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Factors Impacting on Satisfaction and Purchase Intention of Mobile Games Among Non-Art Major Students in Public Universities in Chongqing, China

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Abstract

Purpose This study aims to investigate the factors influencing the purchase intention of mobile games among non-art major students in public universities in Chongqing, China. The conceptual framework contains perceived enjoyment, social influence, perceived value, perceived compatibility, perceived usefulness, satisfaction, and purchase intention. **Research design, data, and methodology:** A quantitative approach was employed to gather sample data from 500 undergraduate students from universities in Chongqing, China, specifically those who are non-art majors, utilizing a questionnaire as the primary tool. Before questionnaire distribution, we ensured content validity and reliability through Item-Objective Congruence and conducted a pilot test. Confirmatory Factor Analysis and Structural Equation Modeling were utilized to analyze the data, validate the model's goodness of fit, and confirm causal relationships among variables for hypothesis testing. **Results:** All six hypotheses proposed in this study align with the research objectives. The study revealed that the conceptual model effectively predicts and explains college students' purchase intention regarding mobile games. Satisfaction and felt value emerged as two crucial predictors and prerequisites for the purchase intention of mobile games. **Conclusions:** The study underscores that player satisfaction with the game contributes to increased willingness to pay among all players, emphasizing that satisfaction diminishes users' inclination to consider alternatives and attracts users toward payment.

Keywords : Mobile Games, Purchase Intention, Perceived Compatibility, Perceived Value, Satisfaction

JEL Classification Code: E44, F31, F37, G15

1. Introduction

With the improvement of mobile phone popularity and the rapid growth of mobile games, mobile games have become a huge consumer market. According to a global study by Google, 72 percent of the U.S. population and 70 percent of South Korea's population play mobile games, while in China, the figure is as high as 79 percent. Among all mobile game users in China, there are more males than females, and most users are under 30 years old, with a large proportion of college students. (Zhao, 2019)

In 2022, 3.2 billion players worldwide will generate $19.8 billion in revenue for the games market, up 2.1% from the previous year. Projected to 2025: This year, the number of players worldwide will grow to 3.5 billion, generating $225.7 billion in revenue for the market (Newzoo, 2022).

Contrary to the high school years, the university period plays a vital role in shaping one's worldview, lifestyle, and values. With increased autonomy and freedom, college students often find mobile network game participation to be a normal part of their lives (Wang, 2021). Non-art students often have different academic backgrounds and interests, which may influence their perceptions and attitudes towards mobile games—game quality, price, game experience, and social interaction influence purchase decisions.

The mobile games industry has gradually developed

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into a commercialized sector during its prolonged development, as game producers generate profits by offering virtual properties for gamers to purchase within the game. The age distribution of esports users in China shows that 19–21-year-olds are the largest group of users, accounting for 31.3%, followed by 22–24-year-olds, accounting for 22.8%.

These ages correspond mainly to the period of university education in China, indicating that university students have become the primary users of esports. Despite their limited financial resources, university students tend to be more actively involved in virtual consumption induced by the diverse consumption mechanisms and rare in-game equipment, driven by conspicuous and hedonistic consumption motives, leading to irrational behavior.

The focus shifted to expanding the customer base and facilitating in-game purchases to ensure a stable revenue stream. Therefore, understanding what motivates players to play and pay is critical for developers and retailers. (Wang, 2021).

Mobile game vendors face the problem of creating in-game needs so that players perceive them as desirable. Value is defined as the total evaluation and evaluation of the total utility of a product by the consumer. This utility is based on a subjective trade-off between customer sacrifice and benefits in return (Grace & Weaven, 2011).

In some mobile game studies, satisfaction, as an effective response, is a fundamental concept for understanding user experience and behavior in different contexts. Its influence extends to system reuse, payment persistence, loyalty, buyback willingness, and price sensitivity. (Delone & McLean, 2003)

Previous studies have shown that satisfaction is used to study several issues, including continuous purchase of intent mobile value-added services. Satisfaction is also related to perceived value. If players are satisfied with the game, they are more likely to engage deeply in it and invest more time and energy in it (Zhou et al., 2014).

