

A BEHAVIORAL STUDY OF HANOI CONSUMERS' USING GAME MOBILE ONLINE

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By the method of quantitative research, the authors surveyed 200 people aged 13-30 in Hanoi to find out practical assessment of the behavior of choosing and using mobile games online today. Since then, the study gives a number of suggestions to planning Marketing strategies for mobile online game producers based on this research results.

Hanoi is the capital of the Socialist Republic of Vietnam. In 2019, Hanoi, which is the Vietnamese administrative unit, is ranked second in terms of gross domestic product (GRDP), eighth in terms of GRDP per capita, and 41 in GRDP growth rate. According to the Census of Population and Housing in 2019, the number of people under 15 years old accounts for 23.0%, the number of people aged 15-59 years is 66.6%, and the number of people aged 60 and over is 10.4%. This place is an open market for quite a few industries.

Keyword: mobile online games, players, marketing, Hanoi....

1. INTRODUCTION

Appeared in the 2000s, the smart phone (Smartphone) has achieved rapid and remarkable development. Vietnam has become the second country with the growth rate of smart devices (including smartphones and tablets) reaching 266% in the period of 1/2012 - 1/2013 (According to Flurry report). The rapid growth of Smartphones has led to many products and services being born and continuously growing, including mobile game products. [1].

In a survey by Newzoo Market Research and Consulting Company, in 2013, Vietnam reached the top 25 countries with the highest game revenue in the world with total revenue of up to 233 million USD, of which from mobile games accounted for 25.5 million and is expected to reach 52 million USD in 2016. [2].

In the world, there are also some studies on the behavior of gamers, but due to cultural differences, many foreign research results cannot be applied in our country. In addition, many publishers or studios are not aware of carefully researching game players' behavior for fear of losing financial, human and time costs. While the research of organizations specializing in market investigation often exploits a very small problem. Therefore, research in the field of mobile online games is really necessary.

2. THEORETICAL BASIS

According to Philip Kotler, consumer behavior is defined as: "A whole set of actions that evolve throughout the process from acknowledgment of demand to purchase and after purchase of a product." In other words, Consumer behavior is how individuals making decisions will use their available resources (time, money, effort) for consumer products. [3]

Enterprises study consumer behavior with the aim of identifying their needs, habits and preferences to know what they want to buy, where to buy, when, why they buy a product / service, because why do they buy again or dispose of the product / service.

In Vietnam, according to the Joint Circular of the Ministry of Culture and Information, the Ministry of Post and Telematics, the Ministry of Public Security No. 60/2006 on the management of online games (hereinafter referred to as Circular 60), "Online Games means a game on the Internet with the interaction between players and the server system of an online game service provider. [4]

