



Research on 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. The purpose of this study is to (1) study in depth the influence of experiential marketing on the purchase intention of users of cell phone online games in China, and enrich the theoretical system of experiential marketing. (2) Summarize the influencing factors of experiential marketing on the purchase intention of cell phone online game users (3) Propose marketing methods, paths and corresponding strategies of experiential marketing on the purchase intention of cell phone online game users to improve competitiveness, and give play to the role of experiential marketing's own advantages, improve competitiveness, and guide practice. Research method using online questionnaire survey method, using Krejcie & Morgan scale statistics, sampling method extracted samples, using structural equation modeling to analyze the correlation between the factors, and through the correlation analysis of the factors to get the final results, the sample of 347600 people in the Guizhou area of the glory of the king of the questionnaires 531 questionnaire surveys were conducted, and a total of sensory experience, emotional experience, was selected, thinking experience, behavioral experience, association experience, brand identity, product involvement and purchase intention for correlation analysis.

The results of the study show that experiential marketing plays a driving role in the marketing of mobile online game users, and experiential marketing has a positive influence on purchase intention, and product involvement and brand identity both significantly boost the purchase intention of mobile online game users. strengthen experience perception and generalize word-of-mouth communication.

Keywords: experiential marketing, sensory experience, emotional experience, thinking experience, behavioral experience, related experience, brand identity, product involvement, purchase intention.

1 Introduction

In recent years, the mobile online game industry has been developing rapidly, according to Tencent 2023 officially announced that the total number of global users of the glory of the king has reached 620 million, which illustrates the degree of fire and

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popularity of this game. To e-sports into Asia, "League of Legends" finals won the championship and other events as an opportunity, the social impact of the e-sports industry continues to expand, Sensor Tower released in April 2023 the global popular handheld game revenue list, "the glory of the king" is still the world's handheld game bestseller list champions, got 213 million U.S. dollars in revenue in the cell phone game in the lead, the domestic sea of players can't resist the glory of the king! Glory of the new version of the temptation, we must be sober to realize that, under the gold, the undercurrent of the youth anti-sedentary system on line, the handheld game market by a small challenge, coupled with the other highly popular MOBA game on line, making the handheld game marketing environment more and more intense, with the cell phone game market continues to expand, the dividends of the domestic online game market is gradually seeing the top.

According to related scholars (Bernd H. Schmitt, 1999)[1],(Bian Jijie.2023)[2],(He Heping, Zhou Zhimin, Liu Yanni, 2010)[3],(Cai Shuheng, 2022)[4] more authoritative research that experiential marketing focuses on the user's sense of experience, management of high-quality products, to bring the distance between the enterprise and the consumer, is a marketing strategy to promote consumer purchase intention. marketing strategy to promote consumers' purchase intention. Some experts (Lai, Mei Fei. 2023)[5], (Zhang, Xiaolei & Hu, Xiangfei,2022) [6], (Yin, Mengyan, Qingyun Hu, Longji Xiahou, Jiaming Guo & Jie Qin. (2022) [7]. believe that brand identity is the most important basis that leads consumers to buy a certain product. Brand identity is also defined as the degree of overlap between the concepts communicated by the brand and the consumer's self-concept. Scholars Sherif and Cantril in their research that product involvement is the degree of importance of consumers to the product or the importance of the product to the individual, the deeper the degree of self-involvement is not only willing to accept, but also to support, they often repeat the previous purchase decision. According to (Han, D.C. & Li, L.J.,2023) [8],(Yang, Jian-Ying, 2023) [9],(Geng, Shuo Lin,2023)[10], (Li, Shi-Ping & Eunice Wang, 2022) [11]and other researches it is considered that the subjective probability or likelihood that the consumer will show in buying a certain product is called willingness to buy. or likelihood that a consumer will buy a product is called willingness to buy. Combining the conclusions of the above experts this study will be done from four aspects of experiential marketing, brand identity, product involvement, and willingness to buy, which will be of great significance to the users of the mobile online game King.

2 Research Objective

(1) Explore the influence of experiential marketing on the purchase intention of cell phone online game users.

(2) Summarize the influencing factors of experiential marketing on users' willingness to buy mobile online games.

(3) To put forward the marketing methods, paths and corresponding strategies of experiential marketing on the purchase intention of cell phone online game users to

improve competitiveness, to play the role of experiential marketing's own advantages, to improve competitiveness and to guide practice.

Research Hypotheses.

H1a: Sensory experience of mobile online game users positively influences brand identity.

H1b: Mobile phone online game users' emotional experience positively influences brand identity.

H1c: Mobile phone online game users' thinking experience positively affects brand identity.

H1d: Behavioral experience of mobile online game users positively affects brand identity.

H1e: Mobile online game users' associative experience positively influences brand identity.

H2: Brand identity positively affects consumers' purchase intention.

H3: Product involvement positively affects brand identity.

H4: Product involvement positively affects the purchase intention of the brand.

3 Scope of Research

Scope of Content.

Scope of Population: The research object chosen for this study is 347,600 users in Guizhou area of King of Glory, and simple random sampling was used to select the sample, and a total sample size of 531 was collected through the screening of right and wrong questions set in the questionnaire.

