The Influence of Experiential Marketing on the Purchase Intention of Mobile Phone Online Game Users-Taking King's Glory as an Example

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Abstract. With the advent of the 5G era, people's demand for mobile online games is increasing, and their requirements for gaming experience are also getting higher and higher. King's Glory, as the mobile game with the largest number of mobile online game users in China, is also facing considerable challenges. The purpose of this article's research is to understand the factors that influence experiential marketing on mobile game users' purchase intention. The research subjects include 505 mobile game users who use King's Glory. A questionnaire survey method was used to measure and collect data through the Krejcie scale. The reliability of the questionnaire was 0.89, and statistical analysis was performed using percentages, averages and standard deviations.

The research results show that there is a positive correlation between variables, and experiential marketing has a positive impact on mobile game users' purchase intention.

Keywords: experiential marketing, brand identity, product involvement, purchase intention.

1   Introduction

The advancement of 5G, artificial intelligence and big data and other technologies, the mobile online game industry has also been greatly developed. Compared with computer games, mobile online games have become an important attribute of the new social media because of the convenience of its mobile media and the rapidity of social culture dissemination. According to statistics from the "2022 China Game Industry Report", In 2022, the number of mobile online game users in China will be 654 million, and the mobile online game market revenue will be 193.058 billion yuan. Various types of online games, such as MOBA and FPS, have their own representative games. Among them, the MOBA mobile game King's Glory ranks first among them. According to the 2021 e-sports industry report, the number of users of King's Glory is in MOBA games account for 70%. It has become the largest mobile MOBA game at present, and its market value has exceeded US$2.5 billion. However, it must be clearly recognized that

the emergence of anti-addiction systems for teenagers and other popular mobile online games has caused King's Glory to face great challenges. King's Glory cannot only rely on traditional marketing models, but should use 5G network AR/VR and other technologies. The development provides a richer experience for mobile online game users.

2   Research Objective

This study aims to explore the influencing factors of experiential marketing on mobile online game users' purchase intention.

3   Specific Definitions

Experiential marketing: This concept first came from the book "Experiential Marketing" by American expert (Schmitt,1999) [9].

Sensory experience: (Krishna,2010) [4] refers to the mobilization of the consumer's visual, auditory, tactile, gustatory and olfactory sensory capabilities, so that the consumer more image, three-dimensional perception of the characteristics of the enterprise's product experience marketing approach.

Emotional experience: (Donald, 2005) [2]is a complex, multi-level and all-round experience produced by human beings through practice. When users interact with the physical environment, emotion and experience are inseparable.

Thinking experience: Thinking marketing appeals to the intellect, experience thinking marketing, refers to the novelty and creativity to attract the attention of consumers. (Rose ,2011) [7] subdivided the areas of customers in the online consumption market from the two dimensions of cognition and emotion, established a new customer online experience model, and pointed out whether the main factors that affect customers' online experience are dealt with in a timely manner. Information, ability to effectively control skills, and perceived trust tendencies, etc (Luo et al. 2024) [5].

Action experience: Experiential action marketing refers to the change of the consumer's inherent consumption pattern, creating a new type of consumption mode through the consumer's personal experience, to feel the characteristics of the goods. (Fishbein& Ajzen,1975) [3] first proposed the term "behavioral tendency", which refers to an individual's subjective intention or the possibility of performing a certain behavior.

Associative experience: This is an integrated marketing model that not only starts with sensory and emotional touch, but also strengthens the dynamic factors of thinking and action. In the theory proposed by (Schmitt, 1999) [9].

Product involvement refers to the degree to which consumers attach importance to a product or the importance of a product to an individual. (Sherif & Cantril,1947) [8] first proposed the involvement theory while studying the social judgment theory. The deeper the self-involvement, the less likely it is to accept contrary opinions. On the contrary, the deeper the degree of self-involvement, the less likely it is to accept the same opinions as one's own.

Brand identity:(Aaker,1996) [1] believes that consumers are more likely to choose brands consistent with their personality characteristics and ideas. Brand identity is the essential basis for consumers to purchase a particular product, and product identity is closely related to the consumer's self-concept. There is a connection.

Purchasing intention: According to the definition of (Lei et al. 2024) [6]intention is the subjective attitude of an individual to engage in a particular behavior. Based on this definition, a consumer's subjective probability or possibility when purchasing a particular product is called purchase intention (Yan et al. 2024) [10].

4   Research Methodology

The object of this study is 200 million King's Glory mobile online game users. 505 questionnaires were collected from October to December 2022, This article distributes questionnaires through WeChat groups and the Questionnaire Star website.

The steps to create a questionnaire are as follows:

4.1   Research Instruments

Step1.

Determine the structure of the questionnaire, Part 1 Basic Information, including demographic attribute information, statistics of gender, age group, education, and monthly income of sample users; Part 2 About how you play, survey sample users' game usage, statistics of game frequency, duration, and cost As well as attention to games, Part 3 is to investigate the eight variables studied in this article. Each variable corresponds to 3 questions, a total of 24 questions.

