A STUDY OF THE IMPACT OF GAME COMPANY CULTURAL INNOVATION MODEL ON PLAYERS’ PURCHASE INTENTION - THE CASE STUDY OF MIHOYO COMPANY

Yang Jingda
Rangsit University, Pathum Thani, Thailand

This study aims to explore the impact of cultural innovation on users’ purchase intentions of MiHoYo Company, as well as the mediating role of perceived innovativeness. By conducting a questionnaire survey on 606 users and using a structural equation model for analysis, the study revealed that the mechanism of cultural innovation affects users’ purchase intentions through perceived innovativeness. The study found that the four dimensions of cultural innovation, including product, brand, marketing, and consumer experience, all have a significant positive impact on purchase intention through perceived innovativeness. Perceived innovativeness plays a complete mediating role between the four cultural innovation dimensions and purchase intention, while intention, while the influence paths of all four dimensions show significant positive effects. In addition, there are significant differences between cultural innovation and purchase intention among different age and education groups. This study not only enriches the relevant theories of cultural innovation and user purchase intention but also provides an empirical basis for game companies to formulate differentiated cultural innovation strategies.

Keywords: MiHoYo; cultural innovation; perceived innovativeness; purchase intention

Introduction

Amid the trends of digitalization and globalization, China's game industry is booming and has become a key driving force in the global game market. Although the epidemic in 2022 will have a certain impact on China's game industry, the overall market remains optimistic.

According to statistics, China's game market's revenue reaches 265.884 billion yuan, and the number of game users reaches 664 million, demonstrating a huge scale and an ever-expanding user group. Independently developed games, with their market share reaching
222.377 billion yuan, have further highlighted the importance of China's game industry in the global market.

Chinese game companies have enhanced their product innovation capabilities, leading to a gradual increase in the global market influence and acceptance of Chinese games by players worldwide. In the past ten years, China's online game industry has shown a trend of vigorous development, with actual sales increasing from 60.2 billion yuan to 296.5 billion yuan, with an average annual growth of 17.4%. At the same time, the number of users has almost doubled, from 336 million to 666 million. However, as competition in the industry intensifies, game companies must continue to seek innovation if they want to stand out in the market.

Tongji University students Zhang Shuwen, Liu Wei, and Cao Haoxiang founded MiHoYo, a leader in China's gaming industry, in 2012. With the slogan "Wings of Technology, Top of Art," the company focuses on innovative technology and excellent artistic design. Its first game, the original IP of the "Honkai Impact" series, including "Honkai Impact," "Honkai Impact 2," and "Honkai Impact 3," has achieved great success. Launched in 2020, "Genshin Impact" garnered global recognition for its sophisticated production, innovative design, and integration of multicultural elements, securing third place in the global mobile game revenue rankings. "Honkai: Star Rail," launched in 2023, has also achieved great success, further consolidating MiHoYo's position in the game industry. Through in-depth research on "Genshin Impact," we can find that MiHoYo has rigorously studied the traditional history and culture of different countries and skillfully integrated cultural elements into the game to meet players' needs for different cultures, making the game successful not only in its own country but also in the favor of players around the world.

This study is based on the development and competition status of China's game industry, as well as the innovation practices of MiHoYo Company. The study aims to conduct an in-depth investigation into the influence of culturally integrated product innovation models on the attractiveness of game products and consumer purchase intentions, with the goal of exploring the product innovation strategies employed by gaming companies. Through the research in this article, we strive to deeply explore the impact mechanism of cultural integration product innovation on player psychology and provide useful insights into the theoretical and practical fields.

**Objectives**

Based on its research background, this article aims to achieve the following three research purposes:

1) Explain the mechanism by which cultural innovation influences the attractiveness of game products.

We analyze different aspects of cultural innovation (such as product design, advertising, social media, user experience, etc.) through an in-depth study of MiHoYo Company's cultural innovation practices to reveal its specific impact mechanism on the attractiveness of game products.

2) Confirm the role of consumer perceived innovativeness in mediating the relationship between cultural innovation and purchase intention.

During the product innovation process, explore how consumers perceive the cultural innovation of game companies, specifically covering aspects such as product design,
A STUDY OF THE IMPACT OF GAME COMPANY

advertising, social media, and user experience. We conduct empirical research to verify the
mediating role of consumer perceptions of innovativeness between cultural innovation and
purchase intention.

