



KEY FACTORS INFLUENCING GAMERS' URGE TO TOP UP ONLINE GAMES IN BANGKOK METROPOLITAN REGION

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Abstract

This research aims to study the factors influencing the motivation to purchase in online games. The objectives of this research were to: 1) study factors such as enjoyment, social interaction, aspect with virtual items, emotional value, challenge and conquest, and ease of use and quality influence consumers' motivation to spend money within online games, and 2) study the quality of online games affecting consumers' choices of service and top-up decisions. The research findings were found as follows: 1) Factors such as enjoyment, social interaction, aspect with virtual items, and emotional value significantly influence the motivation to spend money within online games in the Bangkok Metropolitan Region, with statistical significance at the 0.05 level. However, factors such as challenge and conquest, and ease of use and quality do not significantly influence the motivation to purchase in online games in the Bangkok Metropolitan Region, with statistical significance at the 0.05 level. 2) The quality of online games does not affect consumers' choices of service and top-up decisions to spend money in online games in the Bangkok Metropolitan Region, as there is no statistically significant relationship at the 0.05 level.

Key words: Online game, Top up, Bangkok Metropolitan Region

1. Introduction

At present, online games have become very popular. Players can not only get fun playing the game. But you can also socialize and meet new friends in the virtual world. Players can conceal their true identities and customize their character's characteristics as they wish. It creates a living and fast-growing online community. The online gaming market in Thailand is growing steadily. The value is up to tens of thousands of million baht per year. MMORPG (Massive Multiplayer Online Role-Playing Game) is the most popular. It has a market share of up to 54% (Natsorn Trangkatarn, 2021). The online game business in Thailand is mainly a game as a service, where game importers buy game licenses from abroad and make them available for free download. The main income comes from players purchasing in-game items



such as items or VIP privileges, which provide more convenience and advantage in playing. With rapid growth and high potential. The online gaming market in Thailand still has a lot of potential 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 have become very popular, including the impact of the entry of high-speed internet that promotes communication and the creation of an online gaming 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 the Bangkok Metropolitan Region and the surrounding area. It also contributes to strategic planning for online gaming businesses. Entrepreneurs can use the data to plan marketing and develop online games to meet the needs of today's players, and academics and researchers can also use the data as a basis for studying and developing future research on the online gaming industry and virtual communication.

Research Objectives

Objectives of this research were as follows:

1. To study the factors of fun, social interaction in the game, perspective on various items in the game, sensory value, challenges and overcomes, and comfort in use. It influences consumers' motivation to top up within online games.
2. To study the quality of online games affecting consumers' choice of services and top-up decisions.

2. Related Concepts and Theories

Online Games

Online games are multiplayer games where players connect via a network, which can be a LAN (Local Area Network) or via the Internet. In this context, Massive online multiplayer (MMO) games are multiplayer games that can accommodate thousands of players at once. Players are connected through a network, thus allowing them to interact with each other in a virtual world, organized into an unlimited world structure (fantasy or fantasy) where players can freely follow their own preferences. Each player may control their own character, also known as an "avatar," to interact not only with objects in the virtual world, but also with other players' avatars (Chen, 2014).

The researchers concluded that multiplayer online games, especially large-scale multiplayer online games (MMOs), are games in which players can connect via a network such as LAN, Internet, Bluetooth, WIFI or mobile phone networks to interact with each other in the virtual world.

Understanding the mechanics and structure of online games is useful for studying players' motivations and top-up behaviors. Analyzing the factors that influence in-game top-up decisions can help in developing effective marketing strategies and designing games that are more responsive to the needs and preferences of gamers.

Purchase Intention

Purchase intention is a step that is between evaluating choices and making a purchase decision in the 5-step purchasing decision process. Therefore, before consumers make a purchase decision. Consumers must have the intention to buy first and the intention to buy will come from factors such as preferences, etc. (Adul Jaturongkul, 2003).

Purchase intention often leads to a purchase decision, but not always because there are interference factors between the purchase intention and the actual purchase.



Purchase intent is an important step between evaluating choices and making a purchase decision in the consumer decision-making process. It consists of 5 steps. In general, consumers will decide to buy their favorite products. Therefore, before making a purchase decision, consumers must have a purchasing intention, which is influenced by a variety of factors such as preferences, interests, and more. However, this is not always the case, as there are complications that can influence the actual purchase decision, such as the attitude of other people, the price of the product, and unforeseen circumstances

Concept of Virtual Goods or In-game Items

Virtual goods are objects that exist in the virtual world and therefore have no value beyond specific games (Lehdonvirta, 2009; cited in Hagseth & Kjenes, 2020). The seller will post the virtual product on an online sales website such as EBAY so that consumers or buyers who want the product can come to the auction which allows the entrepreneur or game developer to see the channel or opportunity. By developing a number of virtual world simulation games that allow players to meet socially to make more virtual shopping (Sorawit Witukij, 2016).

