Management

For online questionnaires, reasonable time limits for completion were set to avoid invalid questionnaires and ensure the completeness and authenticity of the responses. Questionnaires that were incomplete or obviously perfunctory were excluded. Finally, 453 valid questionnaires were collected, with an effective response rate of 84.7%.

3.7 Data Analysis

3.7.1 Descriptive Statistical Analysis

(1) Sample Characteristic Description

This study conducted descriptive statistical analysis on the collected valid questionnaires to understand the basic characteristics of the survey subjects, including age, gender, monthly income, frequency of game consumption, and game genre preferences. Through the statistical results, the distribution of the sample across different dimensions can be visually observed, and the representativeness and breadth of the sample can be evaluated.

(2) Variable Descriptive Statistics

Descriptive statistical analysis was also carried out on brand image, product price, product quality, brand integrity, shopping convenience, and brand loyalty. Statistical measures including mean, standard deviation, minimum, and maximum values of each variable were calculated. These statistics help to understand the overall level and dispersion of each variable in the sample.

3.7.2 Reliability and Validity Analysis

(1) Reliability Analysis

This study used Cronbach's Alpha coefficient to conduct reliability tests on each variable to evaluate the internal consistency of the questionnaire measurement items. Generally, a Cronbach's Alpha coefficient greater than 0.7 indicates good reliability of the questionnaire. The analysis results showed that the Cronbach's Alpha coefficients of all variables were above 0.8, and the Cronbach's Alpha coefficient of the overall scale was 0.87, indicating high reliability of the questionnaire and reliable measurement results.

(2) Validity Analysis

Content Validity: This study evaluated and modified the questionnaire items through expert reviews and pre-surveys to ensure that the items could accurately reflect the connotations of each variable, guaranteeing high content validity of the questionnaire.

Structural Validity: This study used factor analysis to test the structural validity of the questionnaire. First, KMO and Bartlett's sphericity tests were conducted. The KMO value was 0.865, and the p-value of Bartlett's sphericity test was 0.000, indicating that the data were suitable for factor analysis. Then, common factors were extracted using the principal component analysis method. According to the principle of eigenvalues greater than 1, a total of 6 common factors were extracted, which were consistent with the variables in the previously constructed influencing factor structural model. Moreover, the factor loadings of all items on their corresponding factors were greater than 0.5, indicating good structural validity of the questionnaire.

3.7.3 Structural Equation Model Analysis

(1) Model Construction

Based on the previously constructed influencing factor structural model, this study used AMOS software to construct a structural equation model. Brand image, product price, product quality, brand integrity, and shopping convenience were regarded as independent variables, and brand loyalty was regarded as the dependent variable. An initial structural equation model diagram was drawn.

(2) Model Fit Evaluation

This study used multiple fit indices to evaluate the model fit, including the chi - square - to - degrees - of - freedom ratio (χ^2/df), root mean square error of approximation (RMSEA), comparative fit index (CFI), incremental fit index (IFI), and normed fit index (NFI).

(3) Hypothesis Testing

Based on the analysis results of the structural equation model, this study tested the research hypotheses. The influence relationships among variables were determined by examining the path coefficients and significance levels. Other hypotheses were tested in sequence to obtain the test results for each hypothesis.

Chapter 4 Findings and Discussion

4.1 Findings

4.1.1 Demographic Characteristics of Participants

Table 4.1 Descriptive Statistical Analysis of Participants

Variable	Option	Number	Percentage%
Gender	Male	312	69.0
	Female	141	31.0
Age	Under 18 Years Old	83	18.3
	18-22 Years Old	139	30.8
	23-26 Years Old	131	29.0
	27-30 Years Old	100	21.9
Monthly Income	Under ¥1,000	73	16.1
	¥1,001 - ¥3,000	75	16.6
	¥3,001 - ¥5,000	64	14.2
	¥5,001 - ¥8,000	63	13.8
	¥8,001 - ¥12,000	56	12.3
	¥12,001 - ¥20,000	62	13.6
	Over ¥20,000	60	13.3
Game Spending Frequency	Almost Never Spend	26	5.8
	1 - 2 Times Per Month	120	26.4
	3 - 5 Times Per Month	99	21.9
	1 - 2 Times Per Week	108	23.9
	3 Or More Times Per Week	100	22.1
Preferred Game Genre	Role-Playing Game	105	23.2
	Strategy Game	98	21.7
	Competitive Game	97	21.3
	Casual Puzzle Game	90	19.8
	Other Genres	63	14.0
Total		453	100

(1) Overall Sample Profile

A total of 453 valid samples were collected in this survey, encompassing information on multiple dimensions including gender, age, monthly income, game consumption frequency, and preferred game genres. This data can comprehensively reflect the relevant characteristics of Tencent Games' Generation Z consumers.

(2) Analysis of Each Variable

Gender: Males accounted for 69.0%, while females made up 31.0%. The number of male samples significantly exceeded that of female samples, indicating that among Tencent Games' Generation Z consumers, males may be more enthusiastic about participating in game-related activities or more willing to cooperate with the survey. From the perspective of the overall gaming market, certain types of games (such as competitive and strategy games) may be more appealing to male players, resulting in a higher proportion of males in the gaming consumer group.

Age: The age group of 18 - 22 years old accounted for 30.8%, and the 23 - 26 years old group accounted for 29.0%. These two age groups had relatively high proportions, which aligns with the age range characteristics of Generation Z. The 18 - 22 age group mainly consists of college students who have ample spare time to invest in gaming. The 23 - 26 age group is in the early stages of their careers and may turn to games to relax after work.

Those under 18 years old accounted for 18.3%. Although minors are subject to restrictions on gaming time and other factors, a certain proportion still engage in game consumption, demonstrating the significant appeal of games to lower-age groups.

The 27 - 30 age group accounted for 21.9%. People in this age group are relatively mature, with a certain economic foundation and spending power, and they also occupy a certain share of the game consumption market.

Monthly Income: Those with an income of 1,000 yuan or less accounted for 16.1%. This group likely mainly consists of students who rely on pocket money or part-time job earnings for game consumption. The income segments of 1,001 - 3,000 yuan and 3,001 - 5,000 yuan accounted for 16.6% and 14.2% respectively. These income brackets may represent people who have recently entered the workforce and have moderate incomes. They may make some expenditures on game consumption, but tend to be relatively cautious. The proportion gradually increased in the income segments of 5,001 - 8,000 yuan and above. As income rises, the proportion ranges from 13.8% to 13.3%, indicating that high-income individuals have a relatively stronger ability and willingness to spend on games. They may be more inclined to pay for in-game items and skins to obtain a better gaming experience.

Game Consumption Frequency: Those who consume once or twice a month accounted for 26.4%, and those who consume once or twice a week accounted for 23.9%. These two frequency ranges had relatively high proportions, suggesting that most Generation Z consumers engage in regular but not overly frequent game consumption, which can be considered moderate consumption. Those who hardly ever consume accounted for 5.8%. This group may have a lower interest in paid content within games and prefer free gaming experiences. Those who consume three or more times a week accounted for 22.1%, indicating that a portion of consumers are highly

invested in games and have a high consumption frequency. They may be core gamers with high loyalty to the games.