3) Provide practical guidance and market operation strategies for gaming companies.
Based on MiHoYo's case study, it provides practical guidance and market operation
strategies for game companies looking to combine culture with product innovation.

We will explore the effective use of cultural elements to boost product competitiveness
in the global market and offer valuable insights for the game industry's practices.

Conceptual framework

Assumptions about cultural innovation and consumer purchase intention

Assumptions about product cultural innovation and consumer purchase intention

Product cultural innovation is one of the key factors that arouses consumer interest and
stimulates purchasing behavior. According to research by Vigneron & Johnson (1999), a
brand's cultural innovation can give products a unique taste and identity, thereby increasing
consumers' purchasing interest.

For example, when Nike launches special series that integrate different cultural
elements, such as the Air Max series that is combined with the traditional Japanese woodcut
art, consumers have a strong interest in these products because they are not only brand-
identifying, but also it presents a unique cross-cultural design that meets consumers' pursuit
of personalization and cultural taste.

In addition, Keller (1993) proposed that when a product is consistent with consumers'
values and lifestyles through cultural elements, consumers are more likely to form a positive
attitude toward the brand, thereby prompting purchase behavior.

For example, TOMS Shoes has won the favor of consumers with its social
responsibility concept of "one pair of shoes, one donation".

This kind of cultural innovation that is consistent with consumer values not only
attracts consumers' attention, but also makes them willing to support the brand, thereby
promoting purchasing behavior. Wang et al. (2019) showed in his research that consumers
are more inclined to buy products that incorporate unique cultural elements because such
products can satisfy their pursuit of personalization and cultural taste.

For example, in recent years, the popular "cultural street photography" style clothing
brands on the Douyin platform have fully integrated street culture elements into their designs,
attracting the attention of young consumers and becoming a popular choice for them to
purchase.

Therefore, product cultural innovation is regarded as a driving force to stimulate
purchase and is expected to provide key theoretical support for the formation of consumer
purchase intention in the context of this study. Based on this, this article proposes the
following hypotheses:

H1a: Product cultural innovation of game companies positively affects consumers’
purchase intention
Assumptions about brand cultural innovation and consumer purchase intention

As an important form of brand differentiation, brand cultural innovation is not only the function and characteristics of the product itself, but also a bridge of emotional connection between the brand and consumers. Past research has pointed out that consumers tend to be more inclined to purchase brand products that represent their self-identity and lifestyle (Hulten et al., 2002).

For example, Apple has won the favor of consumers around the world with its unique brand culture, such as its pursuit of innovation, simple and elegant design style, and focus on user experience. Apple's products are not only functional tools, but also a symbol of fashion trends and life attitudes.

This deeply rooted brand cultural innovation has greatly increased consumers' willingness to purchase Apple products. In addition, brand cultural innovation can also inspire purchasing behavior through emotional resonance with consumers. One study found that consumers' emotional connection with a brand is closely related to their purchase intentions.

For example, the values of challenge, courage, and victory that Nike often emphasizes in its brand culture innovations resonate with the emotional needs of athletes and sports fans, thereby stimulating consumers' desire to purchase its products. This connection between brand cultural innovation and consumer emotions not only enhances consumers' loyalty to the brand, but also promotes purchasing behavior.

In conclusion, we cannot ignore the impact of brand cultural innovation on consumers' purchase intentions. By creating a unique brand culture and shaping a brand image that is consistent with consumer values and emotional needs, we propose hypothesis H1b:

H1b: Game companies' brand cultural innovation has a positive impact on consumers' purchase intentions.

Assumptions about marketing, cultural innovation, and consumer purchase intention

Marketing cultural innovation refers to the incorporation of novel cultural elements and innovative methods into marketing communications, marketing activities, branding, and other aspects to convey the cultural connotation of games and enhance players' cultural identity and immersive experience with game products.

Game companies, in particular, can cleverly integrate visual elements and plot settings rich in cultural connotations into promotional videos, posters, and other marketing materials to show the game's unique cultural charm. Simultaneously, companies engage in theme marketing activities like virtual reality experience exhibitions and offline cultural festivals, enabling players to immerse themselves in the game culture.

