Emotion and Sociality: A Study on the Motivation and Influencing Factors of Players in Genshin Impact

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Abstract: The "post-epidemic" era has become the background of the current society. Some online game players have formed a unique "use and satisfaction" between them and the corresponding games based on media dependence and consumer psychological needs. This paper studies the "use and satisfaction" of the two-dimensional game "Yuan Shen" krypton gold players through the questionnaire survey method and in-depth interview method. so as to try to answer questions such as players' motivation and influencing factors. It's found that the higher the game involvement of different players, the stronger the vanity characteristics, the stronger the entertainment demand for character card drawing, the higher the amount of krypton gold in the game, and there are significant differences.

Keywords: "Genshin Impact" game, use and satisfaction; krypton gold; game involvement; media dependence

1 Introduction

In 2020, with the outbreak of the COVID-19, the need for epidemic prevention and control has prompted the residents' consumption mode to gradually change to the cloud consumption mode, the rising of home economy, and the urther development of online game industry.

The author has observed that the consumption behavior of game virtual products has becoming more and more common, and many game players pay kryptonite for it in their favorite online games (kryptonite, refers to the payment of fees, especially the recharge behavior in online games). Among them, the two-dimensional game "Yuan Shen" has been one of the most popular games in the past two years. As a phenomenon-level online game, the krypton gold behavior of its player group is worthy of in-depth study.

The author is curious about this: What are the factors that affect the krypton gold of "Yuan Shen" players? Under what motives do these players make money in the game? What are the differences in the behavior of krypton gold among different player groups?

2 literature review

2.1 Literature review on the explosion of the two-dimensional game "Yuan Shen" and the phenomenon of "out of the circle"

The explosion and "out-of-the-circle" phenomenon of the two-dimensional game "Yuan Shen" has caused research from multiple perspectives in the academic community.

Domestic scholars Hu Yu and Zhu Geqi made an overall analysis from the perspective of online games and the dissemination of Chinese excellent traditional culture. The external dissemination of traditional culture in the game. Domestic scholars Hao Jingzhuo and Wang Shenghua have conducted more detailed research on the emotional connection and cultural transmission of the festival culture presentation of "Yuan Shen" from the construction of festival space in open world games. The dissemination of online games lies not only in the form, but also in the content and emotion brought to the players.

Although these studies have carried out research on the foreign cultural communication and festival space construction of "Yuan Shen", they have ignored the kryptonian behavior of the player group.

2.2 Literature review on the phenomenon of use and satisfaction theory applied in games

After the theory of use and satisfaction was proposed by the American sociologist Katz in the 1970s, it has attracted much attention from scholars at home and abroad, and has achieved many research results. Among them, the application of use and satisfaction theory to study the field of games has also received extensive attention from the academic community.

Foreign scholars Hamari; Malik; Koski; Johri further supplemented this theory in the field of augmented reality games by studying the relationship between Pokémon players' satisfaction in the game, game involvement and kryptonian intentions. Foreign scholars Huang Taozhen; Bao Zheshi; Li Yan made relevant supplements to this theory by studying how to effectively promote players' intention to pay for money in the field of mobile social network games.

Domestic scholars He Ye and Ge Yundi combined the popularity of Chinese women's mobile game "Love and Producer" with the theory of use and satisfaction, and proposed that the degree of game contact will positively affect the degree of emotional satisfaction as a whole. Tang Zhe combined the actual phenomenon that the mobile game "Peace Elite" was widely loved by young people with the theory of use and satisfaction, and proposed that mobile games can meet users' social needs, psychological release, achievement incentives and emotional needs to a certain extent. Zhang Hongfeng combined the actual phenomenon of my country's mobile online game "Travel Frog" with the theory of use and satisfaction, and put forward a theoretical reference for the effective dissemination of "phenomenal" mobile games among netizens. Mei Ning, on the

other hand, combined the actual phenomenon of the popularity of the WeChat mini game "Bottle Flip" in early 2018 with the theory of use and satisfaction, deconstructed the mini game "Bottle Flip" from the psychological level of the audience, and revealed the inherent success factors of the popular game.

However, these studies did not study the kryptonite phenomenon of the game player group from the perspective of use and satisfaction theory, so they did not answer the questions about the kryptonite behavior of players in Genshin Impact.

2.3 Asking questions

Starting from the use and satisfaction theory, this paper attempts to answer the following questions.

Why does the krypton gold speciality of "Yuan Shen" players appear? What are the motivations that have affected the kryptonite phenomenon of "Yuan Shen" players, making them special? What other factors have affected the kryptonite behavior of different "Yuan Shen" player groups, and what differences have they produced?

3 Research methods

This paper uses the research methods of questionnaire survey and in-depth interviews to try to answer the above questions.

3.1 Questionnaire survey method

3.1.1 Assumptions are established:

Based on the above questions, the corresponding assumptions are put forward here:

H1: The higher the player's game involvement, the higher the amount of krypton gold in the game.