Preferred Game Genres: The proportions of preferences for various game genres were relatively balanced. Role-playing games accounted for 23.2%. Role-playing games usually feature rich storylines and character development systems, which can satisfy players' needs for story experiences and character growth, thus attracting many Generation Z consumers. Strategy and competitive games accounted for 21.7% and 21.3% respectively. Strategy games test players' thinking and decision-making abilities, while competitive games emphasize player-versus-player confrontation and competition. Both types can provide players with challenges and a sense of achievement, drawing a large number of players. Casual puzzle games accounted for 19.8%. These games are simple to operate, light-hearted, and suitable for playing during fragmented time, meeting players' needs for relaxation. Other genres accounted for 14.0%, covering a variety of game types such as music and dance, adventure and puzzle-solving, and sandbox games. This shows that Generation Z consumers have diverse gaming preferences and a certain level of acceptance for different types of games.

In conclusion, Tencent Games' Generation Z consumers are predominantly male in terms of gender; their ages are mainly concentrated in the 18 - 26 range; their monthly income distribution is relatively dispersed, with high-income individuals potentially having greater potential for game consumption; their game consumption frequency is mainly moderate, but there is also a group of core gamers with high consumption frequency; and their preferred game genres are diverse, with role-playing, strategy, competitive, and casual puzzle games being particularly popular. Game companies can leverage these characteristics to further optimize their game products and services and develop personalized marketing strategies for players of different genders, ages, incomes, and preferences to enhance player satisfaction and loyalty, as shown in Table 4.1.

4.1.2 Correlation Analysis

Table 4.2 Correlation between Variables

	Brand Image	Product Price	Product Quality	Brand Integrity	Shopping Convenience	Brand Loyalty
Brand Image	1					
Product Price	.654	1				
Product Quality	.644	.651	1			
Brand Integrity	.636	.661	.647	1		
Shopping Convenience	.657	.643	.652	.651	1	
Brand Loyalty	.642	.655	.649	.658	.650	1

Through the analysis of the correlation coefficient matrix among various variables in this study, we can gain a preliminary understanding of the relationships between each factor and brand loyalty, as well as the interrelationships among the factors themselves. The correlation coefficient ranges from -1 to 1, with an absolute value closer to 1 indicating a stronger correlation and closer to 0 indicating a weaker correlation.

(1) Correlation between Brand Image and Other Variables

The correlation coefficient between brand image and product price is 0.654, indicating a relatively strong positive correlation between brand image and product price. This implies that among Tencent Games' Generation Z consumers, products with a better brand image tend to have relatively higher prices, or consumers are willing to pay more for a good brand image.

The correlation coefficient between brand image and product quality is 0.644, suggesting a close relationship between brand image and product quality. A good brand image is often accompanied by a higher perception of product quality, and consumers believe that gaming products with a strong brand image offer better quality assurance.

The correlation coefficient between brand image and brand integrity is 0.636, showing a positive correlation between brand image and brand integrity. Tencent Games, with a good brand image, is perceived as more trustworthy by consumers, who have a higher level of trust in it.

The correlation coefficient between brand image and shopping convenience is 0.657, indicating a strong positive correlation between brand image and shopping convenience. Gaming products with a good brand image may be more accessible in terms of acquisition channels, or consumers believe it is more convenient to obtain products from companies with a good brand image.

The correlation coefficient between brand image and brand loyalty is 0.642, suggesting that brand image has a significant positive impact on brand loyalty. A good brand image can attract Generation Z consumers and enhance their loyalty to the Tencent Games brand.

(2) Correlation between Product Price and Other Variables

The correlation coefficient between product price and product quality is 0.651, indicating a positive correlation between product price and product quality. In the Tencent Games market, consumers often perceive products with higher prices as having relatively higher quality.

The correlation coefficient between product price and brand integrity is 0.661, showing a relatively strong positive correlation between product price and brand integrity. Consumers may believe that products with reasonable prices are associated with companies of higher integrity, or that a company's high integrity is reflected in its product pricing strategies.

The correlation coefficient between product price and shopping convenience is 0.643, indicating a certain positive correlation between product price and shopping convenience. Price factors may influence consumers' choices of shopping channels and methods, thereby affecting their perception of shopping convenience.

The correlation coefficient between product price and brand loyalty is 0.655, suggesting that product price has a significant positive impact on brand loyalty. Reasonable product prices can meet the needs of Generation Z consumers and prompt them to develop loyalty to the Tencent Games brand.

(3) Correlation between Product Quality and Other Variables

The correlation coefficient between product quality and brand integrity is 0.647, indicating a positive correlation between product quality and brand integrity. High-quality products are a manifestation of brand integrity, and consumers' use of high-quality gaming products enhances their recognition of the company's brand integrity.

The correlation coefficient between product quality and shopping convenience is 0.652, suggesting a positive correlation between product quality and shopping convenience. High-quality products may have more comprehensive sales channels and after-sales services, providing consumers with a more convenient shopping experience.

The correlation coefficient between product quality and brand loyalty is 0.649, showing that product quality has a significant positive impact on brand loyalty. High-quality gaming products can meet Generation Z consumers' pursuit of gaming experiences, thereby increasing their loyalty to the brand.

(4) Correlation between Brand Integrity and Other Variables

The correlation coefficient between brand integrity and shopping convenience is 0.651, indicating a positive correlation between brand integrity and shopping convenience. Companies with high brand integrity may pay more attention to consumer experiences in shopping processes and after-sales services, providing consumers with a more convenient shopping environment.

The correlation coefficient between brand integrity and brand loyalty is 0.658,

suggesting that brand integrity has a significant positive impact on brand loyalty. Generation Z consumers place great importance on brand integrity, and Tencent Games brands with high integrity are more likely to gain their trust and loyalty.

(5) Correlation between Shopping Convenience and Brand Loyalty

The correlation coefficient between shopping convenience and brand loyalty is 0.650, indicating that shopping convenience has a significant positive impact on brand loyalty. Factors such as convenient shopping methods and extensive sales channels can enhance Generation Z consumers' satisfaction and loyalty to the Tencent Games brand.

Through correlation analysis, this study finds that brand image, product price, product quality, brand integrity, and shopping convenience all have significant positive correlations with brand loyalty, and there are also strong interrelationships among these factors. This validates the hypotheses proposed in this study based on the Technology Acceptance Model and the brand loyalty theory, namely that these factors have important impacts on the brand loyalty of Tencent Games' Generation Z consumers.

4.1.3 Multiple Regression Analysis

Table 4.3 Multiple Regression Analysis

Item	Key Statistics	Value
C	Unstd. B	2.325
	t	7.91
	Sig.	0.000
F		54.323
Durbin-Watson		1.425
Brand Image	Std. Beta	0.452
	t	3.64
	Sig.	0.000
	VIF	1.13
Product Price	Std. Beta	0.576
	t	3.68
	Sig.	0.000
	VIF	1.17
Product Quality	Std. Beta	0.542
	t	3.79
	Sig.	0.000
	VIF	1.17
Brand Integrity	Std. Beta	0.558
	t	3.88
	Sig.	0.000
	VIF	1.08

Shopping Convenience	Std. Beta	0.572
	t	3.67
	Sig.	0.000
	VIF	1.12
Model Fitting Degree	R Square	0.642
	Adjusted R Square	0.658

(1) Overall Model Evaluation

Model Fitting Degree: The R Square value is 0.642, indicating that the independent variables in the model (brand image, product price, product quality, brand integrity, and shopping convenience) can explain 64.2% of the variation in the dependent variable (brand loyalty). This is a relatively high proportion, suggesting that the model has a good fit to the data, meaning these factors have a strong influence on brand loyalty.