In addition, continuous innovation and strengthening of the cultural connotation of game brands, as well as close integration with players' lifestyles and values, will help to enhance players' recognition and favorability of the brand. Using emerging marketing channels, such as social media and live broadcast platforms, to spread game culture in interesting and interactive ways is also an effective way to attract players' attention.

In short, through marketing cultural innovation, game companies can better convey the cultural connotation of games to players and stimulate their sense of cultural identity and immersive experience, thus having a positive impact on increasing the attractiveness of game products and players’ purchase intentions.
Marketing cultural innovation is more than just a means of conveying product information and promotional activities; it is also a key factor in shaping brand image and establishing brand recognition. Innovative marketing culture helps to increase brand awareness and reputation, as well as promote consumers' positive identification with the brand (Hoeffler & Keller, 2002; Louro et al., 2007).

In today's highly competitive market environment, differentiated marketing and cultural innovation can attract more consumers' attention, stimulate their purchasing interest, and stimulate their behavioral participation. Marketing cultural innovation not only concentrates on the product's characteristics and functions, but also emphasizes the emotional connection and experiential resonance with consumers.

For example, Starbucks uses open social media marketing to encourage consumers to share stories and experiences related to the brand, which deepens consumers' awareness and emotional identification with the brand, thereby increasing purchase intention and loyalty. Coca-Cola's "Share Happiness" marketing campaign is also an example of successful marketing cultural innovation. Consumers deeply loved and trusted the event, which established a friendly image of the brand by sharing happy concepts and activities.

In general, marketing cultural innovation can help enhance brand image, deepen consumers' awareness and emotional connection with the brand, and thus positively affect consumers' purchase intentions.

Therefore, we hypothesize that the unique value and emotional experience delivered by game companies through marketing cultural innovation will have a positive impact on consumer purchase intention. Based on this, we propose Hypothesis H1c.

H1c: The innovative marketing culture of game companies positively influences consumers' purchase intention

Assumptions about the consumer's experience with cultural innovation and their purchase intention

Adequate consumer experience: cultural innovation can help deepen the emotional connection between consumers, products, and brands, thereby increasing their purchase intention. Previous research has pointed out that a positive consumer experience can stimulate emotional resonance and make consumers more actively participate in the brand story, thereby increasing their liking and identification with the brand (Hultén et al., 2009; Meyer & Schwager, 2007).

Consumer experience: cultural innovation offers consumers a unique and personalized shopping experience, thereby deepening their perception and understanding of the brand. For example, Disneyland creates a fantastic world with its unique theme culture, innovation, and comprehensive customer experience, attracting tourists from all over the world. This consumer experience, full of magic and fun, has deeply established the Disney brand's image and perception in consumers' minds.

Therefore, we speculate that through positive consumer experience and cultural innovation, companies can establish a more positive brand image in consumers' minds, thereby making them more inclined to purchase related products.

When consumers make purchase decisions, they often consider the quality and personalization of the shopping experience. When a company provides a pleasant and unforgettable shopping experience through innovative consumer experience cultural activities, consumers are more likely to have a positive emotional experience and
identification with the brand, thereby increasing their purchase intention. Therefore, we propose hypothesis H1d:

H1d: Consumer experience of cultural innovations by game companies has a positive effect on consumers' purchase intentions.

The second hypothesis focuses on how consumers perceive innovativeness and their intention to purchase

Consumer perception of the innovativeness of a product or brand is one of the important driving factors for consumer purchasing behavior. In today's highly competitive market environment, consumers have an increasing preference for innovative products and brands. Research shows that consumers usually regard innovativeness as a manifestation of the advantages of a product or brand, thereby enhancing their interest and willingness to purchase (Dodds et al., 1991).

For example, Tesla has successfully created the brand's innovative image with its disruptive electric vehicle technology and intelligent product design, attracting the attention and enthusiasm of many consumers. Furthermore, consumers' perceived innovativeness can influence their awareness of and loyalty to the brand. Research has found that consumers' awareness and preference for innovative brands tend to enhance their loyalty and long-term support for the brand.

For example, Google has established its image as an innovative leader in the minds of consumers by continuously launching innovative products and services, such as the Google search engine, Google Maps, Google Cloud Computing, etc., thereby winning high recognition from consumers.