Independent Variable: The independent variables were experiential marketing, product involvement.

Dependent Variable: The dependent variable is purchase intention, and the intermediate variable is brand identity.

Scope of Area: Guizhou Region.

Scope of Time: Starting October-December 2022.

4 Research Methodology

The research object chosen for this study is 347,600 users in the Guizhou area of King's Honor. The study of 347,600 netizen users in the Guizhou area of King of Glory collected 531 questionnaires during the period of October-December 2022, of which 26 were invalid questionnaires and 505 were valid questionnaires, with a valid questionnaire recovery rate of 95.1%.

4.1 Research Instruments

In this paper, the questionnaire was distributed through the hospital intranet, and the participants only needed to fill out the questionnaire online and submit it directly; the

questionnaire was open to all the users of King's Pride in Guizhou Area. The samples taken by Krejcie & Morgan scale statistics and random sampling method were used to analyze the correlation between the factors by Structural Equation Modeling (SEM) and the final results were obtained by analyzing the correlation between the factors.

This study mainly used SPSS 24.0 and AMOS 21.0 software as statistical tools for data analysis and processing.

4.2 Reliability Analysis

Reliability analysis, also known as reliability analysis, is a test of the stability, consistency and reliability of the measurement results. In order to ensure the accuracy of the measurement results, the valid data in the questionnaire need to be analyzed for reliability before conducting the analysis. At present, Cronbach's alpha coefficient is usually used for analysis in social science research, generally speaking, if the reliability coefficient is above 0.9, it means that the reliability is very good; if it is between 0.8 and 0.9, it means that it is very good; if it is between 0.7 and 0.8, it means that it is good; if it is between 0.6 and 0.7.

4.3 Validity Analysis

Validity refers to the degree to which the psychological and behavioral characteristics to be measured can be accurately measured by a test or scale instrument, i.e., the accuracy and reliability of the test results. In general, the smaller the significance level of the Bartlett's test of sphericity ($p < 0.05$), the more likely it is that there is a meaningful relationship between the original variables. The KMO value is used to compare the coefficients of simple correlation and partial correlation between the items, and takes a value between 0 and 1. The criteria for suitability for factor analysis are: greater than 0.9, very suitable; 0.7-0.9 suitable; 0.6-0.7 more suitable; between 0.6 and 0.5 less suitable; and 0.5 or less discarded. The Bartlett's spherical test value is used to test the significance of correlation coefficients between the items, and if the significance is less than 0.05, it indicates that each item is suitable for factor analysis.

The KMO value is greater than 0.7 and the significance of the Bartlett's test of sphericity statistic is $0.000 < 0.01$, which considers the data suitable for factor analysis

5 Result

Validation of Path Coefficients Using Structural Equation Modeling (SEM) Structural Equation Modeling, or Structural Equation Modeling, abbreviated as SEM, also known as Structural Modeling of Covariance (SEM), is an important multivariate analytical tool that analyzes the relationship between features and characteristics based on the covariance matrices of the characteristic variables. In many researches in social sciences, economy and finance, psychology and management, there are latent variables that cannot be directly observed in many times, such as learning motivation, user satisfaction, etc., and the traditional statistical methods can not solve such prob-

lems well, while the structural equation modeling has matured in the 1980s of the last century, which can make up for the deficiencies brought by the passing statistical methods very well. Structural equation modeling can deal with multiple dependent variables at the same time, that is, endogenous variables. The regression coefficients in the traditional regression model and the path coefficients in the path analysis are calculated one by one for each dependent variable, ignoring the influence of other dependent variables. In the structural equation, the existence or non-existence of other factors will be fully considered, that is to say, the structure within each factor will be adjusted and changed taking into account other concurrent variables, so that not only the relationship between the factors will be changed, but also the structure within the factors will be changed. Commonly used model fitting metrics are listed in Table 1 below

Table 1. Model Fit Indicators

Model Fit Indicators						
Commonly Used Indicators	Charted Degree of Freedom Ratio χ^2/df	RMSEA	NFI	IFI	AGFI	CFI
Criterion of judgment	<3	<0.10	>0.9	>0.9	>0.9	>0.9
Value	1.678	0.037	0.947	0.978	0.925	0.978

Firstly, the model fit was analyzed table1, the chi-square degrees of freedom ratio χ^2/df was less than 3, most of the other indicators were fitted well, and passed the test value, which indicated that the model was effective, and the results of this study were in line with the recommended indicators. At the same time, the five most basic indicators to assess the goodness of fit of the model were selected: RMSEA, NFI, IFI, AGFI, CFI, RMSEA is a variant of the card is a variant of the chi-square statistical value, which indicates the degree of deviation of the data, if the value of the RMSEA is higher than 0.10, it indicates that the model is poorly fitted; if the value of the RMSEA is less than 0.08, it indicates that the model is reasonably fitted, and if the value of RMSEA is less than 0.05 it indicates that the model has a good fit, the value of RMSEA in this study is 0.037 which meets the criteria for a good model fit. The values of NFI and GFI are 0.947 and 0.978 which are very close to 1, indicating that the data has a good fit to the structural model. The values of the statistical indicators of fit are as follows: RMSEA = 0.037, NFI = 0.947, CFI = 0.978, AGFI = 0.925, CFI = 0.978. the above mentioned indicators reflect a good fit of the overall data model through the data, this analysis is based on the AMOS 21.0 software, and the criteria for judging the Structural Equation Modeling SEM have been shownas follows.