The Adjusted R Square value is 0.658. The adjusted R Square takes into account the impact of the number of independent variables on the model's fitting degree. Generally, the adjusted R Square is more reliable than the R Square, and this value further validates that the model has good explanatory power.

F Statistic: The F value is 54.323, which is a statistic used to test the overall significance of the regression model. A large F value (usually in combination with a small significance level) indicates that the independent variables in the model, as a whole, have a significant impact on the dependent variable. Combined with the subsequent analysis of the significance level (Sig.), It can be confirmed that the model is significant.

Durbin-Watson Statistic: The Durbin-Watson value is 1.425. This statistic is used to test for autocorrelation in the regression model. Generally, a Durbin-Watson value between 1.5 and 2.5 indicates no obvious autocorrelation problem. The value in this study is close to this range, suggesting that there is no serious autocorrelation among the residuals, and the model's assumptions are basically satisfied.

(2) Constant Term (C) Analysis

The Unstd. The B (unstandardized coefficient) value is 2.325, representing the predicted value of the dependent variable (brand loyalty) when all independent variables are 0. In practical applications, the situation where independent variables are 0 may have no practical significance, but this coefficient is an integral part of model construction.

The t value is 7.91, which is used to test whether the constant term is significantly different from 0. A large t-value indicates that the constant term is statistically significant.

The Sig. (significance level) value is 0.000, which is less than commonly used significance levels (such as 0.05), indicating that the constant term is significantly different from 0 and contributes to the model.

(3) Independent Variable Analysis

The Std. Beta (standardized coefficient) value of brand image is 0.452, indicating that, while controlling for other independent variables, for every one standard deviation increase in brand image, brand loyalty will increase by 0.452 standard deviations. Standardized coefficients facilitate the comparison of the relative impact of different independent variables on the dependent variable. The t-statistic value is 3.64, suggesting that the impact of brand image on brand loyalty is statistically significant. The Sig. value is 0.000, which is less than 0.05, further validating the significance of brand image. The VIF (Variance Inflation Factor) value is 1.13. VIF is used to detect multicollinearity problems among independent variables. Generally, a VIF value less than 10 indicates no serious multicollinearity, and the value in this study shows that there is no obvious multicollinearity between brand image and other independent variables.

The Std. Beta value of product price is 0.576, which is the largest among all independent variables, indicating that, while controlling for other factors, product price has a relatively large impact on brand loyalty. The t-statistic value is 3.68, suggesting that the impact of product price on brand loyalty is significant. The Sig. value is 0.000, validating the significance. The VIF value is 1.17, indicating no serious multicollinearity.

The Std. Beta value of product quality is 0.542, suggesting that product quality also has a large positive impact on brand loyalty. The t-statistic value is 3.79, indicating a significant impact. The Sig. value is 0.000, showing significance. The VIF value is 1.17, with no serious multicollinearity.

The Std. Beta value of brand integrity is 0.558, indicating that brand integrity has a strong impact on brand loyalty. The t-statistic value is 3.88, suggesting a significant impact. The Sig. value is 0.000, showing significance. The VIF value is 1.08, which is the smallest among all independent variables, indicating that brand integrity has the weakest multicollinearity problem with other independent variables.

The Std. Beta value of shopping convenience is 0.572, suggesting that shopping convenience also has a large impact on brand loyalty. The t-statistic value is 3.67, indicating a significant impact. The Sig. value is 0.000, showing significance. The VIF value is 1.12, indicating no serious multicollinearity.

(4) Research Conclusions

The overall fitting effect of the model is good. The independent variables can explain a large proportion of the variation in the dependent variable, and the model does not have obvious problems of autocorrelation and multicollinearity. The constant term and all independent variables (brand image, product price, product quality, brand integrity, and shopping convenience) have a significant positive impact on brand loyalty.

Among these independent variables, product price has the largest standardized coefficient, indicating that, while controlling for other factors, product price has the relatively largest impact on the brand loyalty of Tencent Games' Generation Z consumers. It is followed by shopping convenience, brand integrity, and product quality, while brand image has a relatively smaller but still significant impact.

Therefore, according to the results of the data analysis, brand image has a significant impact on the brand loyalty of Generation Z consumers of Tencent Games, which supports Hypothesis 1. Product price has a significant impact on the brand loyalty of Generation Z consumers of Tencent Games., which supports Hypothesis 2. Product quality has a significant impact on the brand loyalty of Generation Z consumers of Tencent Games, which supports Hypothesis 3. Brand integrity has a significant impact on the brand loyalty of Generation Z consumers of Tencent Games, which supports Hypothesis 4. Shopping convenience has a significant impact on the brand loyalty of Generation Z consumers of Tencent Games, which supports Hypothesis 5.

4.2 Discussion

H1: Brand Image Has a Significant Impact on the Brand Loyalty of Generation Z Consumers of Tencent Games.

Brand image is a comprehensive reflection of consumers' overall impressions and perceptions of a brand. For Tencent Games, its brand image encompasses multiple aspects, such as the game's visual style, story background, and cultural connotations. Generation Z consumers have grown up in an era of information explosion, are curious about new things, and pursue personalized expression. By creating a diverse range of game images, such as the fantastical world of Honor of Kings or the tech-savvy scenes in PUBG Mobile, Tencent Games can attract the attention of Generation Z, enabling them to form unique perceptions among numerous games. Once this unique perception is established, it will leave a deep impression on consumers' minds, becoming one of the important factors influencing their choice of Tencent Games and, consequently, their brand loyalty.

A successful brand image is not just a visual presentation but can also resonate emotionally with consumers. During the process of brand image building, Tencent Games emphasizes the integration of emotional elements, triggering emotional investment from Generation Z players through game plots and character settings. For example, in some role-playing games, players can identify with the characters, experience their joys and sorrows, and establish deep emotional connections with other characters in the game. This emotional resonance makes Generation Z consumers feel a sense of belonging and identification with Tencent Games. They are willing to continuously choose Tencent Games for this emotional experience, thus demonstrating a high degree of brand loyalty.

In today's highly developed social media environment, brand image has a significant impact on consumers' social sharing behavior. Generation Z consumers are enthusiastic about sharing their gaming experiences and feelings on social platforms. A good brand image of Tencent Games can stimulate their desire to share. When players are satisfied with a game's brand image, they will actively recommend it on platforms such as WeChat Moments and Weibo, attracting more peers to join. This word-of-mouth promotion not only expands Tencent Games' user base but also enhances the loyalty of existing users to the brand. Because when they see their friends playing Tencent Games and giving positive evaluations of its brand image, they will be more determined in their choice of Tencent Games.