H2: The stronger the player's vanity trait, the higher the amount of krypton gold in the game.

H3: The stronger the player's entertainment demand for character drawing, the higher the amount of krypton gold in the game.

H4: The stronger the player's emotional demand for the two-dimensional characters in the game, the higher the amount of krypton gold in the game.

H5: There are significant differences in the behavior of krypton gold among different gamers.

H5a: There are significant differences in the behavior of players of different genders.

H5b: There are significant differences in the krypton gold behavior of players of different ages.

H5c: There are significant differences in the krypton gold behavior of players with different

economic levels.

H5d: There are significant differences in the krypton gold behavior of players of different game levels.

In order to prove the hypothesis, this study adopts the questionnaire survey method to sample the population and make a questionnaire.

3.1.2 Sampling method

The research object corresponding to this hypothesis is the krypton gold player group of the two-dimensional game "Yuan Shen".

First, we conduct a representative sampling of this group, and select the players of the two-dimensional game "Genshin Impact" as the research population;

This survey completed the data collection, sorting and analysis process on October 16, 2022. The survey is mainly based on closed-ended questions, and the main contents are: (1) Confirmation of basic information: including age, gender, and income. (2) The dimensionality reduction sentence part of the independent variable krypton gold (3) The dependent variable "game involvement", vanity characteristics, entertainment needs for character drawing, emotional needs for two-dimensional characters in the game, different characteristics of players, etc. Dimensionality reduction statement part. This questionnaire contains 14 questions, including 12 multiple-choice questions and 2 matrix questions. Online distribution is adopted, through WeChat Moments, WeChat Community, QQ Space and the questionnaire star sample library as channels.

3.2 In-depth interview method

3.2.1 Interview outline production

The interview questions are divided into three parts.

The first part mainly involves the basic situation of the respondents in the two-dimensional game "Yuan Shen", including their game time, game level, amount of krypton gold, etc.

In the second part, the research questions are reduced to interview questions. Including his sense of the game experience of " Genshin Impact ", his views on the behavior of kryptonite in " Genshin Impact ", and the specific purpose and needs of kryptonite in " Genshin Impact ".

The third part, preparation, mainly involves issues that may be dug deeper.

In the course of the interviews and the study, the researchers sought to avoid a quadruple of ethical issues and transgressions highlighted by scholar Al-an Bryman: (1) causing harm to study participants; (2) not causing harm to study participants; Use informed consent documents or materials; (3) violate the privacy of research participants; (4) deceive research participants. And if the interviewee has any unwillingness to answer questions or dissatisfaction during the interview, they can keep silent or withdraw halfway. Interview materials that the respondents

stated that they did not want to be made public were not included and cited in this study.

3.2.2 Selection of interview subjects

This study conducted 15-minute semi-structured in-depth interviews with six interviewers of Genshin Impact players. The interview will be conducted in October 2022 and the information on the interview will be completed. According to the maximum sampling principle of qualitative research methods, when the sixth respondent was collected, all the interview contents were sufficient to answer the research questions, and the sample collection was cut off. The respondents differed in age, gender, income, game level, and amount of krypton gold, and the degree of homogeneity was low. The interviews were conducted through WeChat text/voice interviews. In order to protect the personal privacy of the interviewees, all interviewees were given pseudonyms. The interview results were compiled into a verbatim transcript of approximately 3,600 words in total. The basic information of the respondents is shown in Table 1.

Table 1: List of basic information of the research objects in this paper

serial number	pseudonym	gender	age	game level	Entry period	contact
1	ZX	Female	twenty one	56	half a year	WeChat interview
2	WYB	male	20	57	a year and a half	WeChat interview
3	WYC	male	twenty one	59	two years	WeChat interview
4	PWT	male	20	56	two and a half years	WeChat interview
5	WFX	male	19	55	two years	WeChat interview
6	WDL	male	twenty two	59	a year and a half	WeChat interview

4 Research findings and discussion points

4.1 Description of sample characteristics

Questionnaires were collected in this questionnaire survey , most of which were young people, and 43.3% were 18-22 years old. From the descriptive analysis, most of the tested players are recent new users, and 67.6% of them have played games within 6 months. Among the krypton gold amount, 100-300 yuan is the largest, accounting for 28.6%. Among the reasons for krypton gold, "simply like a character or equipment and want to get it" accounted for the most at 32.4%, followed by "going to other worlds to show off or a higher level will satisfy my vanity", accounting for 31%.

4.2 Game Involvement and Vanity —— Guide the use and satisfaction of "Yuan Shen" kryptonite players

American communication scientists Paul Rockich and DeFleur believe that because people have the purpose of "understanding", "orientation" and "entertainment", they rely on the information provided by the media to meet their needs and achieve their goals, and this The degree of dependence depends on the information resources provided by the media to the audience, which indicates that the more players rely on the use of the two-dimensional game "Genshin Impact" to meet their needs, the more important the role "Genshin Impact" plays in the player's life, As a result, the influence of "Genshin Impact" on players will be greater.