2. Literature Review

2.1 Perceived Enjoyment

People are more likely to accept and utilize technology extensively if they experience instant pleasure and satisfaction and find any linked activities personally satisfying. This element of Enjoyment increases the technology's usefulness in influencing customer behavior (Davis, 1989).

Hans et al. (2004) studied accepting websites that provide hedonic experiences. The results revealed that perceived Enjoyment had a greater impact on users' intention to accept and use the website than perceived usefulness and ease of use.

Previous research has highlighted the importance of perceived Enjoyment as an intrinsic motivator for adopting IT systems and services (Der Heijden, 2004; Venkatesh, 2000). It complements extrinsic motivations and contributes to the overall perceived value. Perceived Enjoyment, along with cognitive factors such as usefulness and cost, shapes the perceived value of mobile internet (Kim et al., 2007). Thus, a hypothesis is indicated:

H1: Perceived enjoyment has a significant impact on perceived value.

2.2 Social Influence

When individuals consider adopting new technologies, their decisions are often influenced by the attitudes and behaviors of their social networks (Venkatesh et al., 2003). This influence is called social impact, which encompasses an individual's perception of the social benefits of using an innovation (Venkatesh et al., 2003).

The opinions and experiences of paying app users can easily spread through social networks, shaping the perceptions and intentions of others (Duane et al., 2014). Kim et al. (2014) conducted in-depth research on the role of social influence in adopting mobile apps, highlighting its significance. A stronger positive impact, such as favorable word-of-mouth recommendations, would be associated with a higher intention to adopt and perceive greater value in paid apps (Yang et al., 2012). Thus, a hypothesis is indicated:

H2: Social influence has a significant impact on perceived value.

2.3 Perceived Compatibility

Rogers (1995) defines *perceived compatibility* as assessing how well a new technology aligns with potential adopters' values, past experiences, and existing practices.

In the context of e-learning systems, perceived compatibility refers to the degree to which the system is perceived to align with students' current values, needs, and experiences (Moore & Benbasat, 1991). Agarwal and Prasad (1997) characterize compatibility as the perception that an innovation is harmonious with an individual's work behavior. In this context, compatibility signifies the perceived congruence between the innovation and the existing practices and behaviors of the innovator.

Previous research has underscored compatibility's direct and positive impact on users' adoption intentions. Perceived compatibility is a critical factor influencing usage intention and operates as an intermediary between perceived value and other perceived benefits (Kleijnen, 2007; Schilling, 2002). Thus, a hypothesis is indicated:

H3: Perceived compatibility has a significant impact on perceived value.

2.4 Perceived Usefulness

The concept of perceived usefulness, extensively examined in the literature, encapsulates individuals' subjective assessments of the advantages and effectiveness of engaging in a specific behavior to attain desired outcomes. As defined by Davis (1989), perceived usefulness denotes individuals' perceptions of how much a particular system will enhance their job performance.

In order to change users' mindset and encourage them to download a paid application, gaining their recognition and acceptance is crucial. Previous studies have highlighted compatibility's direct and positive impact on users' adoption intentions (Cooper & Zmud, 1990; Hardgrave et al., 2003). Moreover, subsequent research has identified perceived compatibility as a crucial factor influencing use intention and acting as an intermediary between perceived value and other perceived benefits (Kleijnen, 2007; Schilling, 2002). Thus, a hypothesis is indicated:

H4: Perceived usefulness has a significant impact on perceived value.

2.5 Perceived Value

Previous studies have referred to a consumer's holistic assessment of the worth of a product or service as perceived value. The outcome of this evaluation is shaped by the consumer's perception of what is received and given. Perceived value encompasses consumers' views on the benefits they gain and the sacrifices they make in utilizing a product or service (Hsiao & Chen, 2016).

Functional value is widely acknowledged as a crucial determinant in accepting new technology. Research in mobile applications, exemplified by studies from Kim et al. (2016) and Gurtner et al. (2014), consistently underscores the significant correlation between perceived usefulness and users' acceptance and intention to use. Moreover, positive associations have been identified between the efficacy of new technologies and the enhancement of perceived value in various domains.

