

KEY FACTORS BEHIND GAMERS' URGE TO TOP UP ONLINE GAMES IN BANGKOK AND VICINITY

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ABSTRACT

The objectives of this research were to study the factors that affect the motivation to top up online games of game consumers in Bangkok and vicinity. The sample used in the research was online game consumers in the Bangkok and vicinity using a random group method with a total of 370 people. The research tool was a closed-ended questionnaire. Qualitative descriptive statistics, including percentages and frequencies, are used to analyze population characteristics. Averages and standard deviations, are used to analyze the level of opinion and statistics. Inference includes analysis of multiple linear regression equations to test the path, relationship between variables, and priority of variables. The research findings revealed that the motivation to top up online games in Bangkok and vicinity is the fun factor. Factors such as social interaction in the game, perspective factors on in-game items, and emotional value factors. Online game service business owners should focus on producing games that are quality, fun, and have an in-game system that supports the interaction between players and in-game items.

Keywords: Online Games, Purchase, Top up, Purchase Motivation

INTRODUCTION

In the 1990s, the advent of the internet by households brought a big transformation in the online gaming industry. From the original design of the game only for players to try to get the highest score, it has become a platform that allows players to compete or cooperate with others around the world. This change has made the game a tool to communicate and build social media. In the early days, game sales focused on selling products in disc format, known as "Game as a Product".

When high-speed internet comes in, it plays an important role. Game developers have started to make money by selling add-on content after the game has been released. This change gave rise to the concept of "Game as a Service", which is similar to software as a service models such as Adobe Creative Cloud and Microsoft Office 365. It satisfies players and increases the life expectancy of the game. It helps to reduce the cost of developing new games [1].

At present, Online games are very popular. Players not only get fun by playing the game, but also socialize and meet new friends in the virtual world with beautiful graphics and the ability to create new identities. Players can hide their true identities and customize their character's characteristics as they wish. This creates a vibrant and fast-growing online community.

The online gaming market in Thailand continues to grow. The value is up to 10 thousand million baht per year. MMORPG (Massive Multiplayer Online Role-Playing Game) is the most popular. It has a market share of up to 54% [2].

Most of the online game business in Thailand is a game as a service, where game importing companies buy game copyrights from abroad and make them available for free download. The main income comes from players buying in-game items such as various items or VIP status, which provides more comfort and advantage in playing.

With rapid growth and high potential. The online gaming market in Thailand still has a lot of opportunities to grow due to the increasing number of internet users and the high popularity of online games among players of all ages.

From the above data, it can be seen that online games are very popular, including the impact of the entry of high-speed internet that promotes communication and the creation of an online game society today, and also affects the behavior of online game consumers. Therefore, the researcher is interested in studying and researching to know the factors and motivations for topping up online games of consumers in Bangkok and vicinity. It also gives rise to strategic planning for online gaming businesses. entrepreneur The data can be used to plan marketing and develop online games to meet the needs of players in the modern era, and scholars and researchers can also use the data as a basis to study and develop future research on the online game industry and communication in the virtual world.

METHODOLOGY

Research on Factors Affecting the Motivation to Top Up Online Games of Game Consumers in the District. Bangkok Metropolitan Area is a quantitative research by means of survey and using online questionnaires as a tool to collect data with the following methodology:

Population and sample determination

The demographic group used in this study is people who play games and are interested in online games. They have experience in top-up in online games or on social media games, which the population group will be those who live in the Bangkok metropolitan area and its vicinity.

Research samples and sampling

In this research, the population is the consumer of online games. In the Bangkok metropolitan area and its vicinity, because the actual population cannot be known. The sample in this study was calculated using the sample size formula in case of a large population.

For the number of 370 people calculated, convenience sampling was carried out to collect data by selecting players who live in Bangkok and vicinity, and like to play games and recharge in the online game.

Research tool

The research tool was are a questionnaire.

Research operation

The researcher created the research to study the factors that affect the top-up with the following steps:

1. Study the principles of creating a questionnaire.
2. Study the documents, concepts, theories, articles, and research related to the

choice of top-up

3. Define the structure of the content of the questionnaire according to the conceptual framework and objectives of the research.

