

An Empirical Investigation of Video Game Control Users: Examining the influence of Social Media Advertising, Social Media Promotion, E-WOM, and Brand Image on Purchase Intention in China

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Abstract

With the rapid development of technology in gaming, more and more consumers have accepted electronic games, and major manufacturers are continually launching their new game consoles. Playing games has gradually become the leading entertainment activities for people all over the world. This research aims to study the influence of social media advertising content, social media promotion content, E-WOM, and brand image on Chinese consumers' purchase intention towards game console. In this research, the researchers collected the data from 300 Chinese customers who use the game consoles through online platform. Simultaneously, this study uses non-probability sampling including judgement and convenient sampling techniques, to collect the data. The researchers also applied 5-point Likert scale for research instruments. Descriptive and inferential analysis are used to analyze the data of demographics and linear regression is also applied to test the hypotheses. The researchers found that social media advertising content, social media promotion content, E-WOM, and brand image were positively influence purchase intentions. Especially the brand image, it has the most significant influence on purchase intention.

Keywords: Social media advertising, Social media promotion, E-WOM, Brand image, Purchase intentions

Introduction

Gaming becomes a major entertainment all over the world, and consumers' pursuit of gaming is continually changing. Statistics showed that there are more than 2.5 billion gamers worldwide, and

their spending on games in 2019 totaled 152.1 billion US dollars (Tom, 2019). According to forecasts, the global video game market will continue to thrive. Data showed that spending on games will grow to US\$196 billion. The upcoming next-generation consoles of Microsoft Xbox, Sony PlayStation and Nintendo's new Switch models