A Study on Consumer Intention in a Web Portal Game from the Perspective of Flow Experience

Yi-Fen Chen, Chung Yuan Christian University, Taiwan
Chia-Wen Tsai, Ming Chuan University, Taiwan
Pei-Chun Liao, Chung Yuan Christian University, Taiwan
Wen-Yu Chen, Chinese Culture University, Taiwan

ABSTRACT

Providing consumers with a positive and satisfying online shopping experience is the goal of the web operator. Therefore, in this paper, the authors use overhead construction to extend Csikszentmihalyi’s proposed flow theory (1975) to the computer intermediary environment and discuss the web portal game from the perspective of flow experience to identify possible causes and positive and negative results, as well as understand customer utility and hedonic motives in online shopping. In this research, the portal game is in play in the online consumer’s flow experience. This study also explores customer benefit and the effect on consumer behavior brought about by the identification of consumer preference and purchase intention. This study used an internet questionnaire survey to obtain 442 valid responses for data analysis. The results reveal that different Web site characteristics affect the flow experience and indirectly affect customer value; the results also indicate positive preferences and positive expense results. These results may serve as a reference for future Web site industry management policy and marketing strategy.

Keywords: Consumer Intention, Customer Benefit, Flow Experience, Web Portal Game, Website Characteristics

INTRODUCTION

Because of the increasing number of wireless frequency users, contractors have developed a new type of online game market, estimated in 2010 to be at a global scale of approximately 94 hundred million US dollars (MIC, 2007). The computer is still the predominant wireless platform in this online game market. Vigorous development of electronic commerce has required continual testing of website management patterns. As traditional marketing no longer satisfies consumers, the network must find new ways to attract customers.

The globalization of science and technology has increased, and the use of virtual networks increasingly occupies more of people’s time; as such, the consumer’s lifestyle is shaped both by
the real and virtual worlds. Therefore, increasing numbers of network applications and commercial service patterns are being developed; the modern lifestyle now features increasing amounts of leisure time. Leisure games tend to be simple and easy to play, do not require large time commitments, and appeal to casual gamers such as school-going children, young females, white-collar workers, and the elderly. However, a consumer engaged in the network game may lose track of time and initiative, and may enter the flow condition. Consumers can change their opinions regarding shopping values, preferences, and desires. This study uses web portal game players to discuss the influence of internet flow condition as an intermediary variable concerning utilitarian motivation and hedonic motivation for shopping behavior.

The following are the research goals of this study:

1. To examine the relevant literature and discuss web portal game flow variables such as skill, attention, time distortion, exploratory behavior, challenges, operation, and physical performance,
2. To discuss online game reform, player viscosity with regard to the reduction of the game, game style, and player behavior in terms of flow experiences and factors that influence changes in the flow experience,
3. To examine whether utilitarian motivation can affect the consumer’s web portal game purchase intention,
4. To analyze the collected findings in order to determine the optimal pattern of operation for ideal entertainment services for consumers.

THEORETICAL FRAMEWORK

Portal Website

Cohan (1999) indicated how a portal website earns advertising revenue by attracting visits. Greenstein and Feinman (2000) discussed how a portal website connects consumers to businesses and businesses to other businesses using e-commerce websites. Diaz and Rodriguez (2005) explored how a portal website is a key component of an enterprise integration strategy, as it provides integration at the user interface level for other technologies.

Internet Entertainment Marketing Research

MIC conducted an investigation on entertainment behavior from 2005 to 2007 and found that year by year, a net pal decreases the time spent on online games and reduces game viscosity, which implies that shorter online game play periods are effective for obtaining the entertainment effect. These leisure games can meet a Nepal’s need, and, if this tendency holds, online leisure gaming in Taiwan will follow the global tendency and continue to grow in popularity; moreover, the market scale will continue to grow as well.

Website Characteristics

Huang (2003) indicated that the attributes of a website encompass a larger variety of categories than those of traditional media. Complexity and novelty have been identified as two major categories for attributes in physical settings (Berlyne, Craw, & Salapatek, 1963; Donovan & Rossiter, 1982; Hwang & Lin, 1999; Iselin, 1988). The computer is an indispensable communication medium (Ha & James, 1998). By the above account, we can identify the attributes of a Web site that affect the consumer’s shopping experience. Therefore, this study uses Huang’s (2003) identification of website attributes—complexity, novelty, and interactivity—as its basis.

Complexity

Huang (2003) showed that the complexity of a product is related to the acceptance of a product. When a product is more complex, many common users may be less receptive to it.
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