Data Collection

The researcher will prepare a questionnaire through Google Form by sending the questionnaire to various social media such as game-related pages on Facebook, as well as Facebook groups that are sources of community of players interested in games, such as ExtremeIT, Gaming Dose Community, etc., in order to reach the target audience directly. and convenient for data collection.

Research tool reliability test

Reliability tests were conducted using a questionnaire based on a sample of 130 respondents to ensure that respondents had an understanding of the questions and that the questions used could be answered realistically, and to determine the confidence of the questionnaire using Cronbach's Alpha Coefficient. The questionnaire was conducted using a total of 30 experimental samples. The threshold of the appropriate confidence level that should be in the test is 0.7 [3].

Statistics and data analysis

The data of the research was analyzed to test the hypothesis using descriptive statistics. It is a statistic used to describe the characteristics of the data collected from the sample used in the study in terms of percentages, mean, standard deviation, and multiple regression.

The hypothesis test of research is to test or verify the researcher's belief whether it is true or not by collecting real data to test the beliefs as follows. It was found that in this study, multiple regression test statistics were used to test the relationship of all factors used in the study. Influence the intention to recharge in online games.

RESULTS

General information of respondents

The majority of the respondents were male, 329 people, or 88.9 percent, and 20 women, or 5.4 percent. 11 people did not specify for gender, accounting for 3 percent, and LGBTQIA+. 10 people, accounting for 2.7 percent.

Considering the age of the respondents, it was found that the largest number of samples aged 19-24 years was 202 people, accounting for 54.6 percent, followed by the 25-30 years old group with 79 people, accounting for 21.4 percent, 52 people of the sample aged 31 years and over, accounting for 14.1 percent, and 18 years old, 37 people, accounting for 10 percent, respectively.

Considering the occupation of the respondents, it was found that the sample group of students had the largest number of students, 194 people, accounting for 52.4 percent, followed by company employees/contractors, 86 people, accounting for 23.2 percent, the sample group is a part-time/freelancer, 65 people, accounting for 17.6 percent, and a sample of 25 civil servants/civil servants, accounting for 6.8 percent, respectively.

Considering the amount of money spent on in-game top-ups per month of respondents, it was found that the sample group topped up less than 1,000 Baht per month. The largest number was 213 people, accounting for 57.6 percent. This was followed by 1,000 – 3,000 Baht per month with 86 people,

accounting for 23.2 percent. More than 10,000 Baht per month 37 people, accounting for 10 percent, 3,000 – 6,000 Baht per month, 25 people, accounting for 6.8 percent, and a sample of 6,000 – 9,000 Baht per month, 9 people, accounting for 2.4 each percent, respectively.

Level on the fun factor

There are the following levels of opinions: No. 1: You are satisfied with the game you are playing. The average is very high, which is equal to 4.04. There is a high level of average, which is equal to 3.80, and 3rd place, you think the game you are playing is a good game. There is a high level of average, which is equal to 3.75.

Level on social interaction factors within the game

The level of opinions on social interaction factors in the game is as follows: No. 1: You want to play games when you see people around you playing this online game. The average is very high, which is equal to 3.43. The average level is 3.33, and the 3rd place is that you play online games to find opportunities to interact with others. The average level is moderate, which is 3.02.

Level of opinion on the item perspective factor in the game

The level of opinion on the in-game item perspective factor is as follows: No. 1: You feel good about owning the in-game item. The average value is very high, which is equal to 4.13. The average level is very high, which is equal to 4.02, and 3rd place: The in-game item is valuable to you. The average level is very high, which is equal to 3.63.

Level of opinion on sentimental value factors

There are the following levels of opinions: No. 1: You play games because the games make you feel excited. The average value is very high, which is equal to 4.15. The average level is very high, which is 4.06, and the third place is that you feel emotionally connected with the game, which is very high, which is 4.01.