In gaming, research suggests that players possessing diverse lifestyles and personalities formulate distinct evaluations of satisfaction. Hsiao and Chen have indicated that value-related factors can positively influence satisfaction and loyalty (Hsiao & Chen, 2016). Thus, a hypothesis is indicated:

H5: Perceived value has a significant impact on satisfaction.

2.6 Satisfaction

Satisfaction is a comprehensive concept that encapsulates an individual's overall sentiments or attitudes in response to various factors influencing their experience in a given situation. According to Petter et al. (2013), satisfaction is the aggregate of an individual's feelings or attitudes toward numerous factors shaping their situation, representing the emotional response based on their evaluation of experiences.

In the context of perceived value and satisfaction, empirical research on traditional retailers, as exemplified by Cronin et al. (2000), indicates that perceived value predominantly positively impacts customer satisfaction. Similar conclusions were drawn in studies examining online shopping sites and e-commerce, as Hsu (2006) demonstrated. Earlier research has consistently shown that perceived value positively influences satisfaction, and both perceived value and satisfaction positively impact purchase intention, as found in studies like Kuo et al. (2009).

Satisfied customers tend to express a higher intention to repurchase and continue engaging with a specific product or service. Additionally, individuals who exhibit lower price sensitivity tend to demonstrate higher satisfaction levels and are more likely to make additional purchases from the same company (Lovelock & Wright, 2002). Thus, a hypothesis is indicated:

H6: Satisfaction has a significant impact on purchase intention.

2.7 Purchase Intention

Purchase intention is a concept that captures consumers' inclination or likelihood to engage in an exchange behavior after evaluating a product or brand. It represents a perceptual response to one's attitude towards an object and is influenced by external stimuli. Hsu et al. (2013) defines purchase intention as a behavioral outcome resulting from consumers' overall evaluation of a product. It signifies consumers' inclination to take part in a transaction based on their evaluation or attitude towards the product or brand. Long and Ching (2010) further elaborate that purchase intention is formed by combining consumers' evaluation of the product or brand with external stimuli. It represents consumers' perception and inclination to engage in a purchasing behavior. Kim et al. (2016) emphasizes that there is a positive relationship between price favorability and consumers' purchase intentions. In other words, when the price of a product is more advantageous or appealing, consumers are more likely to have higher intentions to make a purchase. Consumers believe that they are utilizing their money wisely and efficiently when the price aligns with their perceived value.

3. Research Methods and Materials

3.1 Research Framework

This conceptual framework builds upon preceding research frameworks and integrates insights from three theoretical models. Initially, Jie et al. (2019) explored the influence of Perceived Enjoyment (PE), Perceived Compatibility (PC), Perceived Usefulness (PU), and Social Influence (SI) on the enduring Perceived Value (PV) of users. Subsequently, Jie et al. (2019) corroborated that Perceived Value (PV) significantly affected users' Satisfaction. Lastly, drawing from the work of Kuo et al. (2020), the study utilizes the Satisfaction variable to demonstrate its substantial impact on users' Purchase Intention. The visual representation of the conceptual framework is presented in Figure 1.

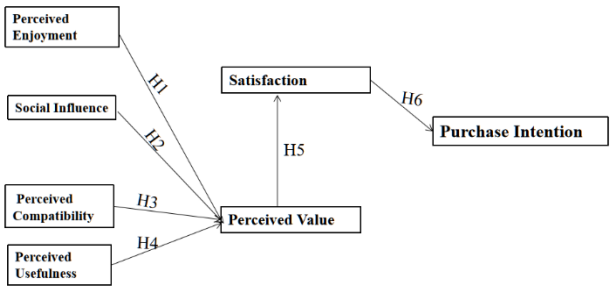

Figure 1: Conceptual Framework

H1: Perceived enjoyment has a significant impact on perceived value.
H2: Social influence has a significant impact on perceived value.
H3: Perceived compatibility has a significant impact on perceived value.
H4: Perceived usefulness has a significant impact on perceived value.
H5: Perceived value has a significant impact on satisfaction.
H6: Satisfaction has a significant impact on purchase intention.