A study has analyzed the consumption factors of virtual goods in online games in the category of massive multiplayer online role-playing game or MMORPG (Sivarak Sivaram and Akrima Nantanasit, 2018). Some people almost live online. Therefore, having an existence on it is necessary. People are also interested in their own image in it, so they can spend to represent themselves online to look as good as the real world. The game itself is an important impetus for both the design. How to play and the environment that makes it competitive, there must be something special to see the difference, which is in line with Lap Chong Prasert (2014), which explained that the perception of the value of virtual goods. Players are aware of the content and systems in online games with beautiful graphics and characters, which affect player satisfaction, and if an online game has beautiful graphics and a good sound system, it will make players feel amazing and addictive. Entrepreneurs in the online game business can use this benefit to develop and improve online game services in the future.

Virtual goods in online games are items that only exist in the virtual world, which have contextual value only in the context of the game. Players often use real money to trade these virtual goods through online platforms such as eBay. As a result, players are willing to pay for virtual goods that help strengthen their identity and status in the game. In addition, the game design with beautiful graphics, good sound system and good customer service will create satisfaction and impression on players.

Online game operators and developers can use data and understanding of virtual goods consumption habits to develop and improve online game offerings in the future. This will increase player satisfaction and create opportunities to earn money by selling virtual goods in the game. It can also be used to design marketing strategies that focus on creating a positive experience and player engagement in the virtual world.

Relevant Research

A study of Cheung et al. (2021) on driving intentional loyalty to mobile games with a theoretical perspective on motivation. It shows the importance of game loyalty as a response to the needs of players who want a specific and continuous gaming experience on mobile phones. (Hsiao & Chen, 2016). Elements such as experience and fun play an important role in making players loyal to the game and increasing in-game purchase intent. (Lee et al., 2018).

Hagseth and Kjenes, (2020) studied monetizing virtual goods in online games. The sale of virtual goods or in-game items has been a major factor driving the success of the Game as a Service model. While some items are things that make gameplay easier, or allow players to avoid time limits or boring play. The research concludes that new technologies are changing



the way players engage with video games. Game publishers have begun to make the transition from releasing their games as commodities, such as box or disc games, to providing game services where they can develop and sell add-on content after the game's release. One way to do this is by selling virtual goods, while previous studies have focused on players' attitudes and motivations for making such purchases. The study aims to study what has not been studied before: how the basic characteristics of online gamers affect their attitudes toward how to make a profit and purchase intentions. Previous research has largely focused on a single game or platform. We wanted to know how these relationships fundamentally differ between players.

Tregel et al. (2020) studied cost to compete by analyzing pay to win aspects in current games in competitive games, players compete for various reasons such as winning or prize money, especially with games that are very competitive. Level playing is therefore important to find skilled players. However, when in-game top-ups affect the outcome of the game, especially for new players who don't just want to adapt to the different levels of abilities, experience, expertise, and skills, but will try to spend money on the game itself to beat competitors who are more proficient or better than themselves.

3. Research Methodology

3.1 Population

The demographic group used in this study is those who play games and are interested in online games. The population group is people who live in the Bangkok metropolitan area and its vicinity.

3.2 Research Samples

The research samples were online game consumers in the Bangkok metropolitan Region, they were selected by using a convenient random sampling method, with a total of 370 samples.

3.3 Research Tool

Questionnaires were used to collect data.

3.4 Data Analysis

The data were analyzed by using a ready-made statistical program that used qualitative descriptive statistics such as percentages and frequencies to analyze population characteristics, qualitative descriptive statistics such as mean and standard deviation to analyze the level of opinion and inference statistics, including analysis of multiple linear regression equations to test the relationship path between variables and the priority of variables.

4. Research Results

4.1 General Background of Research Samples

General information of respondents includes gender, age, occupation, and the amount of money spent on top up the game per month. The majority of the sample were males, 329 people, accounting for 88.9 percent, and 20 females, accounting for 5.4 percent. 11 people, accounting for 3 percent, and LGBTQIA+ 10 people, accounting for 2.7 percent.

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

Considering the respondent's occupation, It was found that the sample was students. The largest number of employees was 194 people, accounting for 52.4 percent, followed by



company/contractor employees. 86 people, accounting for 23.2 percent. 65 people, or 17.6 percent, and 25 civil servants, or 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 who topped up less than 1,000 Baht per month. The largest number of people was 213 people, accounting for 57.6 percent, followed by 1,000 – 3,000 Baht per month, 86 people, accounting for 23.2 percent. 37 people, accounting for 10 percent, 3,000 – 6,000 Baht per month, 25 people, 6.8 percent, and 6,000 – 9,000 Baht per month sample. 9 people, accounting for 2.4 percent, respectively.

4.2 Feedback on the Fun Factor

There are the following feedback levels: 1st Place: They are satisfied with the game you are playing. The average is very high, which is 4.04 2nd place. There is a very high average level, which is 3.80, and 3rd place do you think the game you are playing is a good game? The average level is very high, which is 3.75.

4.3 Feedback on Social Interaction Factors in the Game

The level of feedback on the social interaction factors in the game is as follows: 1st Place: They want to want to play the game when you see people around you playing this online game. The average is very high, which is equal to 3.43 rank. The average level was moderate, which was 3.33, and the third place was playing online games to find opportunities to interact with others. The average level is 3.02.

