

# Research on Online Game Marketing Strategy Based on Consumer Buying Intention in Guizhou of China

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**Abstract:** With the rapid development of the online game industry, more and more enterprises have begun to attract more consumers to use their services and product. In Guizhou, the online game market could be one of the critical developments in the entertainment sector for the number of young consumers. This research focused on investigating how online marketing empowers consumers to market the products, study the various tools and techniques for influencing consumer purchasing decision and brand perception and suggest policies to game developers for game enhancement in the online game industry.

**Keywords:** Online Marketing Strategy; Consumers' Buying Intention; Online Game

## 1. Introduction

The current development of China's online game industry has gradually entered a period of conscious integration. Online game consumption is becoming more and more popular in mainstream games, consumer attitude to online games and its exploration behavior in Guizhou has not been due attention. It is highly challenging to market the proper online consumers with their interest in using the online game providers. The focus of enterprise development will shift to the original content. It is more and more critical for the operators of online games to explore the behavior of online players and provide these consumers with the proper programs based on their best interests.

## 2. Theoretical Basis

### 2.1 Model of Decision-Making Process (Wang and Ierapetritou. 2016).<sup>[1]</sup>

There were five aspects to the consumer's decision-making process: Confirm demand, collecting information, assessment program, purchase behavior, after-purchase results. However, in decision-making, consumers produce consumer behavior based on internal and external actions, which are often influenced by individual factors such as motivation, perception, Experience, personality, interpersonal interaction, organization, and social, physical environment.

### 2.2 Model of Cognitive Evaluation Theory (CET) (Shi 2016)<sup>[2]</sup>

A type of psychological theory that focuses on identifying external results' influence on internal motivation. CET puts forward the concept of "intrinsic incentive," also known as "intrinsic incentive." The theory suggests that when people have intrinsic motivation (such as enjoying the Experience), they are more likely to participate in an activity.

### 2.3 Rational Behavior Theory (Sarver 1983)<sup>[3]</sup>

The concept of rational behavior theory could be used to predict and parse behavioral attitudes and their intents. The theory pointed out that the direct factor influencing the actual behavior of individuals is the intention of behavior. The behavioral definition refers to the individual's subjective probability of adopting a specific behavior, which feeds back the individual's willingness to adopt a particular behavior. The individual's behavior, attitude, and subjective norms affect the behavioral intention.

### 2.4 Technology Acceptance Model (Lee 2003)<sup>[4]</sup>

The perceived usefulness and ease of use in the technology tolerance model replaced the subjective norms in the past rational behavior model. Cognitive ease of use has a positive impact on cognitive usefulness and usage attitude. The customer's intention to use is determined by the attitude, which will affect the customer's final usage behavior.

### 2.5 Concept of Immersion Theory (Csikszentmihalyi and Wong 1991)<sup>[5]</sup>

The immersion experience is an emotional experience that an individual has a strong interest in an activity or thing and can express. Immersion theory initially focused on psychological research. Later, it has been widely studied in online games and pedagogy and has been widely used at the level of customer behavior

## 3. Understanding of Improvement for the Online Game Marketing Strategy Based on Customer Buying Intention

### 3.1 Investigate the way online marketing empowering consumers to market the products they feel about

## **purchasing:**

The study explores the existing online game consumption behavior results and helps people better understand the influence factors of online game consumption intention and their mutual influence relationship.

### **3.2 Study various tools and techniques marketing managers use to influence consumer purchasing decisions and brand perception by utilizing consumers as their market assets:**

Based on three different essential theories relating to affiliation identity that affect buying intention. A good understanding of the combination of cognitive evaluation theory, rational behavior theory, technology acceptance model, and immersion theory could explore the impact of immersive Experience and fun experience on customer willingness and online consumption from the game process.

### **3.3 Suggest game developers get the appropriate policy in enhancing online game future development:**

The study will provide domestic network game operators with a set of operational processes to learn from the wishes of consumers and provide some suggestions for online game operators to segment consumers and implement targeted marketing programs for different consumers.

## **4. The Conceptual Framework for the Research Study**

First The relationship between influencing factors of emotional Experience, game focus, positive attitude and self-identity, and immersive Experience; emotional Experience, game focus, positive attitude and self-identity, and fun experience; emotional Experience, game focus, positive attitude and self-identity, and buying intention; immersive Experience and fun experience, and purchase intention. Second Using regression analysis testing, all influencing factors are shown with significant influence on buying intention, immersive Experience, and fun experience.

## **5. The Countermeasures for the Benefits of Improving Online Game Marketing Strategy on Consumer Buying Intention**

### **5.1 Emotional experience in-game flow**

Emotional Experience refers to the exchange of emotions between the user and the incarnation in the game process. In the game, the user's home, through the manipulation of the game, a possibility to achieve the game match, the game incarnation experienced the scene, and the game results of the feelings brought about by the win or loss are through the game users behind him to bear.

### **5.2 Affiliation identity is positive for fun and immersion Experience**

Enjoying pleasure refers to the user's Experience of comfort and enjoyment throughout the game. Incarnation is the user's life on all occasions, so the degree of affiliation identity is the basis of the game's fun. Because the attraction of the affiliation determines apostrophe recognition to a single individual and psychological satisfaction, if the affiliation can realize the user's psychological appeal, further enable the user to form an endorsement of the affiliation psychology, the incarnation can bring fun to the game users.

### **5.3 Fun and immersive Experience positively affect users' buying intention**

The mediation effect analysis shows that having fun and immersing Experience is reflected in the prominent mediating role of affiliation identity on game users' buying intention and having fun. Immersive Experience appears in the effect of affiliation identity on game users' consumption willingness with chain mediation effect. This shows that in the impact of avatar recognition on game users' buying intention, part of it is directly affected by affiliation identity. The other part is affected by enjoyment and immersive Experience (Yang 2018).<sup>[6]</sup>

## **6. Conclusion**

The primary purpose of users through games is to get a sense of pleasure. Therefore, when users enjoy the game, they will increase the frequency of playing the game, and the possibility of purchasing game products will increase accordingly. Game essence is a crucial element of game fun. Users usually pay attention to the enjoyment of the game when selecting games. Therefore, game developers should pay attention to the creation of the game essence during game development. In detail, game developers should accelerate innovative game models to show users various game experiences; innovate game storyline design to increase user penetration; the current market should also pay attention to emerging games in the industry. Online gaming is an emerging trend that deserves future research. There are at least three marketing problems in online games: adverb games, hedonic consumption, and non-target market effects of games.

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