

Marketing Strategy Analysis of Mobile Games Based on Consumer Psychology

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Abstract: With the rapid development and wide application of Internet technology, the appearance of online banking and electronic payment has completely subverted people's traditional consumption concept, and online shopping has become a great upsurge in contemporary society, which has caused a certain impact on the traditional market. The content of marketing is becoming more and more abundant, and the traditional marketing methods can no longer meet the market demand and benefit the growth of enterprises. The development of online media platform has brought new development ideas to content marketing. Under this background, the production and marketing of mobile games pay more attention to the cultivation of market segments. How to make use of limited resources, respond to users' needs more quickly and enter the market to seize product advantages is a new problem that has to be faced and solved. The game has a strong feature of mobile Internet, which combines the anytime and anywhere nature with entertainment and leisure closely, so it is favored by the majority of users. The interactive marketing strategy for mobile game consumers should be consistent with the overall development goal. Enterprises need to re layout to cope with this new situation, taking full account of the information content consumers obtain through various channels.

Keywords: Consumer psychology, Mobile game, Marketing strategy.

1. Introduction

At present, with the rapid development of computer Internet and the rapid rise of various social platforms such as microblog and WeChat, every individual has evolved into a producer and disseminator of information, followed by the "decentralization" of content marketing under the market economy system, the information asymmetry between customers and businesses has long disappeared, and the old marketing concept can no longer adapt to the new market demand and is no longer the main means for enterprises to obtain market profits, Content marketing came into being, and social media was adopted as the media method [1]. Online marketing and consumer psychology are two popular elective courses for marketing majors in colleges and universities in China, which shows that students of marketing majors who are about to enter the society pay more and more attention to online marketing and consumer psychology [2]. Through many years of curriculum practice of college teachers, it is shown that although online marketing and consumer psychology are two courses, one belongs to marketing and the other belongs to psychology, they are not completely independent of each other. On the contrary, they cross and are closely related to each other [3]. With the gradual improvement of mobile networks and the rapid development of intelligent terminals, mobile Internet is gradually infiltrating into all fields of people's work and life. With advanced mobile intelligent devices, you can watch news, watch TV, browse e-books, listen to radio, listen to music, play games, chat with friends, and even online shopping and electronic payment anytime and anywhere, which fully meets the requirements of users' social interaction, entertainment, business It must be recognized that the rapid development of mobile Internet applications is profoundly and strongly changing the information age and social life in which we live [4]. The game has a strong feature of mobile Internet, which combines the anytime and anywhere nature with entertainment and leisure closely, so it is favored by the

majority of users. Among them, in the field of mobile Internet entertainment, the mobile game industry has developed rapidly [5].

Mobile game devices are mainly mobile phones, and mobile games generally refer to mobile games [6]. As an application program on mobile devices, mobile phones, based on the i OS and Android platforms of smart phone systems, have derived various types of games with different styles, which have replaced the original PC-side games and web games, occupying the mainstream of the online game industry in China, and greatly satisfying the people's entertainment needs for playing games at any time [7]. The number of smartphone users in China ranks first in the world, and the development of mobile games in the domestic market has excellent conditions. Mobile games have become one of the important entertainment ways of China people [8]. This has aroused the research interest of scholars and marketers. How to play the role of content marketing in practice, how to connect consumers, how to improve the stickiness of consumer groups, how to develop potential marketing targets, how content marketing affects the purchase intention of all kinds of customers, and whether different marketing methods have different influences on consumers' wishes are the key points of content marketing research. This paper will conduct an in-depth analysis and research on the personal attributes, value behaviors, communication behaviors, and usage preferences of mobile game consumers through sample surveys, and at the same time refer to excellent marketing cases at home and abroad, so as to sort out relevant marketing strategies suitable for the development of mobile games in China.

