

Exploring the impact of perceived value dimensions and brand image on in-game purchase intention in freemium mobile games

Yan Danni Liang

Bournemouth University

Hao Chen

Naval University of Engineering

Jing (Daisy) Lyu

university of southampton

Hanh (Alice) Tran

Swinburne University of Technology

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Abstract:

This study investigates the factors influencing in-game purchase intention in freemium mobile games, with a focus on perceived value dimensions and the mediating role of brand image. The findings reveal that perceived enjoyment is the most significant predictor of purchase intention, while economic and quality values have limited direct effects. Surprisingly, perceived unobstructedness positively impacts purchase intention, challenging previous assumptions. Social value, however, does not significantly affect purchase intention, suggesting its role may be overestimated in freemium games. This research contributes to the academic understanding of how players' perceived values and brand image shape their purchase decisions. It introduces brand image as a key mediator and offers new insights into how emotional, unobstructedness and brand image drive consumer behaviour in freemium mobile games. By broadening the conceptualization of perceived value, this study enriches the theoretical framework of in-game purchase intention, providing valuable implications for both academic research and practical game design and marketing strategies.

Key words: Freemium mobile games, In-game purchase intention, perceived value

Track: Consumer Behaviour