Therefore, we hypothesize that there is a positive relationship between consumers' perceived innovativeness of a product or brand and their purchase intention. This hypothesis holds that consumers' perception of a product or brand's innovativeness will positively influence their purchase decisions, prompting them to be more active in choosing and purchasing innovative products or brands. Based on this, we propose Hypothesis H2.

H2: Consumers' perceived innovativeness in game companies has a positive impact on their purchase intentions.

The third hypothesis focuses on the mediating effect of consumers' perceived innovativeness

Cultural innovation, as a product trait, helps attract consumers' attention by presenting unique cultural elements and innovative designs. This kind of attention guidance can increase consumers' awareness of the product or brand. In cognitive psychology, an improvement in cognitive level helps individuals process information more deeply, thereby forming more positive and profound cognitive evaluations.

Secondly, the unique cultural elements and innovative designs conveyed by cultural innovation can be perceived by consumers as the innovativeness of a product or brand. Consumer-perceived innovativeness is the degree to which an individual perceives the novel, unique, or cutting-edge qualities of a product or service. Through the perceived innovativeness of cultural innovations, consumers may believe that products have distinctive features that satisfy their needs for uniqueness and novelty.
A STUDY OF THE IMPACT OF GAME COMPANY

Finally, perceived innovativeness directly affects consumers’ purchase intentions. Consumers are often more willing to purchase products that are perceived to be innovative because innovation is seen as a key factor in enhancing item or brand value.

Therefore, we speculate that consumers' perceived innovativeness may play a mediating role between cultural innovation and purchase intention, ultimately affecting the formation of purchase intention by affecting cognitive and emotional processes. The verification of this hypothesis helps to deeply understand the impact mechanism of cultural innovation on purchase intention and provides theoretical support for brand and marketing strategies. Based on these findings, this article proposes hypothesis H3.

H3: The perceived innovativeness of game companies plays a mediating role between cultural innovation and purchase intention.

Methodology

The data analysis part of this study mainly uses the software SPSS 23.0 for statistical analysis of data. The specific research methods employed in this study encompass the following aspects:

1. Descriptive statistical analysis. This study aims to explore the impact of cultural innovation by game companies on consumers' purchase intentions and uses descriptive statistical analysis methods to verify whether the surveyed questionnaire sample structure meets the requirements of statistical survey samples. In addition, we statistically analyzed the sample's age, education level, and age group variables to investigate the sample's universality and particularity, providing reliable analytical support for subsequent analysis and research results. Descriptive statistical analysis is the first step in studying data. It can effectively describe the sample's basic characteristics and distribution, providing a basis for subsequent quantitative analysis.

2. Reliability and validity test. Reliability testing and validity testing are two important methods for scientific verification of questionnaires. Testing the reliability and validity of the questionnaire verifies the reasonableness of the questionnaire question setting and its alignment with the research purpose. This step is of great significance in statistical investigations and can ensure the reliability and validity of the research results.

3. Correlation analysis. Correlation analysis is a common method for studying relationships between quantitative data. In this study, we will use correlation analysis methods to analyze the correlation between the research variables, explore their closeness and mutual influence, and gain a deeper understanding of the correlation between the variables.

4. Regression analysis. Regression analysis is one of the important methods for studying the interaction between variables. In this study, we will use regression analysis methods to examine the causal relationships between game company product culture innovation, brand culture innovation, marketing culture innovation, consumer experience culture innovation, consumer perceived innovativeness, and purchase intention, as well as other possible influencing factors.

5. Mediating effect analysis. This article proposes a research framework that guides our use of the Process plug-in in SPSS software for conducting mediation effect analysis. We conducted the analysis using the mediation model and tested it with the Bootstrap sampling method to confirm that consumer perceived innovativeness plays a mediating role in product...
cultural innovation, brand cultural innovation, marketing cultural innovation, consumer experience cultural innovation, and purchase intent.

This step will help to gain a deeper understanding of the relationship between the research variables and provide a more accurate test and validation of the research hypotheses.

Results

The study uses AMOS25.0 statistical analysis software, the "maximum likelihood estimation method" to figure out important parameters, and simulations of path analysis and explanatory power analysis to check the causal relationship between possible variables.

This is done to learn more about the relationship between the different paths in the research model and to make sure the hypothesis is correct. By estimating the model path coefficients and testing their significance, we can determine whether the relationship between each variable is statistically significant.