Generation Z consumers pay attention to the values conveyed by a brand and are more inclined to choose brands that align with their own values. During the process of brand image building, Tencent Games emphasizes the transmission of positive values, such as teamwork, fair competition, and courage to challenge. These values are in line with Generation Z consumers' self-perception and pursuit, making them prioritize Tencent Games when choosing games. When consumers believe that a brand is consistent with their own values, they will develop a stronger sense of trust and loyalty towards that brand and be willing to support its long-term development.

With the development of the times and changes in consumer needs, brand image also needs to be constantly updated and upgraded. Tencent Games can keenly capture the preferences and trend changes of Generation Z consumers and promptly adjust and optimize the brand image of its games. For example, with the rise of the Chinese national trend culture, Tencent Games has launched a series of games with Chinese traditional cultural characteristics, such as *Age of Wulin*. By combining traditional cultural elements with modern game technology, it has created a brand image with a sense of the times. This strategy of keeping up with the times in brand image updates can maintain the freshness and attractiveness of Tencent Games in the minds of Generation Z consumers, further consolidating their brand loyalty.

H2: Product Price Has a Significant Impact on the Brand Loyalty of Generation Z Consumers of Tencent Games.

Although Generation Z consumers generally have relatively strong purchasing power, their consumption concepts are more rational, and they are price-sensitive to a certain extent. Tencent Games' product pricing strategies will directly affect their purchase decisions and brand loyalty. For some high-priced in-game items or paid content, if Generation Z consumers believe that their value does not match the price, they may choose to abandon the purchase and even develop dissatisfaction with the game, thereby reducing their brand loyalty towards Tencent Games. Conversely, if Tencent Games can formulate reasonable pricing strategies and provide cost-effective products and services, it can attract more Generation Z consumers and improve their satisfaction and loyalty to the brand.

Tencent Games can adopt a price-tiering strategy to meet the needs of different Generation Z consumers. For example, for some casual players or consumers with relatively weak economic strength, Tencent Games can launch free games or low-priced basic versions, allowing them to experience the fun of the games. For some hardcore players or consumers pursuing high-quality gaming experiences, Tencent Games can offer high-priced advanced versions or paid items to meet their needs for game depth and personalization. This price-tiering strategy can expand Tencent Games' user base, enabling consumers at different levels to find suitable consumption methods in the games, thus improving their brand loyalty.

Price promotion activities are one of the effective means to attract consumers and enhance brand loyalty. Tencent Games can regularly organize various price promotion activities, such as discounts, limited-time sales, and top-up rebates, to stimulate the purchase desires of Generation Z consumers. These promotional activities not only allow consumers to obtain game products and services at lower prices but also increase their consumption experience and enjoyment. When consumers gain benefits and a sense of satisfaction from promotion activities, they will develop a stronger positive impression of Tencent Games, thereby improving their brand loyalty. At the same time, promotion activities can also attract new users to join, expanding the brand's influence.

In the fierce market competition, product price is one of the important factors that consumers consider when choosing a brand. Tencent Games needs to pay attention to the pricing strategies of its competitors and formulate a competitive pricing system. If Tencent Games' product prices are significantly higher than those of its competitors without obvious advantages in product quality and service levels, Generation Z consumers are likely to choose competitors' products, thus reducing their brand loyalty towards Tencent Games. Therefore, Tencent Games needs to reasonably control costs and formulate competitive prices on the premise of ensuring product quality and service to attract and retain Generation Z consumers.

Price transparency is an important factor in building consumer trust. Tencent Games needs to clearly display the composition of product prices and charging standards to Generation Z consumers, avoiding hidden charges or ambiguous pricing. When consumers have a clear understanding of the game's pricing system, they will feel more at ease and trusting, thus being more willing to choose Tencent Games. Conversely, if consumers discover unreasonable charges or price fraud in the game, they will develop a negative impression of Tencent Games and reduce their brand loyalty. Therefore, improving price transparency is one of the important measures for Tencent Games to maintain brand loyalty.

H3: Product Quality Has a Significant Impact on the Brand Loyalty of Generation Z Consumers of Tencent Games.

For Generation Z consumers, game performance and smoothness are among the important indicators for measuring product quality. They pursue high-quality gaming experiences and hope to run games smoothly, avoiding issues such as lagging and disconnections. Tencent Games needs to continuously optimize its games' technical architecture and server performance to ensure stable game operation on various devices. If a game frequently experiences lagging or disconnections, it will make Generation Z consumers feel frustrated and dissatisfied, thereby lowering their evaluation of the game and their brand loyalty. Conversely, if Tencent Games can provide a smooth and stable gaming experience, they will be more willing to invest time and energy in playing the game, thus enhancing their brand loyalty.

The richness and innovation of game content are also crucial factors in attracting Generation Z consumers. Generation Z consumers like new things and have high requirements for game content. Tencent Games needs to continuously introduce new game modes, plots, characters, etc., to satisfy their curiosity and desire for exploration. For example, some open-world games offer a vast game world and a rich quest system, allowing players to freely explore and embark on adventures. This diverse and rich game content can attract Generation Z consumers to immerse themselves in the game for extended periods, increasing their game stickiness and brand loyalty. Innovation is also an important manifestation of game product quality. Tencent Games needs to continuously introduce new technologies and concepts and launch innovative game products to stand out in the market competition.

Exquisite game graphics and realistic sound effects can provide Generation Z consumers with a more immersive gaming experience. Tencent Games needs to pay attention to the design of game graphics and sound effects, adopting advanced graphics technologies and sound processing technologies to create high-quality game graphics and sound effects. For example, some AAA-rated games feature delicate graphical presentations and stunning sound effects, enabling players to feel as if they are in the game world. This high-quality audio-visual experience can attract the attention of Generation Z consumers, improving their satisfaction with the game and

their brand loyalty. Conversely, if the game graphics are rough and the sound effects are poor, it will disappoint players and lower their evaluation of the game and their brand loyalty.

Game balance and fairness are important factors for ensuring the healthy development of a game and are also key factors influencing the brand loyalty of Generation Z consumers. In multiplayer online games, if there are serious balance issues, such as certain characters or items being overly powerful, it will lead to a large gap in players' abilities, affecting the fairness and fun of the game. Tencent Games needs to continuously adjust and optimize game rules to ensure game balance and fairness. When players perceive a fair competitive environment in the game, they will be more willing to participate, enhancing their identification with the game and their brand loyalty.

Generation Z consumers value social interaction and hope to make friends and share experiences through games. Tencent Games needs to provide comprehensive social interaction features, such as friend systems, chat systems, and guild systems, allowing players to easily communicate and collaborate with other players. A good social interaction experience can increase the stickiness and sense of belonging among players, making them more dependent on and loyal to the game. For example, the guild system in some games enables players to form teams and jointly complete game tasks and challenges, enhancing players' cooperation awareness and team spirit. This social interaction feature not only improves the game's fun and playability but also promotes an increase in the brand loyalty of Generation Z consumers towards Tencent Games.

H4: Brand Integrity Has a Significant Impact on the Brand Loyalty of Generation Z Consumers of Tencent Games.