Step2.

Content validity was checked by submitting completed questionnaires to experts for measurement and evaluation.

Step3.

After the questionnaire design was completed, the author sought preliminary opinions from the instructor and made a more specific explanation of the variables represented by each question in the questionnaire. Subsequently, in order to carry out the follow-up survey smoothly, the author invited 30 users who were using King's Glory to conduct a pre-survey. During the survey process, corrections and improvements were made to solve problems such as unclear expressions and confusing logic in the questionnaire, and finally formed this paper. formal questionnaire. The results of the pre-survey showed that the questionnaire has good scientific and rationality and can be used for formal surveys.

Step4.

Researchers bring the flaws in the experiment to final improvement. Print the complete questionnaire for collecting research data.

Evaluation criteria

Questionnaires with Likert's 5-level estimation scale and the meanings of scores are as follows:

Level 5 scores mean the highest level of consistency.

Level 4 scores mean a high level of consistency.

Level 3 scores represent a moderate level of consistency.

Level 2 scores mean a low level of consistency.

Level 1 scores represent the lowest level of consistency.

Step5.

Experts with expertise revised and tested (trialed) 30 test subjects of questionnaires with similar characteristics to the sample group to be studied before using them with the sample group. Cronbach's alpha coefficient method analyzes emotion (reliability). as shown in Table 1 below.

Table 1. Reliability test

Scale	Clone Bach Alpha	Number
Sensory experience v	0.885	3
Sensory experience v	0.889	3
Thinking experience v	0.906	3
Action experience v	0.848	3
Association experience v	0.865	3
Product involvement v	0.867	3
Brand identity v	0.866	3
Customer Purchase intention v	0.854	3
Total questionnaires	0.897	24

5   Results of Data Analysis

5.1   Descriptive Statistical Analysis

Table 2. Descriptive statistical analysis

	Average	Standard deviation	Level
Purchase intention	3.374	1.036	Moderate
Sensory Experience	3.238	1.067	Moderate
Emotional Experience	3.455	1.109	Moderate
Thinking Experience	2.894	1.172	Moderate
Action Experience	3.639	0.983	High
Associated Experience	3.624	0.976	High
Product Involvement	3.563	1.025	High
Brand Identity	3.355	1.133	Moderate

As can be seen from Table 2, the levels of Purchase intention, Sensory Experience, Thinking Experience, Emotional Experience, and Brand Identify are medium, and the levels of Action Experience, Associated Experience, and Product Involvement are all higher than 3.5, which are all very high average values. It shows that the testers are relatively accepting of these three values.

5.2   Structural Model Path Analysis

Table 3. Structural model path analysis

Y		X	Standard coefficient	Non-standard coefficient	S.E.	C.R.	P
Brand iden-tity	<- --	Sensory expe-rience	0.263	0.243	0.042	5.732	***
Brand iden-tity	<- --	Emotional ex-perience	0.115	0.102	0.044	2.329	0.020
Brand iden-tity	<- --	Thinking ex-perience	0.128	0.106	0.036	2.928	0.003
Brand iden-tity	<- --	Action experi-ence	0.248	0.247	0.054	4.564	***
Brand iden-tity	<- --	Associated ex-perience	0.062	0.063	0.053	1.195	0.232
Brand iden-tity	<- --	product in-volvement	0.170	0.184	0.054	3.419	***
Purchase intention	<- --	Brand identity	0.408	0.399	0.053	7.541	***
Purchase intention	<- --	product in-volvement	0.219	0.232	0.055	4.206	***

6   Conclusion

6.1   Conclusion

As can be seen from Table 3, brand identity has the greatest impact and associated experience has the least impact. Through structural model path analysis, the path coefficient values of product involvement, action experience, emotional experience, sensory experience, and thinking experience on brand identification are 0.408, 0.248, 0.115, 0.263, 0.128respectively. All values are less than 0.05, indicating that there is a significant positive effect. The path coefficient values of directional influence, Brand identification, and Product involvement on purchase intention are 0.17 and 0.219 respectively, and the values are all less than 0.05, indicating a significant positive impact. Only the value of associated experience on brand identification is 0.062, and this coefficient is greater than 0.05. This shows that there is no positive effect between the two. It shows that the above variables have a positive correlation with coefficients less than 0.05.

6.2   Future Research

This study also has certain shortcomings. Under the influence of time, cost and geographical factors, further improvement and improvement are needed.

First of all, this research is from the perspective of enterprises. Future research can also be combined with brand marketing and cultural communication, allowing enterprises to broaden their horizons in the marketing process, seize Internet dividends, and help cultural communication; secondly, it can also analyze the behavior of mobile online game users. Conduct research on satisfaction to provide help for the development of user stickiness in mobile online games. Future research can expand the scope and depth of research and make up for the shortcomings of previous research; thirdly, we can also continue to focus on the research on experiential marketing and expand it to Includes research on user sensitivity to price and product visibility.

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