Level of opinion on challenges and overcoming factors

There are the following levels of opinions: 1st place: You play the game to win yourself and other players. The average is very high, which is equal to 3.36. It has an average level of 3.03 and 3rd place, so it is very important that you play this game as soon as possible. Yes, the average level is moderate, which is equal to 2.89.

Level of opinion about the comfort factor of use

The level of opinions on the comfort factor is as follows: No. 1 Good game design makes you want to continue playing this game. The average is the highest level, which is equal to 4.50. The average level is the highest which is 4.43 and the 3rd place is that you want to continue playing this game because the game has a good service and the highest average level which is 4.26.

Level of opinion on in-game recharge motivation factors

The level of opinion on the motivation factor for recharging in the game is as follows: No. 1: You decide to buy the product immediately when you have the intention to buy. The average value is very

high, which is equal to 3.54 Rank 2: It doesn't take long for you to make a decision to buy various products, the average level is 2.99, and the third place is that you can make quick purchase decisions.

Fun factor hypothesis test factors of interaction with society in the game, factors of perspective on items in the game, sentimental value factor challenges and overcoming factors, and comfort factors for recharge motivation in the game in the Bangkok and vicinity.

Fun factor, it was found that the fun factor is a variable that is imported into the equation, so it is a variable that influences the motivation to top up in the game in Bangkok and vicinity. The coefficient of the fun factor in the prediction equation, it is equal to 0.318, which can explain that the fun factor has a positive influence on the motivation to top up in the game in Bangkok and vicinity.

Factors of interaction with society in the game, it was found that the factor of interaction with society in the game was a variable that was imported into the equation. Therefore, it is a variable that influences the motivation for recharging in the game in Bangkok and vicinity. The coefficient of social interaction factors in the game in the prediction equation, it is equal to 0.142, which can explain that the social interaction factor in the game has a positive influence on the motivation to recharge in the game in Bangkok and vicinity.

Perspective on in-game items, it is found that the perspective factor on in-game items is a variable that is imported into the equation. Therefore, it is a variable that influences the motivation for recharging in the game in the Bangkok and vicinity. The coefficient of the perspective factor on in-game items in the prediction equation This can be explained by the factor of perspective on in-game items has a positive influence on the motivation to top up in-game in Bangkok and vicinity.

Sentimental value factor, it was found that the emotional value factor is an imported variable, so it is a variable that influences the motivation to recharge in the game in Bangkok and vicinity. The coefficient of the sentimental value factor in the forecast equation, it is equal to 0.168, which can be explained by the sentimental value factor. There is a positive influence on the motivation to top up the game in Bangkok and vicinity. Top up in online games is even more abundant.

It was found that the challenge and overcoming factors were variables that were excluded from the equation, so they did not affect the motivation to recharge in the game in Bangkok and vicinity at a statistically significant level of 0.05.

The convenience factor was found to be a variable that was excluded from the equation, so it was a variable that did not affect the motivation to recharge in-game in Bangkok and vicinity at a statistically significant level of 0.05.

Results of Hypothesis Test

Results of Hypothesis Test 1: Motivation to top up in online games in Bangkok and its vicinity = $1.483 + 0.318 \text{ Fun factor} + 0.142 \text{ Social interaction factor in the game} + 0.173 \text{ Perspective factor on in-game items} + 0.168 \text{ statistically significant sentimental value factor}$ of 0.05

The results of hypothesis 2 were that the quality of online games did not affect the choice of services and top-up decisions of game consumers in the Bangkok and vicinity because there was no statistically significant correlation of 0.05.

CONCLUSION

According to the results of this study, the motivation to top up online games in Bangkok and vicinity is the fun factor. Factors such as social interaction in the game, perspective factors on in-game items, and emotional value factors. Online game service business owners should focus on producing games that are quality, fun, and have an in-game system that supports the interaction between players and in-game items that are interesting to gamers to make players feel the same emotions and immerse themselves in the game. Modern games can entertain the players, hence it is an incentive to top up in-game money.

Gamers themselves can play games to have fun for themselves, but they must know their discipline and duties. There is a division of working time, playing games, and planning expenses so as not to affect the work and life.

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