



ABAC
GRADUATE SCHOOL
of BUSINESS

Au Virtual International Conference 2020
Entrepreneurship and Sustainability in the Digital Era
Assumption University of Thailand
October 30, 2020
Co-hosted by



A Model for Evaluating Online Game Players: A Study of Enjoyment, Interaction, Flow Experience, and Motivation towards Attitude and Intention Behavior in China

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ABSTRACT

The purpose of this research is to find the factors that affect Chinese online game players. The variables of this study are human-game interaction, utilitarian motivation, hedonic motivation, flow experience, perceived enjoyment, attitude, and intention. By studying these variables, to understand the needs of Chinese online players, and to promote the development of online games. The researchers observed these variables and developed four hypotheses to determine the influencing factors towards attitude and intention behavior. The researchers focused on Chinese online game players who play "League of Legends". The researchers collected the data from 320 respondents by using a questionnaire survey through two large-scale communication platforms in China. The first platform is the official forum of "League of Legends" in China, and the second platform "QQ" which is the most popular game social software in China. The researchers used convenience sampling and judgmental sampling to collect the data. Moreover, descriptive statistics is used to provide average and demographic percentages. Besides, the researchers use inferential statistics to test the hypotheses. All data are analyzed using statistical software, and linear regression analysis such as multiple linear regression to find the most significant factors affecting players' attitudes and intentions. The results showed that human-game interaction has a significant positive correlation with utilitarian motivation and hedonic motivation. Utilitarian motivation, hedonic motivation, flow experience, and perceived enjoyment have a positive impact on the player's attitude. However, flow experience, perceived enjoyment, and attitude have no influence on the intentions of online player.

Key words: enjoyment, interaction, flow experience, motivation, attitude, intention