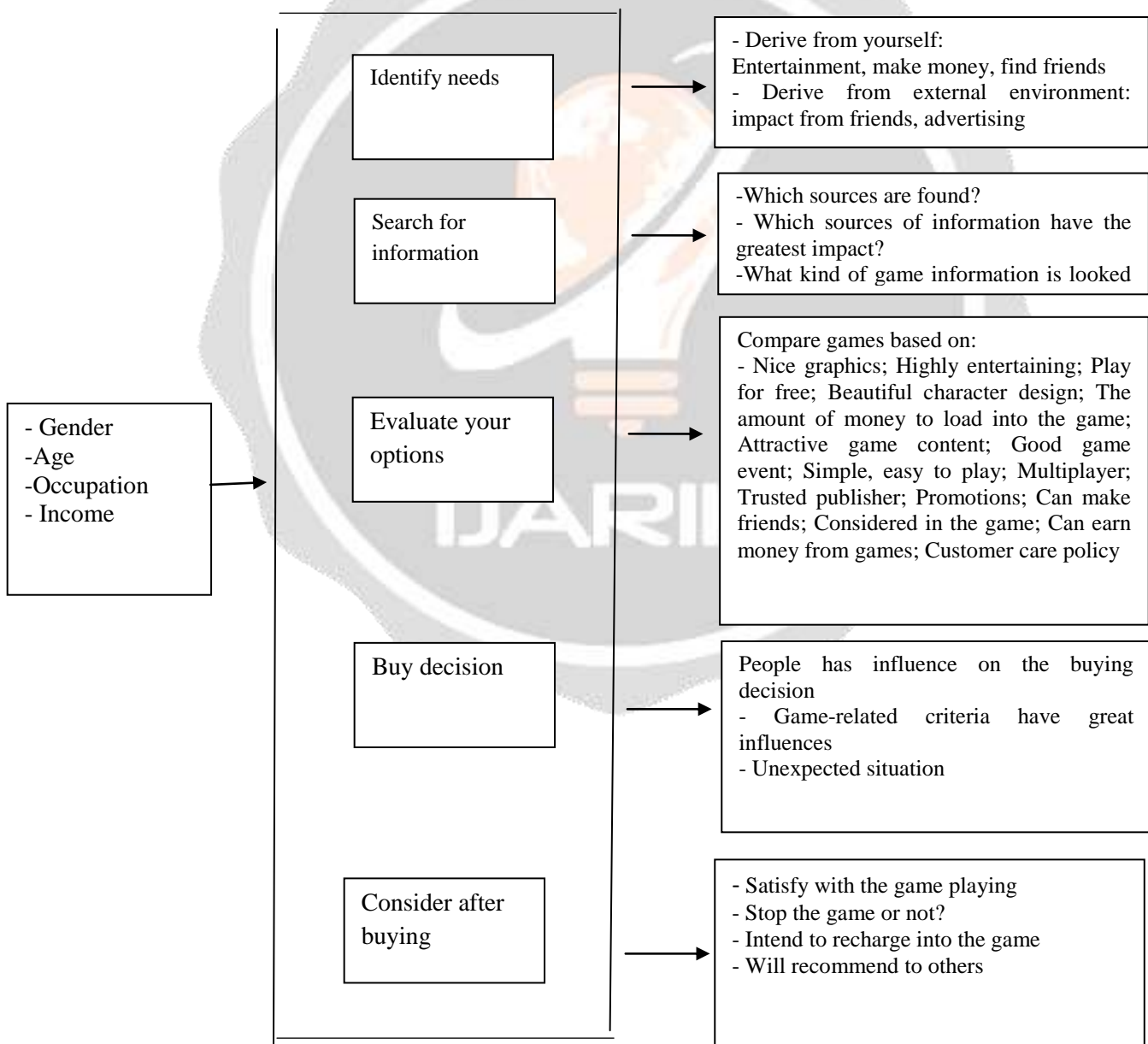
Consumers' shopping is influenced by many different factors, which are divided into four main groups: cultural factors, social factors, personal factors and psychological factors.

3. RESEARCH METHODS AND RESULT

3.1 Reasearch methods

Research is conducted in two phases, preliminary research and official research.

Table 1: Research model



In the preliminary research phase, the author uses qualitative research methods to form a scale and preliminary survey questionnaire, after a pilot investigation of about 15 subjects, the author continues to adjust the scale. measure to suit the actual conditions and requirements of the customer and design a complete questionnaire for later official research.

During the official research phase, the author conducts online questionnaires for consumers of mobile online game products, then collects and saves them as a basis for quantitative research including statistics, describing and analyzing hypotheses to clarify the influence of factors on the behavior of choosing and using online mobile games in Hanoi.

3.2 Results

3.2.1 The process of recognizing consumer gaming needs:

The reasons why players search for mobile online games by themselves:

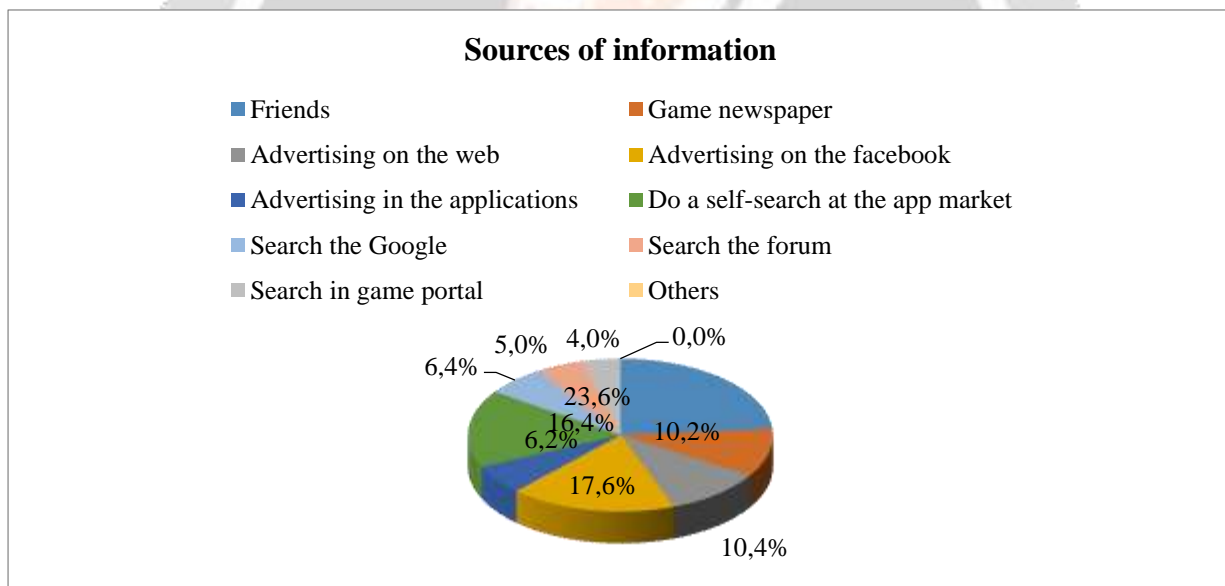
Mainly, when feeling stressed or having free time, players will generate the need to play mobile online games. In addition, gaming is also a way to keep in touch with friends or find new friends.