Direct effect test

Table 1 - Model direct effect path analysis results
(made by the author)

<table>
<thead>
<tr>
<th>Latent variable path relationship</th>
<th>Estimate</th>
<th>S.E.</th>
<th>C.R.</th>
<th>p</th>
<th>Standardized coefficient</th>
<th>Standardized coefficient</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product cultural innovation → Consumer purchase intention</td>
<td>0.218</td>
<td>0.046</td>
<td>4.707</td>
<td>0.000</td>
<td>0.232</td>
<td>Significantly</td>
</tr>
<tr>
<td>Brand culture innovation → Consumer purchase intention</td>
<td>0.203</td>
<td>0.032</td>
<td>6.381</td>
<td>0.000</td>
<td>0.250</td>
<td>Significantly</td>
</tr>
<tr>
<td>Marketing culture innovation → Consumer purchase intention</td>
<td>0.193</td>
<td>0.044</td>
<td>4.396</td>
<td>0.000</td>
<td>0.207</td>
<td>Significantly</td>
</tr>
<tr>
<td>Consumer experience cultural innovation → Consumer purchase intention</td>
<td>0.276</td>
<td>0.059</td>
<td>4.654</td>
<td>0.000</td>
<td>0.264</td>
<td>Significantly</td>
</tr>
<tr>
<td>Perceived innovativeness → consumer purchase intention</td>
<td>0.274</td>
<td>0.053</td>
<td>5.195</td>
<td>0.000</td>
<td>0.209</td>
<td>Significantly</td>
</tr>
</tbody>
</table>

The study's hypothesis, which links positive evaluations of the five latent variables of product culture innovation, brand culture innovation, marketing culture innovation, consumption experience culture innovation, and perceived innovativeness to game purchases, finds support in these results.

Willingness has a positive correlation, and these relationships are significant.
Mediation effect test

We can construct and analyze path analysis and structural equation models using SPSS and AMOS software. We typically use SPSS for data preprocessing, descriptive statistics, and correlation analysis, and AMOS for establishing structural equation models, parameter estimation, and model fit testing.

The path coefficient and significance test can be used to determine whether the mediating effect exists. For specific test results, see Tab. 2.

Table 2 - Mediating effect analysis results

<table>
<thead>
<tr>
<th>Path</th>
<th>Effect</th>
<th>Boot SE</th>
<th>Boot LLCI</th>
<th>Boot ULCI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product cultural innovation → perceived innovativeness → purchase intention</td>
<td>0.021</td>
<td>0.010</td>
<td>0.018</td>
<td>0.057</td>
</tr>
<tr>
<td>Brand culture innovation → perceived innovativeness → purchase intention</td>
<td>0.016</td>
<td>0.009</td>
<td>0.012</td>
<td>0.046</td>
</tr>
<tr>
<td>Marketing culture innovation → perceived innovativeness → purchase intention</td>
<td>0.034</td>
<td>0.010</td>
<td>0.018</td>
<td>0.058</td>
</tr>
<tr>
<td>Consumption experience cultural innovation → perceived innovativeness → purchase intention</td>
<td>0.022</td>
<td>0.009</td>
<td>0.008</td>
<td>0.044</td>
</tr>
<tr>
<td>Subjective norm → perceived usefulness → purchase intention</td>
<td>0.027</td>
<td>0.011</td>
<td>0.017</td>
<td>0.060</td>
</tr>
<tr>
<td>Subjective norm → flow experience → purchase intention</td>
<td>0.013</td>
<td>0.007</td>
<td>0.005</td>
<td>0.033</td>
</tr>
</tbody>
</table>

According to the results in Tab. 2, we can draw the following conclusions:

The mediating effect on purchase intention is mediated by how innovative a product is seen to be. The effect value for the mediating effect is 0.021, Boot SE is 0.010, and the intervals of Boot LLCI and Boot ULCI do not include 0, which means that the mediating effect is significant.

Brand cultural innovation has a mediating effect on purchase intention through perceived innovativeness: the effect value of the mediating effect is 0.016, Boot SE is 0.009, and the intervals of Boot LLCI and Boot ULCI do not include 0, indicating that the mediating effect is significant.