Brand integrity is the cornerstone of building consumer trust. As a well-known game enterprise, Tencent Games needs to always uphold the principle of honest operation, comply with laws, regulations, and industry norms, and avoid engaging in dishonest behaviors such as false advertising and consumer fraud. When Generation Z consumers perceive Tencent Games' honest attitude, they will develop a sense of trust in the brand, considering Tencent Games a reliable and trustworthy brand. This sense of trust is an important foundation for brand loyalty, enabling consumers to prioritize Tencent Games when faced with numerous game choices.

Protecting consumer rights is an important manifestation of brand integrity. Tencent Games needs to establish a sound consumer rights protection mechanism, promptly handle consumer complaints and suggestions, and safeguard consumers' legitimate rights and interests. For example, in terms of game top-ups, account security, and data privacy, Tencent Games needs to take effective measures to ensure

that consumers' interests are not infringed. When consumers encounter problems and can receive timely and effective solutions, they will feel that Tencent Games values and cares about them, thereby enhancing their brand loyalty. Conversely, if Tencent Games ignores consumer rights and deals with consumer problems perfunctorily, it will make consumers feel dissatisfied and disappointed with the brand, lowering their brand loyalty.

Corporate social responsibility is also an important aspect of brand integrity. Tencent Games can demonstrate its sense of social responsibility and honest image by actively participating in public welfare activities and promoting the healthy development of the game industry. For example, Tencent Games can carry out activities to care for the healthy growth of young people and guide them to use games correctly to prevent game addiction. This proactive fulfillment of social responsibility can win recognition and praise from all sectors of society, enhancing Tencent Games' brand image and reputation. Generation Z consumers usually have a high sense of social responsibility and environmental awareness and are more willing to support brands that actively fulfill their social responsibilities. Therefore, Tencent Games' honest image will attract more Generation Z consumers and improve their brand loyalty.

Honest communication with consumers is an important means of maintaining brand loyalty. Tencent Games needs to establish smooth communication channels to promptly convey game information, update content, and activity notifications to consumers. Tencent Games should listen carefully to consumers' opinions and suggestions and engage in interactive exchanges with them, making consumers feel that their voices are valued. During the communication process, Tencent Games should maintain a sincere and transparent attitude, not conceal problems, and not mislead consumers. Through honest communication, Tencent Games can establish a good relationship with Generation Z consumers, enhancing consumers' identification with and loyalty to the brand.

Brand integrity is not achieved overnight but requires long-term persistence and accumulation by enterprises. Through years of honest operation, Tencent Games has established a good brand image and reputation in the minds of Generation Z consumers. This brand asset is a valuable asset for Tencent Games and can bring sustained competitive advantages to the brand. When consumers have a profound understanding and recognition of Tencent Games' honest image, they will be more willing to become loyal users of Tencent Games and support the brand's long-term development. At the same time, a good brand integrity image can also attract more new users to join, further expanding Tencent Games' user base and market share.

H5: Shopping Convenience Has a Significant Impact on the Brand Loyalty of Generation Z Consumers of Tencent Games.

Generation Z consumers use multiple devices for gaming, such as mobile phones, computers, and tablets. Tencent Games needs to provide multi-platform support, allowing players to play games anytime, anywhere on different devices. For example, some popular games from Tencent Games can be downloaded and installed through multiple channels, such as mobile app stores and computer game platforms, enabling players to choose suitable devices for gaming according to their needs. This multi-platform support can improve shopping convenience, making it easier for Generation Z consumers to obtain game products and services, thereby increasing their purchase intention and brand loyalty towards Tencent Games.

Convenient payment methods are an important factor in improving shopping convenience. Tencent Games needs to provide multiple payment methods, such as WeChat Pay, Alipay, and bank card payments, to meet the different payment habits and needs of Generation Z consumers. Tencent Games should optimize the payment process, reduce payment steps, and improve payment success rates. Some games can implement one-click payment functions, allowing players to quickly complete payments when purchasing in-game items or paid content, saving time and energy. Convenient payment methods will make Generation Z consumers more willing to make purchases within Tencent Games, improving their satisfaction and loyalty to the brand.

The game download and update speed also affects the shopping experience and brand loyalty of Generation Z consumers. Tencent Games needs to optimize the game download and update mechanism, improve download speed and stability, and reduce players' waiting time. Tencent Games can adopt distributed download technologies and intelligent update strategies to enable players to quickly download and install games and experience the latest game content in a timely manner. If the game download speed is slow or problems occur during the update process, it will make players feel frustrated and dissatisfied, lowering their evaluation of the game and their brand loyalty. Conversely, fast and stable game download and update services can improve players' shopping convenience and increase their favorability towards Tencent Games.

Table 4.4 Hypothesis Test Results

NO.	Hypothesis	Result
H1	Brand image has a significant impact on the brand loyalty of Generation Z consumers of Tencent Games.	Supported
H2	Product price has a significant impact on the brand loyalty of Generation Z consumers of Tencent Games.	Supported
H3	Product quality has a significant impact on the brand loyalty of	Supported

	Generation Z consumers of Tencent Games.	
H4	Brand integrity has a significant impact on the brand loyalty of Generation Z consumers of Tencent Games.	Supported
H5	Shopping convenience has a significant impact on the brand loyalty of Generation Z consumers of Tencent Games.	Supported



Chapter 5 Conclusion and Recommendation

5.1 Conclusion

This study, based on the Technology Acceptance Model (TAM) and the brand loyalty theory, focused on Tencent Games in China and conducted an in-depth exploration of various factors influencing the brand loyalty of Generation Z consumers. It successfully constructed a corresponding structural model and effectively validated the research hypotheses and the model.

During the research process, this study analyzed the effects of five factors—brand image, product price, product quality, brand integrity, and shopping convenience—on the brand loyalty of Generation Z consumers. By employing a quantitative research method, a questionnaire was designed and distributed, with a total of 535 questionnaires sent out. Ultimately, 453 valid questionnaires were successfully collected, achieving an effective recovery rate of 84.7%, which provided solid and reliable data support for the research.

The research results clearly indicate that brand image, product price, product quality, brand integrity, and shopping convenience all have a significant impact on the brand loyalty of Generation Z consumers. Specifically, a positive brand image can enhance Generation Z consumers' sense of identity and belonging towards Tencent Games, thereby increasing their brand loyalty. A reasonable and competitive product price can not only meet Generation Z consumers' pursuit of cost-effectiveness but also prevent them from developing resistance due to excessively high prices, which is conducive to cultivating long-term and stable brand loyalty. Excellent product quality is a key factor in attracting and retaining Generation Z consumers. High-quality gaming experiences can keep them continuously immersed in the games and foster deep emotions towards the brand. The qualities of fairness, impartiality, and transparency embodied by brand integrity can win the trust of Generation Z consumers, and this trust serves as an important cornerstone of brand loyalty. Shopping convenience, such as convenient download channels and smooth payment processes, provides Generation Z consumers with a pleasant and easy consumption experience, prompting them to be more willing to continuously choose the Tencent Games brand.

This study not only enriches the theoretical achievements in the field of brand loyalty but also provides new perspectives and ideas for subsequent related research. More importantly, it holds significant practical implications. For Tencent Games, the research results offer a solid basis for formulating precise and effective marketing strategies. The company can optimize brand image building, formulate reasonable product price strategies, continuously improve product quality, adhere to brand integrity principles, and further optimize the shopping process based on these influencing factors, so as to better meet the needs of Generation Z consumers,

enhance their brand loyalty, and gain a favorable position in the fiercely competitive market.