A very small portion of players looking to play mobile games online are to make money. They play the game to a certain level, either bring their accounts to sell to other players or themselves in many games that sell items.

External influences make players realize the need to play mobile online games: 42.7% from friends inviting players, Advertising is 16.4%, according to trend is 38.9% and other factors account for 1,9%

The consumer search for information

Chart 1: Information source



The source of searching for game information mainly comes from friends, accounting for 23.6% of the rest searching for games on facebook, accounting for 17.6% and 16.4% of gamers prefer to find games themselves through application markets. by Google and Apple. Besides, the search information is mainly the game genre, the image, the features of the game, among other factors such as the publisher, the promotion, and so on.

3.2.2 The process of evaluating and selecting consumer options

To choose a game to play, players often evaluate aspects of graphics, game content, advertising, simple gameplay and must mention the gaming trend in the gaming community, in addition to the In-game promotions, the ability to monetize the game and the amount of light installed are also factors to be assessed in the game selection process.

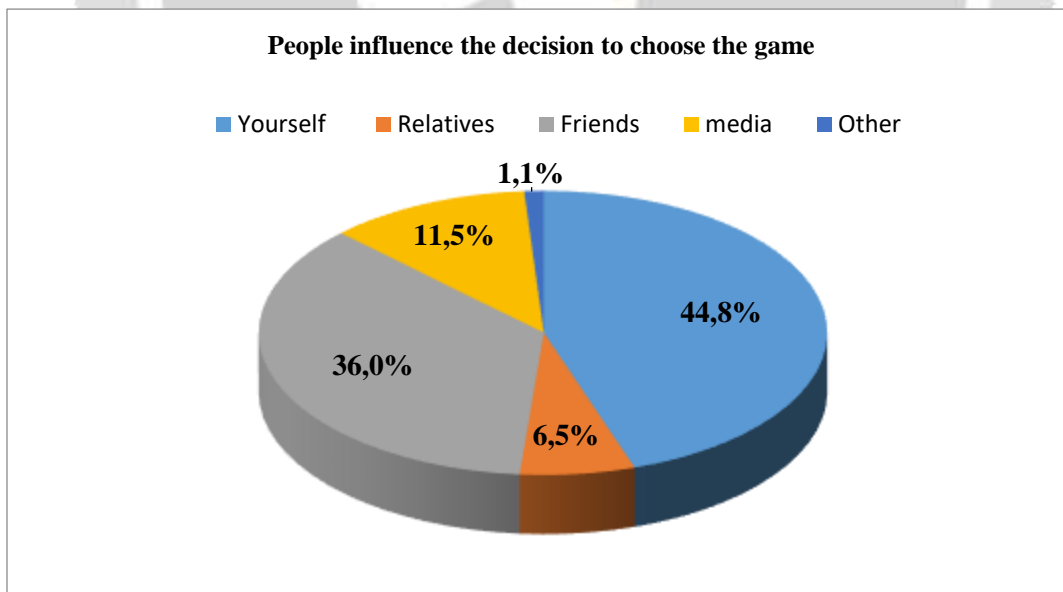
Fig - 2: The degree of influence of the criteria on a player's decision to play a game