2. Theoretical Basis and Research Hypothesis

2.1. Related theoretical basis

Fishbein and Ajzen's research in 1970 proved that rational behavior theory is the basis of consumer behavior analysis,

and this theory has a wide range of applications and far-reaching influence. It is used to analyze and predict behaviors and wishes in many fields, and it is helpful to analyze and study how to influence consumer behavior [9]. On the basis of the assumption of rational actors, the rational behavior theory regards everyone as rational, their behavior is influenced by egoism, they subjectively choose a powerful behavior mode for individuals and try to meet the expectations of others, the goal pursued by individuals drives their behavior, and the motivation of customers' purchase is the influencing factor of customers' shopping behavior [10]. Every rational consumer's behavior is influenced by proper reasons. The stronger the customer's purchase intention, the clearer their consumption motivation. When customers regard

some information as particularly important, or the functions of information can meet the needs of customers, customers are more willing to take the initiative to collect such information; The stronger the subjective standardization of rational customers, the stronger their behavioral motivation. The rational behavior theory helps to analyze and study the control degree of customer's emotion and cognition on customer's shopping behavior. Enterprise marketing information indirectly guides customers' shopping behavior. In most cases, it is necessary to take customers' emotional resonance as an intermediary factor, and then influence customers' behavior. The three-stage model of content marketing is shown in Figure 1.



Figure 1. Three stage model of enterprise content marketing

The model mainly carries out analysis and research from the perspective of enterprises to explore the types of emotions that affect customers' purchase intentions, thus strengthening the enterprise's brand promotion ability. Negative marketing content is easy to stimulate some emotions of customers, including anxiety, anger, anger, etc., to control behavior through emotions. Marketing information with positive impact will also stimulate some emotions of customers, such as pleasure, happiness, etc. General emotions are more conducive to stimulating customers' shopping behavior.

There are different views on the definition of consumer behavior. The "decision-making process theory" defines consumer behavior as the decision-making process of consumer purchase, consumption and disposal. The "experience theory" believes that consumer behavior is the experience process of consumers, which is often a perceptual behavior - consumers buy, consume, and dispose in experience. The "stimulus response theory" believes that consumer behavior is the response of consumers to stimulus, and studies consumer behavior from the relationship between consumers and stimulus. The "balance coordination theory" believes that consumer behavior is the exchange and interaction between consumers and marketers, and is the result of both sides' equilibrium.

2.2. Conceptual definition

Through sorting and analyzing the original information, the research is mainly based on the following concepts: functional information content, entertainment information content, social interaction information content, brand interaction information content, self realization information content, corporate and social brand recognition, customer purchase intention and other aspects of information content. The consumer market refers to all individuals and families who purchase goods and services for the purpose of living consumption. The consumer purchase decision-making process is the transformation process from the generation of purchase motivation to the occurrence of purchase behavior.

The purchase transformation process of different consumers has different differences and some commonalities. Entertainment content refers to the information that consumers are more inclined to be interesting and pleasant when browsing online information; When the information released by the enterprise has its own distinctive characteristics, creativity, and can highlight the characteristics of the brand, it is easier to attract customers; If the information of the enterprise can be related to the current hot information, customer participation can be mobilized. There are two possible reasons for people's needs, one is internal stimulation, the other is external arousal. When the demand gradually increases, it becomes the driving force when it accumulates to a certain extent, which leads to buying behavior. The main task of the marketing staff at this stage is to identify the consumer demand, attract the consumer to the place of purchase, and enlarge it by means until the purchase occurs. When the demand is generated, when the consumer has a strong consumption motivation, it is possible for the consumer to buy the product that matches his own demand immediately or directly. However, if the motivation is not strong enough, the information collection mode will be started, such as consciously paying attention to products and advertisements of the same category, or actively searching for more relevant information through other channels to assist one's purchasing decision.