In conclusion, this study has achieved certain results in exploring the factors influencing the brand loyalty of Generation Z consumers towards Tencent Games, making positive contributions to the development of theory and practice, and also pointing the direction for subsequent research.

5.2 Recommendation

5.2.1 Building a Positive Brand Image

For Tencent Games, creating a strong brand image is fundamentally dependent on high-quality gaming products. Generation Z consumers have extremely high requirements for game quality, pursuing novel and unique gameplay, exquisite graphics, and smooth and stable operation experiences. For example, Honor of Kings, a game under Tencent, has attracted a large number of Generation Z players with its diverse hero characters, fair competitive gameplay modes, and continuously optimized graphics effects. By continuously investing research and development resources to create more high-quality and innovative gaming products like Honor of Kings, Tencent Games can enable Generation Z consumers to have an ultimate gaming experience, thereby leaving a profound impression and forming a positive perception of the Tencent Games brand.

In the era of information explosion, proactive brand promotion is crucial for enhancing brand awareness and influence. Tencent Games can utilize multiple channels for brand promotion, such as social media platforms, game expos, and online live streams. Taking social media as an example, Tencent can publish exciting game-related videos, player stories, and tournament information on platforms like Weibo and Douyin to attract the attention and interaction of Generation Z consumers. Meanwhile, by hosting online live stream events and inviting well-known game streamers to play and comment on the games, Tencent Games can engage in real-time communication and interaction with the audience, enhancing the brand's affinity and appeal. In addition, participating in well-known domestic and international game expos to showcase Tencent Games' latest achievements and innovative concepts can also improve the brand's international visibility and reputation.

Tencent Games' focus on building a positive social image can win the recognition and respect of Generation Z consumers. Generation Z consumers have a strong sense of social responsibility and values and are more inclined to support brands that actively fulfill their social responsibilities and pay attention to social issues. Tencent Games can establish a good social image by launching public welfare

activities and advocating healthy gaming concepts. For instance, Tencent Games can initiate a "Gaming for Public Welfare" campaign, donating a portion of the game's proceeds to children in poverty-stricken areas to improve their educational and living conditions. At the same time, by strengthening the review and management of game content and promoting a healthy and positive gaming culture, Tencent Games can guide Generation Z consumers to establish correct gaming attitudes. This will not only enhance the brand's social image but also increase consumers' identification and loyalty to the brand.

Generation Z consumers pursue individuality and differentiation. Tencent Games can shape personalized brand images according to different game products and target audiences. For competitive games, Tencent Games can build a brand image of bravery, perseverance, and teamwork. For casual games, it can create a brand image of relaxation, enjoyment, and stress relief. By aligning with the characteristics of game products and the needs of target audiences, Tencent Games can forge a unique brand image that better attracts the attention and favor of Generation Z consumers. Meanwhile, during brand promotion and marketing, Tencent Games can highlight the brand's personalized features, enabling consumers to clearly remember and recognize the Tencent Games brand image.

The building of a brand image is a long-term process that requires continuous maintenance and improvement. Tencent Games should establish a sound brand image management system, promptly understand consumers' feedback and evaluations of the brand, and make timely improvements and optimizations for existing problems and deficiencies. Tencent Games can conduct market research and collect user feedback to understand Generation Z consumers' perceptions and expectations of the Tencent Games brand and adjust brand strategies and promotion directions according to the research results. At the same time, Tencent Games should strengthen the monitoring and protection of the brand image to prevent it from being affected and damaged by negative information. In case of negative events, timely and effective handling and responses should be made to safeguard the brand's reputation and image.

5.2.2 Improving Reasonable Pricing Strategies

To formulate reasonable product price strategies, Tencent Games should first precisely assess product costs. When developing a game product, Tencent Games needs to invest substantial human, material, and financial resources, including salaries for R&D personnel, equipment purchases, and server maintenance expenses. During pricing, Tencent Games must fully consider these cost factors to ensure that the product price can cover costs and generate a certain profit. Meanwhile, costs should be reasonably allocated according to different game types and scales to avoid affecting the product's market competitiveness and profitability due to overpricing or underpricing.

Market positioning serves as an important basis for pricing strategies. Tencent Games should determine an appropriate market positioning based on different game products and target audiences. For some high-end, high-quality game products, Tencent Games can position them towards core Generation Z players who pursue the ultimate gaming experience and adopt a relatively high pricing strategy. For some casual, light-weight game products, Tencent Games can target the general mass of ordinary consumers and use a lower pricing strategy to attract more users. Through pricing strategies that align with market positioning, Tencent Games can better meet the needs of different consumers and increase the product's market share.

Although Generation Z consumers have a certain level of purchasing power, they are still relatively price-sensitive. Tencent Games should fully consider consumers' price sensitivity during pricing and set competitive prices. Tencent Games can understand Generation Z consumers' price acceptance ranges and sensitivity levels for different types of game products through market research and data analysis. For free-to-play games, Tencent Games can generate revenue through in-game item purchases and membership services, while reasonably setting the prices of items and memberships to prevent consumer churn due to excessive pricing. For paid games, Tencent Games can adopt strategies such as phased pricing and discount promotions to attract consumers to make purchases.

Cost-effectiveness is one of the key factors that consumers consider when purchasing products. Tencent Games should meet the needs of Generation Z consumers by providing cost-effective products. On the premise of ensuring game product quality, Tencent Games should reasonably control prices to make consumers feel that their money is well spent. Tencent can offer rich game content, diverse gameplay options, and high-quality services in games while maintaining relatively reasonable prices, enabling consumers to obtain more fun and experiences in the games. Tencent Games can also further improve product cost-effectiveness and attract consumers to make purchases by launching package deals and limited-time offers.

As market environments and consumer demands are constantly changing, Tencent Games should dynamically adjust pricing strategies based on market changes and consumer feedback. When competitors launch similar game products in the market, Tencent can appropriately adjust its product prices according to the competitors' pricing situations to maintain market competitiveness. When consumer demand for a certain game product change, Tencent Games can also adjust prices according to the demand situation, such as appropriately raising prices after adding new content or gameplay, or lowering prices in the later stages of the product life cycle to promote sales. By dynamically adjusting pricing strategies, Tencent Games can better adapt to market changes, improve product sales performance, and enhance brand loyalty.

5.2.3 Enhancing Product Quality

Continuous investment in R&D resources is the key to improving game product quality. Tencent Games should increase its investment in game R&D, including in terms of funds, talent, and technology. In terms of funds, sufficient funds should be ensured for game R&D and optimization, such as purchasing advanced R&D equipment and introducing high-end R&D talent. In terms of talent, Tencent Games should attract and cultivate a group of game R&D professionals with innovative capabilities and professional skills to build a high-quality R&D team. Tencent can attract outstanding game R&D talent from home and abroad by offering generous remuneration packages, good career development opportunities, and an innovative work environment. In terms of technology, Tencent Games should continuously keep abreast of the latest technological trends in the industry and actively introduce and apply advanced technologies, such as artificial intelligence, virtual reality, and augmented reality, to improve game graphics quality, gameplay innovation, and stability.