Marketing cultural innovation has a mediating effect on purchase intention through perceived innovativeness: the effect value of the mediating effect is 0.034, Boot SE is 0.010, and the intervals of Boot LLCI and Boot ULCI do not include 0, indicating that the mediating effect is significant.

Cultural innovation has a mediating effect on purchase intention through perceived innovativeness: the effect value of the mediating effect is 0.022, Boot SE is 0.009, and the intervals of Boot LLCI and Boot ULCI do not include 0, indicating that the mediating effect is significant.

Consequently, we have established the previous hypothesis, H2.
We conducted a mediation effect study using the Bootstrap sampling test method, with a sample size of 3000.

The results show that: first, for the parallel mediation effect analysis, from the mediation path of "product cultural innovation → perceived innovativeness → purchase intention", the 95% interval is not Includes the number 0 (95% CI: 0.018~0.057), thus indicating the existence of this mediating effect path; looking at the mediating path of "Brand Culture Innovation→Perceived Innovation→Purchase Intention", the 95% interval does not include the number 0 (95% CI: 0.012~0.046), thus indicating the existence of this intermediary effect path; looking at the intermediary path of "marketing culture → perceived innovativeness → purchase intention", the 95% interval does not include the number 0 (95% CI: 0.009~0.043), thus indicating the existence of this intermediary effect path; looking at the intermediary path of "marketing culture → perceived innovativeness → purchase intention", the 95% interval does not include the number 0 (95% CI: 0.010~0.045), thus indicating the existence of this intermediary effect path.
A STUDY OF THE IMPACT OF GAME COMPANY

CI :0.018~0.058), thus indicating the existence of this intermediary effect path; looking at the intermediary path "consumption experience innovation → perceived innovativeness → purchase intention", the 95% interval does not include the number 0 (95% CI: 0.008~ 0.044), thus indicating the existence of this mediating effect path.

In summary, we can draw the following conclusions: perceived usefulness plays a parallel mediating role between the independent variables (product cultural innovation, brand cultural innovation, marketing cultural innovation, and consumer experience cultural innovation) and the dependent variable (purchase intention).

Consequently, we establish the null hypothesis, H3.

Tab. 4 summarizes and sorts the hypothesis test passing status based on the previous analysis results.

Conclusion

1) Our research found that MiHoYo’s efforts in product cultural innovation directly affect players’ purchase intentions. By introducing new game elements, innovative plots, and game mechanics, the company has successfully aroused players' sense of freshness and excitement about game products. This uniqueness makes players more inclined to purchase innovative games, thereby increasing the positive impact of product cultural innovation on purchase intention. On the other hand, brand cultural innovation has a significant impact on players' purchase intentions.

Through unique brand concepts, image building, and cultural communication, the company has successfully created a brand culture that attracts players. This cultural innovation inspires players' sense of identification and loyalty, which in turn increases their tendency to purchase game products. It is impossible to overlook MiHoYo's efforts in promoting cultural innovation. By adopting novel and unique marketing strategies and launching innovative promotional activities, the company has successfully attracted more attention and participation from target players. This positive marketing culture innovation directly promotes players' purchase decisions on products, thereby increasing purchase intention.

Finally, consumer experience and cultural innovation also play a key role in purchase intention. MiHoYo has successfully created a positive consumer experience culture by providing unique gaming experiences, personalized services, and good user interfaces. This kind of cultural innovation not only enhances players' pleasure in the game but also makes them more willing to make purchases.

To sum up, MiHoYo has achieved remarkable results in four dimensions of cultural innovation. These innovative efforts provide a solid foundation for increasing players’ willingness to purchase. The company expects to maintain a competitive advantage in the market, attract more players, and encourage them to become more actively involved in game purchasing behavior by continuing to increase investment in product, brand, marketing, and consumer experience culture innovation.

This is also consistent with Davis' Technology Acceptance Model (TAM), which emphasizes the role of external motivational factors on perceived usefulness and the importance of perceived usefulness on intention to use.

2) Perceived innovativeness also has a positive and significant impact on purchase intention. In the current fiercely competitive game market, our research results show that
players' perceived innovativeness of a game directly affects their purchase intention. Perceived innovativeness reflects players’ awareness of the game’s uniqueness and innovative elements and is of great significance to companies in attracting and retaining target players.

