Chapter 16

Students’ Experiential Motives and Intention to Play Online Games

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ABSTRACT

This study aims to examine the linkages between students’ multi-dimensional experiential motives and intention to use online games. The study uses convenience sampling technique for sample selection of 210 respondents. Their participation was purely voluntary. Social affiliation was found as the most influential factor in the objective to play online games among students. However, enjoyment insignificantly related with the purpose to play online games. This research contributes significantly to the online gaming industry, and marketers in boosting their profit within undergraduate by know which aspect they look into when having an intention on online gaming. The proposed framework can be the basis for further research to investigate again the intention to play online games.

INTRODUCTION

Online games are the application that connect 2 players and above around the world of internet with the specializing of characteristic. Online games have high potentials for growth. The worldwide online games market in 2005 was US$3.5 billion (Gerd, 2005), where by online games market in South Korea itself was US$1.9 billion in 2006. However, the market value does not show the relationship of consumer behavior with the motivation they involved in the world of online games as the online games were generated by different types of players.

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As the globalization is shifting the economy and technology vastly, the world of entertainment has been upgrading the introduction of gamming that can simply be played through the satellite. The diversity of institution involved in the gaming industry leads to the massive transformation of gaming entertainment to the next level, along with diversification in cultures and subcultures which also creating new trend on online gaming. The ability to connect games with the internet while at the same time played through devices gives the pleasure of entertainment to online gamers. As opportunity of business, online gaming has develop to its best whipping film and music industry with the following terms of profits, clients, and operative (John, 2002). While the industry is growing, it is impacting the daily lives of online gamers which require a modification in the gaming controls. The rate of networking online game depends on the dimensions and localization that team develops extraordinary and special effects on the platform of online gaming (Sawyer, 2002)

An online game is a technology that can unites players to play together on a game server via the Internet, with a periodic internet payment fee. Indeed, playing online games through the Internet can be performed via mobile smart phone. Previously, gaming uses outdated PC or comfort games where one or two players play a game on a personal computer. But nowadays, internet connectivity is a new platform for gamers because it allows players to search and play against other players around the world. Online game in group allow hundreds of player to play game at the same time. Online gamers aim to maximize the characters chosen in the online game which represents them during the gaming process. At the same time, they also wants to be connected with other gamers’ communities. For example, strong interaction patterns of human relationships are common in the community of MUDders (Multi-User Dungeon, or Multi-User Dimension). The competitive player use advantage intense communication (in text-only mode) during the games. This enables the multinational communication that produces new relationship for the online players. Furthermore, the development also creates more link and connectivity that nurture the aspects of relationship towards games played by online gamers.

Previous research on online games has focused on one dimension which is the experiential values of the players on their perceived enjoyment (Hsu & Lu, 2007). But, as the advancement of online game can provide players various type of experiential benefits, where it can increase customers’ usage. The multi-dimensional has affected the motivations to use online games frequently. Moreover, prior studies on online games has shown an unpredictable results among purposes and online games playing. The unpredictable outcomes suggest that potential existence of controlling variables exist. In proclaiming this deficit in the literature, the existing study aims to examine the linkages between students’ multi-dimensional experiential motives and intention to use online games among students in University Malaysia Sabah Labuan International Campus (UMSLIC).

LITERATURE REVIEW

This section describes about concentration, enjoyment, escape, epistemic curiosity, social affiliation and intention.

Concentration

Concentration related to the accomplishment of focusing one’s interest and the level they have in online game is connected with nonexistence of consciousness beyond time, self-awareness, and surrounding cue