3.2 Research Methodology

Utilizing the non-probability sampling technique in a quantitative approach, researchers selected non-art major students from colleges and universities in Chongqing, China, as the target population for a questionnaire survey on the influencing factors of mobile game Purchase Intention. Data were collected to analyze the key factors significantly impacting Purchase Intention (PI). The survey encompassed three parts: firstly, screening questions were employed to identify respondent characteristics. Secondly, a 5-point Likert scale gauged the proposed variables, ranging from strongly disagree (1) to agree (5), to test four hypotheses strongly. Lastly, demographic questions covered gender, age, time spent playing mobile games, and game spending.

To ensure content validity, four Ph.D. specialists in education, each with nearly a decade of experience in blended instruction, were invited to analyze item-objective congruence. Their examination confirmed that the scale items met the study's objectives with a score exceeding 0.6. In pilot testing, the investigator recruited 30 participants for the pilot study and evaluated the internal consistency reliability using Cronbach's Alpha coefficient. The obtained Cronbach's Alpha value exceeded 0.7, indicating the dependable measurement of the targeted construct and enhancing the overall reliability of the test outcomes (George & Mallery, 2003).

Validity and reliability were tested using Cronbach's Alpha approach. The questionnaire was distributed to the target respondents following the reliability test, resulting in 500 accepted responses. The collected data were analyzed using statistical software. Confirmatory Factor Analysis (CFA) was employed to test convergence accuracy and validation. The model fit measurement was calculated overall with the given data to ensure the validity and reliability of the model. Lastly, the researcher applied the Structural Equation Model (SEM) to examine the effect of variables.

3.3 Population and Sample Size

This paper focuses on undergraduate students from universities in Chongqing, China, specifically those who are non-art majors. To meet the recommended sample size for structural equation modeling, which suggests a minimum of 200 respondents (Kline, 2011), 530 individuals participated in the survey. Following the data screening process, 500 questionnaires were deemed suitable for inclusion in this study.

3.4 Sampling Technique

Utilizing non-probability sampling and judgment sampling, the researchers carefully selected three schools in Chongqing, namely Southwest University (SWU), Chongqing University (CQU), and Yangtze Normal University (YZNU), strategically located in different areas of Chongqing, China. This selection was made to ensure sample diversity. Additionally, the chosen schools possess extensive histories and a substantial population of non-art students. Subsequently, quota sampling was employed, taking the number of non-art major students in each school as the total value (refer to Table 1). Following this, the researchers distributed the questionnaire online using convenience sampling.

Table 1: Sample Units and Sample Size

Application (Mobile)	Population Size	Proportional Sample Size
Southwest University	48970	227
Chongqing University	40791	189
Yangtze Normal University	18035	84
Total	**107796**	**500**

Source: Constructed by author

4. Results and Discussion

4.1 Demographic Information

Demographic indicators an overview of the 500 participants is shown in Table 2. 71.4% of the respondents were male, and 28.6% were female. The largest age group in this study is 18-20 years old, accounting for 65.8%, followed by 20-22 years old, accounting for 29.2%, and over 22 years old, accounting for 5%. Among the students who participated in the survey,60.4% and 34% of students played mobile phone games for 1-2 hours and 2-3 hours each day, while 5.6% played mobile phone games for over 3 hours. In this cost, 59.4% of participants did not spend money on mobile games, 31.6% Within 100, 8.6% 100-300, and 0.04% Over 300.