Consumers have many ways to obtain information, such as searching through the Internet or consulting friends and relatives. Consumers are fully exposed to relevant information of products, and will integrate and evaluate these information and decide on their choice. Consumers usually make choice evaluation around the four aspects of product attributes, importance, brand concept and utility requirements. After these aspects of evaluation, the final purchase decision is formed. Use the theoretical model and data analysis to sort out the information of the main concept categories involved in content marketing. The definitions of each category are shown in Table 1.

Table 1. Definition of main concepts of content marketing

| Conceptual main category | Corresponding category of concept | Specific interpretation of the concept |
|--------------------------|-----------------------------------|--|
| Content marketing | Function information | Information released by the enterprise that has practical significance, good quality, can spread knowledge and is valuable to customers |
| | Entertainment information | The interesting, novel and distinctive products released by the enterprise can arouse customers, channel their emotions and arouse their emotional resonance |
| | Brand interaction information | Mobilize the enthusiasm of customers to participate, and the information includes discussion, lottery, games, etc |
| | Social interaction information | Customers actively share and interact with each other, and are willing to share with others |
| | Self actualization information | The enterprise's information satisfies the customer's identity expression and sense of belonging |

After the consumer's purchase behavior is completed, the consumption process is not over. In the process of using products, consumers will constantly check whether their purchase decisions are correct, confirm their purchase satisfaction, and use it as a reference for subsequent purchase behavior or other people's purchase opinions. There are two possibilities for post-purchase behavior evaluation, one is satisfied with the use effect of the product, and the other is dissatisfied with the use effect of the product. In addition to ensuring the product quality, the marketing staff also need to strengthen the after-sales service, and the complaints and complaints of users need to be solved at the first time.

3. Analysis of Marketing Situation and Marketing Strategy

3.1. Survey questionnaire design

Functional information refers to the value, educational significance and high quality of information to customers, which plays an actual role in customers' consumption behavior; Entertainment information can attract customers' attention, influence customers' emotions, and guide customers to have emotional resonance with enterprises. Social information refers to information that can satisfy customers' emotional sustenance, communication and information sharing. Interactive brand information refers to enterprises' use of various information to mobilize customers to participate in activities and complete interaction; Self-actualized information refers to information that can meet the needs of customer identity expression and help customers to realize themselves and improve themselves. In this study, the functional information, entertainment information, social interaction information, brand interaction information and self-realization information in content marketing are mainly analyzed. Compared with the mature markets of foreign developed countries, the development of China's mobile game industry has just started and is about to enter an explosive growth period. Its future development prospects are worthy of investors' optimism. The development of mobile games follows the law of continuous evolution from simple to complex, from elementary to advanced. At the same time, based on the huge mobile user base, mobile games also have advantages that other game platform products can't compare with in terms of absorbing users who use games by chance.

The mobile game inherits the characteristics of the portable offline game, which is ready to use, easy to operate and

portable. It is also endowed with the characteristics of online game interaction, which makes it more challenging, exciting and realistic. Therefore, it can quickly become a bright spot in the current market and has a good development prospect. Active users of mobile games are still dominated by men, accounting for about 70% of the total. Similar to other new Internet applications, in the promotion of mobile games, female users spend more time than male users in the process from acceptance to proficiency. However, with the deepening of mobile game promotion, women will show a higher growth rate than male users after entering the mature period of business development. Mainly high-end mobile phones; Frequently visit game websites such as Jifeng, Dangle and Mengwang game channels, with strong game demand; According to Maros' needs theory, their game purposes mainly come from: social needs and respect needs. The distribution of usage time is relatively average, but it is mainly concentrated in the time period after 12:00, which shows that this group of users has certain game stickiness, and they choose to use mobile game business as soon as they have time. Mainly low-end mobile phones; The retention rate of this group of users is only 19.3%, ranking last among all sub groups. The first game experience and timely guidance will have a significant impact on their future game behavior; The usage time is more concentrated in the period from dinner to bedtime. With the rapid development of mobile Internet, mobile game, as one of the most widely recognized and used mobile application services, has become an important part of China's mobile Internet business system. It is of positive significance for the development of business to accurately grasp the basic situation, characteristics and use behavior of mobile game users.