The path coefficient of sensory experience on brand identity is 0.263, P value is less than 0.05, indicating that a significant positive influence relationship is presented and the hypothesis is valid.

The path coefficient of emotional experience on brand identity is 0.115, P-value is less than 0.05, indicating that it presents a significant positive influence relationship, and the hypothesis is valid.

The path coefficient of thinking experience on brand identity is 0.128, P value is less than 0.05, indicating that a significant positive influence relationship is presented, and the hypothesis is valid.

The path coefficient of action experience on brand identity is 0.248, P value is less than 0.05, indicating that a significant positive influence relationship is presented, and the hypothesis is valid.

The path coefficient of association experience on brand identity is 0.062, p-value is more than 0.05, indicating that no significant influence relationship is presented, and the hypothesis is not valid.

The path coefficient of product involvement on brand identity is 0.17, with a P-value less than 0.05, indicating that a significant positive influence relationship is presented and the hypothesis is valid.

The path coefficient of brand identity on purchase intention is 0.408, P value is less than 0.05, indicating a significant positive influence relationship, the hypothesis is valid. The path coefficient of product involvement on purchase intention is 0.219, P value is less than 0.05, indicating that a significant positive influence relationship is presented and the hypothesis is valid.

5.1 Results of Data Analysis

The results of all hypothesis testing credits are summarized in the following table to obtain Table 2.

Table 2. results matrix

research hypothesis	Coefficient of relevance	result
H1a: Sensory experience of mobile online game users positively influences brand identity	0.263	establishment
H2b: Mobile online game users' emotional experience positively influences brand identity	0.115	establishment
H3c: Mobile online gaming users' reflective experience positively influences brand identity	0.128	establishment
H4d: Behavioral experiences of mobile online game users positively influence brand identity	0.248	establishment
H5e: Mobile online game users' associative experience positively influences brand identity	0.062	untenable
H6: Brand Identity Positively Influences Consumer Purchase Intention	0.17	establishment
H7: Product involvement positively affects brand identity	0.408	establishment
H8: Product involvement positively influences purchase intentions for this brand	0.219	establishment

6 Conclusion and Discussion

6.1 Conclusion

H1a: Sensory experience of mobile online game users positively influences brand identity. H1b: Mobile phone online game users' emotional experience positively influences brand identity. H1c: Mobile phone online game users' thinking experience positively affects brand identity. H1d: Behavioral experience of mobile online game users positively affects brand identity. H1e: Mobile online game users' associative experience does not positively affect brand identity. H3: Product involvement positively affects brand identity. H4: Product involvement positively affects the purchase intention of the brand. Consistent with the results in Table 2 above.

6.2 Discussion

The purpose of this study is to (1) study in depth the influence of experiential marketing on the purchase intention of users of cell phone online games in China, and enrich the theoretical system of experiential marketing. (2) Summarize the influence factors of experiential marketing on the purchase intention of cell phone online game users (3) Put forward the marketing methods, paths and corresponding strategies of experiential marketing on the purchase intention of cell phone online game users to improve the competitiveness, and give full play to the self-advantages of experiential marketing to improve the competitiveness and guide the practice of the role of experiential marketing, as follows

(1) Experiential marketing is the key to study consumer behavior and enterprise brand management, in line with (Bernd H. Schmitt, 1999)[1], (Bian Jijie.2023)[2], (He Heping, Zhou Zhimin, Liu Yanni, 2010)[3], (Cai Shuheng, 2022) [4] and other research findings experience marketing is to provide customers with valuable experience as the main theme, by meeting the needs of customer experience to achieve the ultimate goal of attracting customers and obtaining profits.

(2) Brand identity is that the stronger the consumer's identification with the brand, the stronger the consumer demand; this is in line with (Lai, Mei Fei. 2023)[5], (Zhang, Xiaolei & Hu, Xiangfei, 2022)[6], (Yin, Mengyan, Qingyun Hu, Longji Xiahou, Jiaming Guo & Jie Qin. (2022)[7].

(3) Product involvement is the degree to which an individual perceives that the product is at stake with his or her intrinsic needs, interests and values, and when consumers perceive that the product helps to achieve their desired image, the level of involvement with the product will increase, which is in line with the conclusions of (Han, D.C. & Li, L.J., 2023)[8], (Yang, Jian-Ying, 2023)[9], (Geng, Shuo Lin, 2023) [10], of the study findings.

(4) Through this study, it was found that purchase intention is closely related to consumer purchase behavior, and consumers' purchase intention can measure the likelihood of their purchasing a specific commodity. It is consistent with the traditional purchase intention. Consistent with the findings of, (Li, Shi-Ping & Eunice Wang, 2022) [11] experts.

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