Table 2: Demographic Profile

Demographic and General Data (N=500)		Frequency	Percentage
Gender	Male	357	71.4
	Female	143	28.6
Age	18-20 years old	329	65.8
	20-22 years old	146	29.2
	Over 22 years old	25	5
Time Spending per Day	An hour	302	60.4
	One to three hours	170	34
	Over three hours	28	5.6
Money Spending on Games per Month	0	297	59.4
	Within CNY 100	158	31.6
	CNY 100-300	43	8.6
	Over CNY 300	2	0.04

4.2 Confirmatory Factor Analysis (CFA)

In this study, Confirmatory Factor Analysis (CFA) was undertaken. All items within each variable demonstrated significance, serving as factor loadings to assess discriminant validity. As indicated by Hair et al. (2006), the significance and satisfactory values of factor loadings contribute to the overall goodness of fit. Factor loadings exceeding 0.30 with a p-value lower than 0.05 were considered acceptable. The construct reliability surpassed the threshold of 0.7, and the average variance extracted exceeded the cut-off point of 0.5, per the criteria established by Fornell and Larcker (1981), as illustrated in Table 3. All estimates yielded statistically significant results.

Table 3: Confirmatory Factor Analysis Result, Composite Reliability (CR) and Average Variance Extracted (AVE)

Variables	Source of Questionnaire (Measurement Indicator)	No. of Item	Cronbach's Alpha	Factors Loading	CR	AVE
Perceived Enjoyment (PE)	Wang et al. (2020)	4	0.893	0.747-0.937	0.899	0.691
Social Influence (SI)	Wang et al. (2020)	4	0.851	0.657-0.879	0.86	0.608
Perceived Compatibility (PC)	Tang et al. (2019)	4	0.855	0.697-0.899	0.863	0.614
Perceived usefulness (PU)	Tang et al. (2019)	4	0.857	0.704-0.929	0.865	0.618
Perceived Value (PV)	Chen (2014)	3	0.752	0.628-0.726	0.755	0.509
Satisfaction (SAT)	Wu and Lee (2011)	3	0.893	0.832-0.903	0.892	0.734
Purchase Intention (PI)	Lee (2009)	3	0.863	0.732-0.879	0.869	0.690

The square root of the average variance extracted was computed, revealing that all correlations were higher than the corresponding correlation values for that variable, as detailed in Table 4. Furthermore, various indicators such as GFI, AGFI, NFI, CFI, TLI, and RMSEA were employed to assess the model fit during the Confirmatory Factor Analysis (CFA) testing.

Table 4: Goodness of Fit for Measurement Model

Fit Index	Acceptable Criteria	Statistical Values
CMIN/DF	≤ 5.0 (Wheaton et al., 1977)	531.925/254 or 2.094
GFI	≥ 0.80 (Doll et al., 1994)	0.925
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.903
NFI	≥ 0.80 (Wu & Wang, 2006)	0.933
CFI	≥ 0.80 (Bentler, 1990)	0.963
TLI	≥ 0.80 (Sharma et al., 2005)	0.957
RMSEA	≤ 0.10 (Hopwood & Donnellan, 2010)	0.047
Model Summary		**Acceptable Model Fit**

Remark: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = goodness-of-fit index, AGFI = adjusted goodness-of-fit index, NFI = normalized fit index, CFI = comparative fit index, TLI = Tucker Lewis index, and RMSEA = root mean square error of approximation

Convergent and discriminant validity were affirmed, with the values in Table 5 surpassing the acceptable thresholds. Thus, the study ensures the establishment of convergent

validity and discriminant validity. Furthermore, these outcomes from the model measurements bolster the confirmation of discriminant validity and validation, enhancing the validity assessment for subsequent structural model estimations.

Table 5: Discriminant Validity

	PE	SI	PC	PU	PV	SAT	PI
PE	**0.831**						
SI	0.446	**0.779**					
PC	0.481	0.408	**0.783**				
PU	0.336	0.252	0.262	**0.786**			
PV	0.388	0.364	0.431	0.347	**0.713**		
SAT	0.567	0.503	0.555	0.354	0.578	**0.856**	
BI	0.518	0.513	0.504	0.37	0.518	0.746	**0.830**

Note: The diagonally listed value is the AVE square roots of the variables
Source: Created by the author.

