

Game of the Chronotype: An Analysis of Online Mobile Gaming Consumers, Online Mobile Game Loyalty, and In-Game Features Purchase Intention

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Abstract

The number of online mobile gaming users is growing at a rapid pace, and businesses are struggling to cope with this evolution and to develop more effective strategies. In online mobile games, the “in-game purchase” is the most crucial stream of revenue for game developers. Past literature has merely focused on online purchase intention in relation to consumer lifestyle, information risk, experience, behavioral control and subjective norms. The research which delves into in-game purchase intention remains sparse. This study is the pioneer to investigate chronotypes’ (evening and morning-type individuals) and online mobile game loyalty impact on in-game purchase intention. A sample of 313 of two Chinese universities students confirms that evening types have greater online mobile gaming loyalty and high in-game purchase intentions than morning-type individuals, whereas game loyalty has a positive relationship with in-game purchase intention. Furthermore, we discussed paper contributions and insights for managers have been outlined to develop an effective online mobile gaming strategy. Directions for future research are also stated for researchers and academicians.

Keywords: *Chronotype; Online Mobile Games; In-game purchase*

Track: Consumer Behaviour