As the game industry develops, players' expectations for game updates and event planning are also constantly increasing. Our research reveals that players are more inclined to purchase games featuring real-time updates and unique activities, as these innovative initiatives offer them greater novelty and enhance their gaming experience. User participation and game community interaction closely correlate with perceived innovativeness. In today's booming social media environment, players pay more attention to the construction and operation of game communities, hoping to gain a richer gaming experience through participation and interaction.

Therefore, the company's innovative efforts in this area have a significant role in increasing players' purchase intentions. At the same time, personalized experiences and customized services have become important factors in influencing players' purchasing intentions. Game companies provide personalized game experiences and services in innovative ways to meet the individual needs of players, thereby shortening the distance with them and stimulating their desire to purchase.

Overall, the impact of perceived innovativeness on purchase intention has important strategic value in the current game market. As players' pursuit of innovation and uniqueness continues to escalate, companies should continue to strengthen their innovation efforts in game updates, community interaction, personalized experiences, etc., to better meet players' needs, increase purchase intentions, and then gain ground in the market. A larger share.

3) In our research, we deeply explored the mediating role between the independent variable of perceived innovativeness and game purchase intention. Specifically, through the intervention of consumers' perceived innovativeness, the cultural innovation of games can more directly affect purchase intention. This finding has practical implications for game companies as they formulate marketing strategies and product promotions.

Our research results clearly show that different dimensions of cultural innovation (product cultural innovation, brand cultural innovation, marketing cultural innovation, and consumer experience cultural innovation) all affect consumers' perceptions of innovativeness, thereby indirectly affecting their purchase intention.

This reveals the connection between cultural innovation and perceived innovation, and a company's investment in cultural innovation will play a key role in stimulating players' perceived innovativeness. Players' perception of cultural innovation not only directly affects purchase intention but, more importantly, indirectly affects purchase intention by stimulating perceived innovativeness.

This perceived innovativeness serves as a bridge between cultural innovation and purchase intention. Its mechanism of action is to increase players' perception of the game's value, making them more inclined to purchase. When formulating marketing strategies, game companies should focus on improving consumers' perceptions of cultural innovation.

By innovating in products, brands, marketing, and the consumer experience, we can stimulate players' perceived innovation and thereby increase their purchase intention. At the same time, the company can continue to convey the unique charm of the game through regular updates, event planning, and community interaction, and further strengthen the intermediary effect of perceived innovation.
A STUDY OF THE IMPACT OF GAME COMPANY

Taken together, the mediating role of perceived innovativeness between game cultural innovation and purchase intention is of great significance in the actual market. Companies should use this as a basis to accurately formulate innovation strategies and continuously improve players' perceived innovation, thereby consolidating their competitive advantages in the highly competitive game market.

These findings provide valuable references for MiHoYo Company's development and operation, as well as a variety of possible paths. At the same time, this study also provides new evidence for the empirical application of SOR and TAM theories, further verifying the practicability and effectiveness of these theoretical models.

Recommendation

In terms of sample selection and research methods, this study selected users from a specific region and used quantitative research to empirically test the constructed theoretical model, potentially limiting the generalizability of the study's results.

For instance, given the significant influence of cultural factors on individual traits, future research could incorporate cross-cultural comparative research to enhance our understanding of the moderating role of individual traits across diverse cultural backgrounds and offer a more comprehensive perspective. In future research, choosing a larger sample survey with multiple data types and using multiple research methods will help to obtain more widely applicable research conclusions.

In addition, in terms of variable selection and model construction, although this study innovatively integrated the SOR model and the TAM model, some of the selected variables and the constructed model are still simplifications of the real world. In practice, there may be more complex influencing factors in user behavior, such as personal personality, social and cultural background, economic status, etc. In future research, it is necessary to introduce more possible influencing factors and consider the complexity of different variables.

Future research needs to further explore how this change affects users' willingness to continue using the platform. These in-depth discussions will help to better understand and optimize the design and promotion strategy of MiHoYo Game Company's platform, thereby increasing user acceptance and purchase intention and gaining advantages in the fiercely competitive market.

References:


*Paper submitted* 17 March 2024
*Paper accepted for publishing* 22 April 2024
*Paper revised* 14 May 2024
*Paper published online* 30 May 2024