4.3 Structural Equation Model (SEM)

According to Hair et al. (2010), Structural Equation Modeling (SEM) validates the causal relationships among variables in a proposed model, addressing measurement inaccuracies in the structure coefficient. The goodness-of-fit indices for the Structural Equation Model (SEM) were assessed, as outlined in Table 6. Following the recommendations of Wheaton, Muthen, Alwin, Summers, et al., the Chi-square/degrees-of-freedom (CMIN/DF) value for model fitting should not exceed 3. According to Doll et al., the Goodness of Fit Index (GFI) should be higher than 0.8, and as per Bentler, the Comparative Fit Index (CFI) should exceed 0.8. Calculations in SEMs and model adjustments using SPSS AMOS version 26 resulted in good fit indices: CMIN/DF = 3.929, GFI = 0.841, AGFI = 0.808, NFI = 0.869, CFI = 0.898, TLI = 0.887, and RMSEA = 0.077. These values align with acceptable thresholds, as indicated in Table 6.

Table 6: Goodness of Fit for Structural Model

Fit Index	Acceptable Criteria	Statistical Values
CMIN/ DF	≤ 5.0 (Wheaton et al., 1977)	922.814/269 or 3.431
GFI	≥ 0.80 (Doll et al., 1994)	0.861
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.832
NFI	≥ 0.80 (Wu & Wang, 2006)	0.883
CFI	≥ 0.80 (Bentler, 1990)	0.914
TLI	≥ 0.80 (Sharma et al., 2005)	0.904
RMSEA	≤ 0.10 (Hopwood & Donnellan, 2010)	0.070
Model Summary		**Acceptable Model Fit**

Remark: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = goodness-of-fit index, AGFI = adjusted goodness-of-fit index, NFI = normalized fit index, CFI = comparative fit index, TLI = Tucker Lewis index, and RMSEA = root mean square error of approximation

4.4 Research Hypothesis Testing Result

The research model was evaluated based on the significance of each variable through its regression weights and R2 variances. The outcomes presented in Table 7 indicate that all hypotheses were substantiated with significance at p = 0.05. Continuance Intention significantly influences Actual Behavior, with the highest impact recorded at 0.873. Additionally, Attitude (β=0.379), Utilitarian Outcome Expectations (β= 0.305), Hedonic Outcome Expectations (β= 0.295), and Subjective Norm (β= 0.184) significantly impact Time Constraint. The model elucidates the variance of innovative work behavior, as detailed in Table 7.

Table 7: Hypothesis Results of the Structural Equation Modeling

Hypothesis	(β)	t-value	Result
H1: PE→PV	0.316	5.929*	Supported
H2: SI→PV	0.297	5.594*	Supported
H3: PC→PV	0.411	6.887*	Supported
H4: PU→PV	0.284	5.425*	Supported
H5: PV→SAT	0.813	9.386*	Supported
H6: SAT→PI	0.820	16.706*	Supported

Note: * p<0.05
Source: Created by the author

The result from Table 7 can be refined that:

H1 has proved that perceived enjoyment is one of the key driving factors affecting the purchase intention of mobile games for college students majoring in non-art, and the standard coefficient value on the structural path is 0.316. Perceived enjoyment has been shown to play a crucial role in shaping the perceived value of the Internet (Kim et al., 2016). In H2, the analysis results support the hypothesis that Social Influence significantly impacts Perceived value, and its standard coefficient value is 0.297. In H3, the analysis results support the hypothesis that perceived compatibility significantly affects perceived value, with a standard coefficient value of 0.411. In mobile games, perceived compatibility is a key factor affecting purchase intention and mediating between perceived value and other perceived benefits (Schilling, 2002). At the same time, H4 proves that perceived usefulness is also one of the key driving factors affecting the purchase intention of mobile games for non-art major college students, revealing that the standard coefficient value in the structural path is 0.284. H5 also proves that perceived value is also one of the key driving factors affecting college students' purchase intention of mobile games, revealing that the standard coefficient value in the structural path is 0.813. Players have different lifestyles and personalities, so their satisfaction evaluation will vary. The perceived value and satisfaction will determine whether the player intends to buy. (Lane et al., 2010). Finally, H6 proves the influence of the above factors on satisfaction, and that

satisfaction significantly impacts the purchase intention of college students for mobile games. The standard coefficient value in the structural path is 0.820. Player satisfaction is important because game developers can better understand their intentions and maximize their profits (Wu & Liu, 2007).

