

Escaping the Hustle: How Busyness Fuels the Allure of Retro Gaming

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Abstract

From a gaming industry perspective, this research explores the influence of a busy mindset on consumer preferences for retro versus modern video games. We hypothesize that busyness induces emotional instability, prompting individuals to seek solace in retro gaming. By employing various manipulations of busyness, diverse game types, and different experimental designs, this research presents four studies demonstrating a heightened preference for retro games among individuals with a busy mindset. This paper provides evidence supporting the proposed mechanism of emotional instability driving the focal effect and addresses alternative explanations. The findings underscore the therapeutic value of retro video games in today's fast-paced world, offering insights for marketers and game developers on tailoring their strategies and products to align with consumers' mental states and emotional needs.

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