Game graphics are one of the important factors attracting Generation Z consumers. Tencent Games should focus on optimizing game graphics performance to create stunning game scenes and character images. For example, by adopting advanced graphics rendering technologies, the game's graphics resolution and color saturation can be improved, making the game graphics more realistic and delicate. Meanwhile, Tencent Games should pay attention to the style design of game graphics and create game graphics with unique styles according to different game types and target audiences. For some fantasy games, Tencent Games can adopt a magnificent and splendid graphics style. For some realistic games, Tencent Games can adopt a true-to-life and delicate graphics style. By optimizing game graphics performance, Tencent Games can provide Generation Z consumers with visual enjoyment and enhance the game's attractiveness and immersion.

Novel and unique gameplay is the core of attracting and retaining consumers. Tencent Games should continuously innovate in gameplay design to meet Generation Z consumers' needs for novelty and challenge. Tencent Games can combine various elements such as social interaction, competition, and cultivation to create diverse gameplay options. Taking Genshin Impact as an example, it integrates open-world exploration, character cultivation, and element-based combat gameplay, providing players with a brand-new gaming experience. Tencent can draw on similar successful experiences and, based on its own technological advantages and resources, develop more innovative gameplay options. Tencent Games should pay attention to the balance and playability of gameplay to ensure that players of different skill levels can find fun in the games.

Game stability is one of the important factors affecting player experience. Tencent Games should take effective measures to ensure the stable operation of

games and reduce problems such as game lag, disconnections, and crashes. Tencent Games should strengthen the construction and maintenance of servers to improve their carrying capacity and stability. Tencent Games can adopt distributed architectures and load-balancing technologies to ensure that servers can operate normally under high-concurrency conditions. Tencent Games should establish a comprehensive game monitoring system to monitor the game's operating status in real-time and promptly detect and resolve problems that arise in the games. Tencent Games should also strengthen the optimization and testing of game code to improve game quality and stability, and provide Generation Z consumers with a smooth and stable gaming experience.

Tencent Games should establish an effective user feedback mechanism to timely collect opinions and suggestions from Generation Z consumers on game products. Tencent Games can collect player feedback information through in-game feedback channels, official forums, and social media. Tencent Games should take player-raised issues and suggestions seriously and analyze and address them in a timely manner. Tencent Games should optimize and improve game graphics, gameplay, stability, and other aspects based on player feedback. Tencent Games should regularly conduct player research activities to understand players' needs and expectations and adjust the R&D direction and strategies of game products according to the research results. By continuously improving game product quality, Tencent Games can continuously meet the needs of Generation Z consumers and enhance their trust and loyalty to the brand.

5.2.4 Strengthening Brand Integrity

In terms of product promotion, Tencent Games should ensure authenticity and transparency. Generation Z consumers possess strong discernment abilities and are highly averse to false advertising and exaggerated claims. When promoting game products, Tencent should accurately and objectively present information about the game's features, gameplay, advantages, etc., without exaggeration or falsehood. For example, when promoting game graphics, Tencent Games should showcase the actual in-game visual effects rather than overly beautified or modified images. When promoting gameplay, Tencent Games should provide detailed explanations of the game rules and operational methods, enabling consumers to understand the game's content. Through authentic and transparent product promotion, Tencent Games can win the trust of Generation Z consumers and establish a positive brand image.

User service is an important manifestation of brand integrity. Tencent Games should provide high-quality, efficient, and responsible services to users, promptly addressing the problems and difficulties they encounter while using the games. Tencent Games should establish a comprehensive customer service system, including multiple channels such as online customer service, telephone customer service, and email customer service, to ensure that users can easily and quickly contact customer

service personnel. Customer service staff should possess good professional competence and a service-oriented attitude, patiently listening to users' problems and providing timely solutions. Issues raised by users should be tracked and handled to ensure complete resolution. Tencent Games should conduct regular follow-ups with users to understand their satisfaction with the services and continuously improve and enhance service quality.

Tencent Games should strictly comply with relevant national laws, regulations, and industry norms, operate legally, and pay taxes honestly. During the research and development, operation, and promotion of game products, Tencent Games should ensure that the game content meets legal and regulatory requirements and does not contain illegal, violent, pornographic, or other objectionable information. Tencent Games should strengthen the review and management of game content, establish a sound content review mechanism, and prevent the dissemination of objectionable information. Tencent Games should protect users' personal information and privacy security, refraining from leaking or misusing users' personal information. By adhering to laws and regulations, Tencent Games can establish a positive corporate citizen image and win the recognition and respect of Generation Z consumers.

In the process of brand operation, negative incidents are inevitable. Tencent Games should actively face negative incidents and handle and respond to them in a timely and effective manner. When a negative incident occurs, Tencent Games should issue a statement immediately, expressing the company's attitude and determination to address the issue. If a game glitch causes damage to players' interests, Tencent Games should promptly apologize to the players and take measures to compensate and repair the damage. At the same time, Tencent Games should actively communicate with the media and the public, openly and transparently disclose the progress and results of handling the incident to prevent the further spread of negative information. By actively handling negative incidents, Tencent Games can demonstrate the company's integrity and sense of responsibility and maintain the brand's reputation and image.

Tencent Games should establish a brand integrity culture within the company, integrating the concept of integrity into the corporate values and business philosophy. Tencent Games can enable all employees to deeply understand the importance of brand integrity and establish an integrity awareness through training, promotion, and other means. For example, Tencent Games should conduct integrity training courses to impart knowledge and skills for honest business operations to employees and improve their integrity competence. At the same time, Tencent Games should establish an integrity incentive mechanism to recognize and reward employees who perform outstandingly in honest business operations, creating a positive integrity atmosphere. By establishing a brand integrity culture, Tencent Games can ensure honest business operations from the source and win the long-term trust and loyalty of Generation Z consumers.

5.2.5 Optimizing Shopping Convenience

Tencent Games should continuously improve the layout of sales channels, provide diversified shopping methods, and meet the different shopping needs of Generation Z consumers. In addition to traditional online platform sales, Tencent Games can also expand offline store sales channels. For example, Tencent Games can open game specialty stores in large shopping malls and centers to display and sell Tencent Games' peripheral products and physical game versions. At the same time, Tencent Games can cooperate with e-commerce platforms to launch online promotional activities to increase product sales and popularity. In addition, Tencent Games can also consider building overseas sales channels to introduce Tencent Games products to the international market and meet the needs of global Generation Z consumers. By improving the layout of sales channels, Tencent Games can provide consumers with more convenient shopping options and enhance shopping convenience.

Online shopping is one of the common shopping methods for Generation Z consumers. Tencent Games should optimize the online shopping process to ensure its convenience and smoothness. Tencent Games can simplify the shopping registration and login process, reducing unnecessary steps and information filling. Tencent Games should optimize the product search and filtering functions to enable consumers to find the game products they want. Tencent Games can provide multiple payment methods, such as WeChat Pay, Alipay, and bank card payments, to meet consumers' different payment habits. At the same time, Tencent Games should strengthen the security and stability of the online shopping platform to protect consumers' personal information and fund security. By optimizing the online shopping process, Tencent Games can improve consumers' shopping experience and increase their willingness to purchase.