5. Conclusion and Recommendation

5.1 Conclusion and Discussion

This study seeks to enhance understanding of the variables affecting Perceived Value and Purchase Intention in the context of mobile gaming among university students in Chongqing, China. They were guided by the conceptual framework and hypotheses, factors including Perceived Enjoyment (PE), Social Influence (SI), Perceived Compatibility (PC), Perceived Usefulness (PU), Perceived Value (PV), Satisfaction (SAT), and Purchase Intention (PI) were found to be significantly influenced. The questionnaire was randomly distributed online to non-art major students from three representative universities across different regions of Chongqing. Data analysis methods, including Confirmatory Factor Analysis (CFA), were employed to assess model validity and reliability. Structural Equation Modeling (SEM) was also used to explore the influencing factors of innovative work behavior.

The findings indicate several key insights. Firstly, satisfaction and perceived value have a significant impact. Secondly, perceived value significantly influences satisfaction. Thirdly, Perceived Enjoyment, Social Influence, Perceived Compatibility, and Perceived Usefulness also significantly affect perceived value, with Perceived Compatibility emerging as the most influential factor. The results reveal positive relationships between Perceived Enjoyment, Social Influence, Perceived Compatibility, and Perceived Usefulness with perceived value. In summary, this study delves into the critical factors of Perceived Enjoyment, Social Influence, Perceived Compatibility, Perceived Usefulness, perceived value, satisfaction, and purchase intention. Player satisfaction and perceived value are pivotal for purchase intentions, with factors like Enjoyment, social influence, and technology playing influential roles in shaping players' purchase intentions, enabling game developers to comprehend user intentions better and optimize profitability (Wu & Liu, 2007).

5.2 Recommendation

The study identified satisfaction and perceived value as pivotal factors influencing the purchase intention of non-art major college students in Chongqing, China, during their engagement with mobile games. Both factors wield considerable and nearly equal significance. Perceived compatibility emerged as another crucial factor, indicating that alignment between the theme and content of mobile games with the values of college students enhances their likelihood of perceiving value and subsequently intending to spend on mobile games. The recommendation is for game manufacturers to select themes that resonate with college students' values regarding game creativity to boost consumption potential.

Moreover, social influence, perceived enjoyment, and perceived usefulness also play significant roles. Game manufacturers are encouraged to establish social platform communities and devise engaging interactive activities to enhance the experience for paying users, thereby improving the overall consumption impact of games and augmenting user-perceived value. Additionally, the study underscores that player satisfaction with the game contributes to increased willingness to pay among all players. This aligns with previous research, emphasizing that satisfaction diminishes users' inclination to consider alternatives and attracts users toward payment (Hsiao & Chen, 2016; Lin & Wang, 2006).

5.3 Limitation and Further Study

While this paper has undertaken a systematic and meticulous approach to material selection, data analysis, and processing, it acknowledges certain inherent challenges. The study focuses on non-art major students in colleges and universities in Chongqing to examine college students' mobile game purchase intentions. Although this choice lays a foundation for the theoretical understanding of mobile game development, it also brings attention to the complexity of the mobile games market. Mobile games, being a diverse market object with various types and profit models, warrant a more comprehensive analysis.

Regarding the sample selection for questionnaire distribution, the paper specifically targets non-art major students from three universities in Chongqing, resulting in a more focused group. However, this approach has evident limitations. While identified as non-art major students, the respondents lack stratified screening within the survey sample. Additionally, consumption patterns among students from different majors vary, with distinct levels and influencing factors. Future research will address these shortcomings by carefully distinguishing survey samples to

explore the authenticity of influencing factors.

Furthermore, the paper's sample selection is confined to Chongqing, China, which limits the comprehensive coverage of college students. This limitation in screening influencing factors may need to be considered the impact of other powerful variables. In subsequent in-depth investigations, researchers aim to broaden the research scope and hypothesis direction, delving into various perspectives to explore further the actual behavioral factors affecting college students' willingness to continue using online games.

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