The study found that among the krypton gold players of the two-dimensional game "Yuan Shen", it is generally agreed that the game experience in "Yuan Shen" is excellent, and this game occupies a large proportion of their leisure and entertainment activities. The high-quality content elements such as the open world and free exploration mode, plot coherence, unique card-drawing mechanism, lifelike scenery and characters in "Genshin Impact" have largely attracted the players who are willing to pay for it. Based on the intrinsic motivational needs or interest value of the players of Genshin Impact, each will show a different degree of game involvement. The higher the degree of game involvement, the more potential consumption guidance implanted by Genshin Impact at the player's psychological level will accumulate, resulting in the consumption behavior of krypton gold, and this group will invest more time because of krypton gold to "Yuan Shen". The higher the player's game involvement, the more time he spends in the game, and the higher the amount of krypton gold in the game, H1 is established ($r=0.331$, $p=0.000^{**}$) .

In addition, the satisfaction of vanity characteristics will also stimulate the consumption behavior of "Yuan Shen" players. After players consume krypton gold, the effect produced in the social world in the game will often make krypton gold players feel full of face, and at the same time vanity The psychology will also be satisfied to a certain extent accordingly. H2 is established ($r=0.742$, $p=0.000^{**}$), that is, players pay more attention to vanity characteristics when krypton gold is used, and the higher the amount of krypton gold in the game.

4.3 Card-drawing entertainment needs and emotional needs of the two-dimensional characters in the game - to improve the use and satisfaction of "Yuan Shen" krypton gold players

Communication scientist Elihu Katzyu believes that as individuals with specific needs, audiences' media contact activities are based on specific needs and motivations to use the media and to satisfy these needs, so players will download "Yuan Shen" based on these needs and get involved in the corresponding game experience.

At the same time, when the author conducted further in-depth interviews on the entertainment needs of different players for character drawing and how the emotional needs of the two-dimensional characters in the game affected the players' behavior of krypton gold The entertainment needs of drawing cards and the emotional needs of the two-dimensional characters in the game have a great impact on their kryptonite behavior. Players' attitudes

towards kryptonite behavior in "Yuan Shen" are supported by the following answers from the interviewees. The author's thoughts:

" I think the main reason that prompted me to spend money in "Yuan Shen" is the emotional demand for this character, or card drawing. Because I indeed like the "Thor" character, I will be "angry krypton" spending five or six hundred yuan at once." ——PWT

The study found that among the kryptonite players of the two-dimensional game "Genshin Impact", it is generally believed that the card-drawing gameplay design and smart character characterization in the game can bring them a high-quality game experience, and based on these willingness to play kryptonite consumption behavior. In the two-dimensional game "Yuan Shen", various card drawing forms and probability mechanisms, such as the weapon pool, character pool, standard pool and life seat system, are the key factors that affect players' mentality of krypton gold. At the same time, novel special virtual props such as limited characters and weapons satisfy the user's sense of acquisition and experience value to a large extent, and on this basis, will stimulate players' desire to consume gold. The stronger the player's entertainment demand for character drawing, the higher the amount of krypton gold in the game, and H3 is established ($r=0.784$, $p=0.000^{**}$) .

In addition, in "Yuan Shen", the personal charm of the two-dimensional characters is also an important factor that prompts players to consume krypton gold. Under the construction of the world view system of the two-dimensional game "Yuan Shen", the virtual characters have unique background stories, characters, characters, and appearances, which prompt players to have a certain degree of emotional dependence and sustenance on them. The vast majority of kryptonite players said that they would devote emotion and energy to a specific character, and spend a certain amount of kryptonite based on the positive emotions they generate. H4 is established ($r=0.749$, $p=0.000^{**}$), that is , the stronger the player's emotional demand for the two-dimensional characters in the game, the higher the amount of krypton gold in the game.

5 Conclusion

This research uses questionnaire survey method and in-depth interview method to study the kryptonite phenomenon of game players of the two-dimensional game "Genshin Impact". Try to answer questions such as players' motivation and influencing factors. Through research, it is found that the higher the game involvement of different players, the stronger the vanity characteristics, the stronger the entertainment demand for character card drawing, the higher the amount of krypton gold in the game and there is a significant difference, while the krypton of players of different game levels Significant differences in gold behavior are not established.

This study proposes the use and satisfaction of the kryptonite players of the two-dimensional game "Genshin Impact", and pays attention to the different manifestations of the kryptonite phenomenon of Genshin Impact players in emotional and social situations, which reflects the economic situation in the "post-epidemic" economy. In the background, the development of

cloud consumption model in the online game industry.

However, due to the limited space of this study, there are still some problems in the depth and breadth of the investigation, and at the same time, it has not been able to explore the solution to this problem through powerful means. In the future research on the phenomenon of krypton gold players, researchers in the field of media sociology may need to pay more attention to the special phenomenon of use and satisfaction faced by special groups of krypton gold players, and to expanding practice research and development based on the rescue plan for special groups of krypton gold players.

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