3.2. Empirical results and management countermeasures

Five aspects, such as functional enterprise information, entertainment enterprise information, social interaction enterprise information, brand interaction enterprise information and self-realization information, which take the form of enterprise content marketing, have positive correlation with consumers' purchase intention. The essence of enterprise content marketing is to focus on communication, and to release information about products to customers in the form that customers love. With the help of internet social media, enterprise brand marketing information can introduce the characteristics and functions of products to customers. In

In addition, enterprise content marketing information can be firmly shared among customers, or with the help of enterprise brand information, its own characteristics and taste can be highlighted. The marketing of products of enterprises mainly achieves the purpose of influencing customers' purchasing behavior through customers' emotional and psychological recognition. That is, if the marketing information and brand image released by the enterprise are consistent with the inner needs of customers or can meet the needs of customers, it will win customers' favor in similar products, prompting customers to have the willingness to buy and make purchases. Using content marketing to catch consumers, the marketing effect is better. The essence of enterprise content marketing is also a kind of advertising marketing, which has clear pertinence and interactivity. Its purpose is to arouse customers' thinking about enterprise products, mobilize customers to participate in enterprise activities and actively interact with enterprises, so that consumers can change from passive acceptance to active search for product information, and enhance customers' recognition of enterprise brands with the help of content marketing mode.

Enterprises should always adhere to the basic principles of taking customers as the main body and taking customers' consumption psychology as the guide when carrying out online marketing. According to consumer economics, price is one of the important factors that affect people's consumption behavior. In online shopping malls, the price information of enterprises' products is almost completely transparent to consumers, and consumers can easily make shopping decisions after understanding the relevant information they care about. Therefore, when formulating product prices and planning product information, enterprises should fully consider the psychological characteristics of consumers, cater to the consumption trend, and thus stimulate consumer desire. The form of marketing is mainly based on the situation of the marketing audience, mainly considering the position of customers, enterprise sales channels and other aspects of comprehensive analysis, such as the use of video or audio, pictures or text. Through the analysis and research of the initial data, the targeted determination of the marketing information content and marketing form is more conducive to fitting the pain points of customers. The evaluation of enterprise content marketing effect should be comprehensive, mainly including the completion of objectives, marketing costs, brand influence, etc. The evaluation is carried out from all dimensions of content marketing around the goal of enterprise marketing. If the promotion is carried out in the enterprise, the focus of the marketing effect evaluation is the cost. The cost of each sales channel is compared with the marketing cost under the same order to judge whether the content marketing is good or bad. It is also necessary to compare with the previous similar marketing of the enterprise and summarize the success and failure experience of this marketing. Although the effect evaluation of enterprise marketing content is very rich, the focus of the evaluation is whether the marketing has improved the recognition of the brand, the impact on sales, and so on. In a word, we should comprehensively and comprehensively evaluate the effect.

4. Conclusions

Today, with the rapid development of information, successful games without exception have shown several decisive characteristics in more and more occasions: clear game goals, clear game rules, perfect feedback system, and voluntary participation of users. Mobile games will continue to occupy the fragmented time of consumers' daily life. Mobile games have become the preferred pastime for young people in their daily lives. At this stage, the prospect of the mobile game market is broad. In essence, network marketing itself is a kind of integrated marketing, and the intervention of the Internet only enables the complete marketing of enterprises' processes to be realized. In order to scientifically realize the organic combination of online marketing and consumer psychology, college teachers should consciously infiltrate them into each other in their usual teaching. Let's imagine and create the future together. Games will become the next breakthrough structure of life on earth. Since ancient times, people have been playing almost all kinds of wonderful games. United as one, we may overcome one of the biggest obstacles worth trying: using games to improve the global quality of life and prepare for the future.

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