	Very unaffected	unaffected	Normal	Affected	Verry affected
Nice graphics	4 %	2%	18%	38%	37,5%
Game content	2,5%	4%	13,5%	36%	44%
Advertising, PR	7%	14,5%	30%	31,5%	17%
Download the game for free	5,5%	9,5%	24%	26%	30%
Amount of money recharged into the game	10%	10%	37%	30%	19%
Simple playstyle	6,5%	13,5%	39%	25,5%	15,5%
Happy community, Multiplayer	2,5%	7%	31%	34%	25,5%
many discount promotions	9,0%	15,5%	30,5%	28,5%	16,5%
Earn money from the game	9%	14%	23%	34%	20%
Light installation capacity	7,5%	9,5%	38,5%	26,5%	18%

3.2.3 Consumer buying decision process

The people who have a strong influence on the players in the decision-making process are mainly themselves and their friends. 44.8% of players said they would make their own decisions. This decision is based on what they have been searching for or from previous personal experiences. Friends can give advice, experiences about the game to contribute to players in choosing the game. Friends influence 36% of respondents. Communication has an impact on 11.5% of customers. The ads stuff their heads with lots of information leading them to want to try the game out.

Chart 2. People influence the decision to choose the game



3.2.4 Process after purchasing

The post-purchase response of game product users can be divided into two main categories: satisfied and dissatisfied

The response of customer satisfaction is quite simple, they simply want to stick with the game more (54.1%) and want to share with friends (28.1%).

The response of customer dissatisfaction is more complicated due to their dissatisfaction. Dissatisfaction will manifest to the extent that it can be a feeling of a little annoyance, complaining during the game being taken care of customer care (6.8%) or complain on the forum and not play other games of that player.

4. CONCLUSIONS AND RECOMMENDATION

4.1 Conclusions

Based on the above researches, the behavior of people using mobile online games in Hanoi is dominated by many factors, in which game content and beautiful graphics affect the most decision on game choice. In addition, research also shows that up to 36% of customers choose the type of game to be influenced by their friends. These are the bases to come up with solutions to attract online mobile game players in the upcoming Hanoi market. Must say that Vietnam is now just one of the potential markets for mobile online games, there is not really a true online mobile game industry. This industry is still in its infancy. Therefore, it is very necessary to learn the market models of the previous countries that have a place in the world and have similarities with us.

4.2 Recommendation

4.2.1. Orienting Marketing Strategy

Long-term strategy for game publishers: focus more on deep development instead of breadth development. Enhance reputation, brand, revenue and profitability through satisfying customers' needs, increasing their loyalty.

Market segmentation

By age: divided into 3 ages: <15 years old, 15-24 years old and > 24 years old ..

By gender: with 60.5% of men playing mobile online games, publishers feel that they should focus on attracting this type of costumers

By occupation: can be divided into: students, students, office workers, freelance and other professions.

4.2.2. Target customers

From the game genre, the producers will find out what kind of characteristics this game player has: how much is the male proportion, the age of the game, which age group should focus on, the level of spending. How are their payments?

4.2.3 Marketing – mix system

* Price variable:

Allows players to download the game for free and for a fee when they want to experience more features. Item price should be based on consumer behavior of the game genre and ARPU of that game series. Set up INGAME packages so gamers feel beneficial when recharging: VIP packages by week, by month, by quarter. For products that complement each other, pricing 1 product for free, 1 product for free

* Product variables:

Focus on improving the quality of game content and images. For each game product, there should be a game development roadmap for each stage.

*Variable communication

- Communication message: give each game a certain message
- PR roadmap: usually go to PR before 2-3 weeks of game launch with the aim of promoting the game's image, introducing special features. A month after the launch: the purpose of this article is to explore in depth on how to play the game and what is the gaming community like?

- Channels of running ads:

- + Branding: Use the following forms of advertising:

- + Banners on websites through Admicro, Adtima, Google and so on because 10.4% of players search for the game through the website's advertising image.

- + Facebook: using some forms like Post Engagement, Like Page, and so on

- + Seeding: seeding on game forums, focusing on Facebook groups about the game to create identity

- + Viral publications: create spread, promote promotion for the game

- + Convert: Based on the result of sentence 3, publishers should use:

- + Facebook Install: first priority

- + Google search install: because 6.4% of players often search for games on google

- + Google Admob: advertising banners in other apps and games on Smartphone.

- Community activities

Exchange items to make friends, to confide in players

Organize online competitions such as: Miss & Mr. story making, drawing, and so on

Organize online tournaments: this is a very good form of game promotion while maintaining players, increasing the rate of recharge on the game

Offline gamers events

***Distribution variables:**

The producer needs to orient the development of an application that acts as a game portal, on which there are all the producer's games. Gradually orientate players who have the habit of entering that application to download games by regularly creating events to receive gifts, receive code on it.

5. REFERENCES

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