

Students' experiential motives and intention to play online games

Abstract

This study aims to examine the linkages between students' multi-dimensional experiential motives and intention to use online games. The study uses convenience sampling technique for sample selection of 210 respondents. Their participation was purely voluntary. Social affiliation was found as the most influential factor in the objective to play online games among students. However, enjoyment insignificantly related with the purpose to play online games. This research contributes significantly to the online gaming industry, and marketers in boosting their profit within undergraduate by know which aspect they look into when having an intention on online gaming. The proposed framework can be the basis for further research to investigate again the intention to play online games.