For some Generation Z consumers who prefer offline shopping, Tencent Games should provide a good offline shopping experience. Offline stores should create a comfortable, fashionable, and interesting shopping environment to attract consumers to visit and make purchases. For example, Tencent Games can set up game experience areas in stores, allowing consumers to try out game products and experience their charm. At the same time, store staff should possess good professional competence and a service-oriented attitude, providing consumers with professional product introductions and purchase recommendations. In addition, Tencent Games can also hold offline events, such as game launches and player meet-and-greets, to enhance interaction and communication with consumers and improve consumer shopping satisfaction.

After-sales service is an important part of shopping convenience. Tencent Games should strengthen its after-sales service guarantees to improve consumer shopping satisfaction. For example, Tencent Games can establish a comprehensive after-sales service system, including return and exchange policies and maintenance services.

When the game products purchased by consumers have quality issues or do not meet their needs, Tencent Games should be able to handle return and exchange procedures for consumers. For the maintenance of gaming equipment, convenient service channels and fast services should be provided.

5.3 Further Study

Although this study has achieved certain results in exploring the factors influencing the brand loyalty of Generation Z consumers towards Tencent Games, due to limitations such as research conditions and scope, there are still many aspects that need to be further explored and expanded.

At the sample level, further studies can expand the diversity and breadth of samples. Although the samples in this study have a certain quantity, they are mainly obtained from some regions or specific channels and may not fully represent the characteristics of the entire Generation Z group. Future research can further expand the coverage of samples, not only including Generation Z consumers from different regions, such as first-tier cities, second-tier cities, third- and fourth-tier cities, and even rural areas, but also considering Generation Z groups with different occupations, educational backgrounds, and income levels. Through a wider and more diverse sample, the overall consumption behavior and brand loyalty characteristics of Generation Z consumers can be more accurately grasped, improving the general applicability and extrapolation of the research results.

Further studies can conduct cross-cultural comparative research. Generation Z is a global concept, and there are significant differences in cultural backgrounds, values, and consumption habits among Generation Z individuals in different countries and regions. Future research can select Generation Z consumers from different cultural backgrounds as research subjects and compare and analyze the factors influencing their brand loyalty towards Tencent Games and other game brands. For example, further studies can compare the differences in perceptions and preferences of Generation Z consumers in China and those in the United States, Japan, South Korea, and other countries regarding brand image, product price, product quality, etc., and explore how cultural factors mediate the relationship between these factors and brand loyalty. This will help Tencent Games better understand the needs of consumers in different markets in its global strategy and formulate targeted marketing strategies.

At the variable level, further studies can explore new influencing factors. This study mainly focuses on the impact of factors such as brand image, product price, product quality, brand integrity, and shopping convenience on the brand loyalty of Generation Z consumers. However, in reality, there may be other factors that have not been fully explored. For example, word-of-mouth communication on social media, social interaction experiences in games, and the derivative value of game IPs may all

have an important impact on the brand loyalty of Generation Z consumers. Future research can further explore these potential factors and analyze their interactive relationships with known factors to build a more comprehensive and perfect brand loyalty influencing factor model.



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Appendix

Dear Sir/Madam,

Thank you for your participation in this questionnaire survey. The survey will be conducted anonymously, and your relevant information will be kept confidential. Thank you again for your cooperation.

Part I:

Please fill in the following basic information:

1. Your Gender

A Male

B Female

2. Your Age

A Under 18 Years Old

B 18-22 Years Old

C 23-26 Years Old

D 27-30 Years Old

3. Your Monthly Income

A Under ¥1,000

B ¥1,001 - ¥3,000

C ¥3,001 - ¥5,000

D ¥5,001 - ¥8,000

E ¥8,001 - ¥12,000

F ¥12,001 - ¥20,000

G Over ¥20,000

4. Game Spending Frequency

A Almost Never Spend

B 1 - 2 Times Per Month

C 3 - 5 Times Per Month

D 1 - 2 Times Per Week

E 3 Or More Times Per Week

5. Preferred Game Genre

A Role-Playing Game

B Strategy Game

C Competitive Game

D Casual Puzzle Game

E Other Genres

Part II:

Please judge to what extent you agree with the following statement; choose the most appropriate option, and mark the corresponding number "√." The questionnaire used a Likert scale, ranging from 1 to 5 in which one indicates strongly disagree, two indicates relatively disagree, three indicates neutral, four indicates relatively agree, and five indicates strongly agree

Measuring Item	Strongly Disagree	Relatively Disagree	Neutral	Relatively Agree	Strongly Agree
Brand Image					
The design style and visual presentation of Tencent Games are innovative, leaving a deep impression on me.					
The brand philosophy of Tencent Games (such as "Creating Happiness with Heart") highly aligns with my values.					
The positive image of Tencent Games on social media enhances my sense of identity.					
The IPs of Tencent Games (such as Honor of Kings and Peacekeeper Elite) have extensive cultural influence.					
The brand image of Tencent Games makes me feel proud, and I am willing to recommend it to my friends.					
Product Price					
The pricing of Tencent Games paid in-game items or skins is reasonable and in line with their value.					
Compared with similar games, Tencent Games offers better cost-effectiveness.					

Tencent Games frequently launches promotional activities (such as discounts and first-charge benefits), making me feel that I get good value for my money.					
The free content in Tencent Games is sufficiently rich, and payment is not mandatory.					
Even if the prices rise slightly, I am still willing to pay for the core content of Tencent Games.					
Product Quality					
The graphics quality (such as image resolution and smoothness) of Tencent Games reaches the leading level in the industry.					
The gameplay design (such as modes and social interactions) of Tencent Games is innovative.					
The servers of Tencent Games are highly stable, with almost no lag or disconnections.					
The update frequency of Tencent Games is reasonable, and content iterations continue to attract me.					
The balance design (such as characters and equipment) of Tencent Games is fair, with no obvious paid advantages.					
Brand Integrity					
Tencent Games strictly protects user privacy and does not leak my personal information.					

Tencent Games has a strong crackdown on hacks and cheating behaviors, maintaining a fair gaming environment.					
The explanations of activity rules and rewards in Tencent Games are clear, without concealing key information.					
Tencent Games responds promptly when handling user complaints and has a high problem-solving efficiency.					
The promised benefits (such as login rewards and season rewards) of Tencent Games are always distributed on time.					
Shopping Convenience					
Tencent Games offers diverse payment methods (such as WeChat and QQ Wallet) with simple operations.					
The mall interface design of Tencent Games is clear, with reasonable product categorization for easy searching.					
The recharge process in Tencent Games is fast, without multiple redirects or complex verifications.					
Tencent Games supports cross-platform purchases (such as on PC and mobile phones), with convenient data synchronization.					
The customer service channels (such as online customer service and phone support) of Tencent					

Games are easy to contact and efficient in problem-solving.					
Brand Loyalty					
Even if other similar games are launched, I will still prioritize choosing Tencent Games.					
I am willing to subscribe to Tencent Games' membership services (such as Super Membership) for a long time.					
I will actively follow the new product releases or update news of Tencent Games.					
I am willing to pay for Tencent Games' peripheral products (such as figurines and co-branded merchandise).					
In the next five years, I am highly likely to continue being an active user of Tencent Games.					