4.4 Feedback on the Item View Factor in the Game

The level of feedback on the in-game item view factor is as follows: 1st Place: They feel good about owning an item in the game. The average value is very high, which is 4.13 rank. It has a very high average level of 4.02 and rank 3, the items in the game are valuable to you. The average level is very high, which is 3.63.

4.5 Level of Opinion on the Factor of Sensory Value

Opinion level on the factor of sentimental value There are the following feedback levels: No. 1: They play games because games excite them. The average is very high, which is 4.15. The average level is very high, which is 4.06, and the 3rd place is that they feel emotional with the game, which is 4.01.

4.6 Level of Opinion on Challenge and Overcoming Factors Opinion Levels on Challenge and Overcoming Factors

There is a level of opinion as follows: 1st Place: They play the game to win against yourself and other players. The average is very high, which is 3.36 Rank 2, they want to play games to prove to others that they are good. It has a moderate average rating of 3.03 and ranks 3, so it's very important that they get good at the game as soon as possible. The average level is moderate, which is 2.89.

4.7 Feedback Level on the Comfort Factor of Use

Feedback on the comfort factor is as follows: No. 1: A good game design makes them want to continue playing this game. The average is the highest, which is 4.50 in 2nd place. It has the highest average level of 4.43 and 3rd place, they want to continue playing this game because the game has good service. The average level was the highest, which was 4.26.

4.8 Feedback Levels on In-game Recharge Motivation Factors

The level of opinion on the in-game top-up motivation factor has the following feedback levels: 1. They decide to buy the product immediately when the purchase intention arises. The average is at a high level, which is 3.54, the second place, it does not take long for them to decide to buy various products, the average level is 2.99, and the 3rd place, they can make a quick purchase decision. The average level was moderate, which was 2.94.



4.9 Fun Factor Hypothesis Testing, Factors of Interaction with Society in the Game, Factors of Perspective on In-game items Emotional Value, Factors Challenge and Overcoming Factors, and the Comfort Factor of Use on In-game Top-up Motivation in Bangkok Metropolitan Region.

Fun factor, it was found that the fun factor is a variable that is introduced into the equation. Therefore, it is a variable that influences the motivation to top up in-game in the Bangkok Metropolitan Region. The coefficient of the fun factor in the forecast equation This can be explained by the fact that the fun factor has a positive influence on the motivation to top up in the game in the Bangkok Metropolitan Region. Factors of interaction with society in the game It was found that the factors of interaction with society within the game were variables that were introduced into the equation. Therefore, it is a variable that influences the motivation to top up in-game in the Bangkok Metropolitan Region. The coefficient of social interaction factors in the game in the forecast equation. This can be explained by the fact that the factor of interaction with the in-game society has a positive influence on the in-game top-up motivation in the Bangkok Metropolitan Region. Perspective factors per in-game items It was found that the perception factor per in-game item was a variable that was imported into the equation. Therefore, it is a variable that influences the motivation to top up in-game in the Bangkok Metropolitan Region. The coefficient of the view factor per in-game item in the forecast equation. This can be explained by the fact that the perspective factor towards in-game items has a positive influence on the motivation to top up in-game in the Bangkok Metropolitan Region. Emotional value factors, it was found that the factor of emotional value is a variable that is imported into the equation. Therefore, it is a variable that influences the motivation to top up in-game in the Bangkok Metropolitan Region. The coefficient of the emotional value factor in the forecast equation, it has a value of 0.168, which can be explained as the sentimental value factor. It has a positive influence on the incentive to top up in games in Bangkok Metropolitan Region, the more emotions game players have with the game, the more motivation to top up in online games. The challenge and overcoming factors are variables that are excluded from the equation, so they are variables that do not affect the incentive to top up in-game funds in the Bangkok metropolitan area and its vicinity at a statistically significant level. The comfort factor of use, it was found that the comfort factor of use is a variable that is excluded from the equation. Therefore, it is a variable that does not affect the in-game top-up motivation in the Bangkok Metropolitan Region at a 0.05 statistically significant level.

5. Conclusion and Discussion

Conclusion

Motivation for top-up in online games in Bangkok and its vicinity = $1.483 + 0.318$ Fun factor + 0.142 In-game social interaction factor + 0.173 Perspective factor towards in-game items + 0.168 Sensory value factor is statistically significant at 0.05.

The quality of online games does not affect the choice of services and top-up decisions of game consumers in the Bangkok Metropolitan Region because there is no statistically significant correlation at 0.05.

Suggestions

According to the results of this study, the motivation for topping up online games in Bangkok Metropolitan Region are the fun factor, factor of interaction with society in the game, the perspective factor for in-game items, and the factor of emotional value. Online game service provider business owners should focus on producing quality games, having fun, having an in-game system that supports 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 players, thus creating fun on the field and providing an incentive to top up more in-game money. As for the gamers themselves, they can play games to make themselves happy, but they must know their own discipline and duties. There is a division of time for working, playing games, and planning expenses so as not to affect work and life.

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