

Video Game Online sebagai Jalur Distribusi untuk Voucher Brand Retail = Online Video Games as Distribution Channel for Retail Brand Voucher.

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Abstrak

ABSTRAK

Menjual barang atau konten di dalam game sudah menjadi hal yang populer dilakukan oleh pengembang game belakangan ini, terutama untuk video game online. Kami melihat ini sebagai kesempatan bagi retail-retail brand untuk mendistribusikan voucher digital untuk brand-brand mereka dengan bentuk cashback di berbagai video game online. Walaupun penelitian sebelumnya sudah meneliti berbagai alasan atau motivasi untuk pemain game membeli barang atau konten di dalam game, penelitian sebelumnya belum terfokus kepada kemungkinan untuk menjadikan online video game sebagai channel distribusi untuk digital brand retail voucher. Motivasi membeli barang di dalam game (19) dioperasionalkan melalui survey (N=523). Pertama, kami mengeksplorasi bagaimana motivasi-motivasi ini bergabung menjadi kategori. Hasilnya mengindikasikan bahwa motivasi membeli barang atau konten di dalam game tergabung menjadi enam dimensi: 1) Ostentatious, 2) Addiction, 3) Generosity, 4) Eagerness, 5) Personal Value, and 6) Indulgence. Kemudian, kami menginvestigasi hubungan antara ke-enam dimensi tersebut terhadap Behavioural Aspects dan Intention to Use cashback digital voucher. Hasilnya menunjukkan bahwa dimensi Generosity dan Personal Value terasosiasi secara signifikan terhadap Behavioural Aspects dan juga Intention to Use, dimana menunjukkan jika pemain game tersebut memiliki salah satu motivasi dari dimensi ini, top of mind mereka dapat berubah dan mereka akan menggunakan digital voucher yang didapat dari game sebagai cashback ketika mereka membeli barang atau konten di dalam game. Karena dimensi Behavioural Aspects menunjukkan bahwa orang akan membeli lebih banyak daripada yang mereka rencanakan ketika mendapatkan cashback, pengembang game akan mendapatkan peningkatan di pendapatan mereka, pemain game pun dapat menikmati manfaat cashback, dan retail-retail brand juga dapat mendapatkan pelanggan baru atau menjaga loyalty dari pelanggan lama.

ABSTRACT

Selling in-game content has become a popular revenue model for game publishers recently, especially in online video games. Revenue from microtransaction in video games has been increasing every year, which shows the raising interest towards online gaming and shows the purchasing power of the gamers. We saw this as an opportunity for retail brands to distribute their digital voucher as an advertisement for their brands in the form of cashback through various online games. While prior research has investigated the inventory of reasons for players buy in-game content, the prior literature has not focused on the possibility of using online video games as distribution channel of brand retail digital voucher in the form of cashback. The various purchase motivations (19) were operationalized into a survey (N=523). Firstly, we explored how these motivations converged into categories. The results indicated that the purchasing reasons converged into six dimensions: 1) Ostentatious, 2) Addiction, 3) Generosity, 4) Eagerness, 5) Personal Value, and 6) Indulgence. Secondly, we investigated the relationship between these factors towards Behavioural Aspects

and Intention to Use the cashback digital voucher. The results revealed that dimensions of Generosity and Personal Value were positively associated with the Behavioural Aspects and Intention to Use, indicating that if the gamers possess these traits, their top of mind could be changed, and they will use the digital voucher that they get as a cashback from the game. Since the Behavioural Aspects dimension indicates that people usually will spend more than they planned when they get a cashback, game developers will get increase in revenue, gamers will enjoy the cashback benefit as they can purchase retail brand products with the vouchers, and the retail brand will be able to expand their customer base or maintain loyalty within existing customers.