



**Daffodil**  
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INTENTION TO PURCHASE: A CASE STUDY FOR  
CUSTOMER SATISFACTION AND EWOM AND ITS  
IMPACT ON GAME PURCHASE INTENTION  
(BASED ON BANGLADESHI USER).

Submitted By

**Sakawat Hosain**

**ID: 191-35-2699**

**Department of Software Engineering**

**Faculty of Science and Information Technology**

Supervised By

**Tapushe Rabaya Toma**

**Assistant Professor**

**Department of Software Engineering**

**Faculty of Science and Information Technology**

A thesis submitted in partial fulfillment of the requirement for the degree  
of Bachelor of Science in Software Engineering

**Department of Software Engineering**

**Faculty of Science and Information Technology**

**DAFFODIL INTERNATIONAL UNIVERSITY**

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## APPROVAL

This thesis titled on “**Intention to Purchase: A case study for Customer Satisfaction and EWOM and its impact on Game Purchase Intention (Based on Bangladeshi user)**”, submitted by **Sakawat Hosain (ID: 191-35-2699)** to the Department of Software Engineering, Daffodil International University has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of Bachelor of Science in Software Engineering and approval as to its style and contents.

### BOARD OF EXAMINERS



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Daffodil International University

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Faculty of Science and Information Technology  
Daffodil International University

**Internal Examiner 1**



-----  
**Tapushe Rabaya Toma**  
**Assistant Professor**  
Department of Software Engineering  
Faculty of Science and Information Technology  
Daffodil International University

**Internal Examiner 2**



-----  
**Prof. Dr. Md. Liakot Ali**  
**Professor**  
Bangladesh University of Engineering and Technology (BUET)

**External Examiner**

## DECLARATION

It hereby declares that this thesis has been completed by me under the supervision of **Tapushe Rabaya Toma**, Assistant Professor, Department of Software Engineering (SWE), Daffodil International University. It is also declared that neither this work nor any part of this has been submitted elsewhere for award of any degree by me.

*Sakawat*

---

Sakawat Hosain

Student ID: 191-35-2699

Department of Software Engineering

Faculty of Science & Information Technology

Daffodil International University.

Certified By:

*Tapushe Rabaya Toma*

---

Tapushe Rabaya Toma

Assistant Professor

Department of Software Engineering

Faculty of Science & Information Technology

Daffodil International University.

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Moreover, I am very grateful to my university friends, elder and younger brothers, who consistently commend me on my studies and daily work for learning stuff and letting me understand that I can create creative things in my career in this sector as well. I believe my thesis documentation is one of the most unique and masterpieces that I have always aspired to create.

My thesis is truly centered on the Online Game Purchase Intention in Bangladesh, and it is a survey-based thesis documentation. As I have a strong desire to study abroad, I am hoping for the best for my lengthy and challenging thesis documentation, as I intend to broaden it and release my paper work as my research paper on it in a broad area of including and articulating it later on with many more new and innovative approaches for my upcoming master's degree.

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# ABSTRACT

Playing games online has been an especially common pastime worldwide during the previous ten years. Worldwide demand for online games continues to be developing. Now in Bangladesh, the number of gamers is increasing day by day. And also the revenue of the game industry in Bangladesh is expanding day by day. So this topic is based on Bangladeshi users. And this game segment in Bangladesh became popular. Consequently, the goal of the analysis is to examine the variables influencing online game purchasing intentions. Quantitative methods were used in this research. 234 gamers from different cities in Bangladesh provided information through the use of an online survey. The outcome demonstrates that the most crucial variables affecting an individual's decision to buy an online game are the information quality, social influence and system quality. Additionally, customer satisfaction has a positive effect on online purchase intention, EWOM has a positive influence on online purchase intention and Perceived Trust has a positive effect on online purchase intention. The results of the study might help Bangladeshi consumers comprehend their choices when playing online games.

**Keywords:** Information Quality, System Quality, Customer Satisfaction, EWOM(Electronic Word Of Mouth), Social Influence, Perceived Trust, Online Purchase Intention.



# CHAPTER 01

## INTRODUCTION

### 1.1 Background

Bangladesh has developed into a fertile environment for the gaming business to flourish because to its sizable and technologically sophisticated populace. A youthful population, inexpensive cellphones, and broad internet connectivity have all contributed to the growth of gaming in this nation.

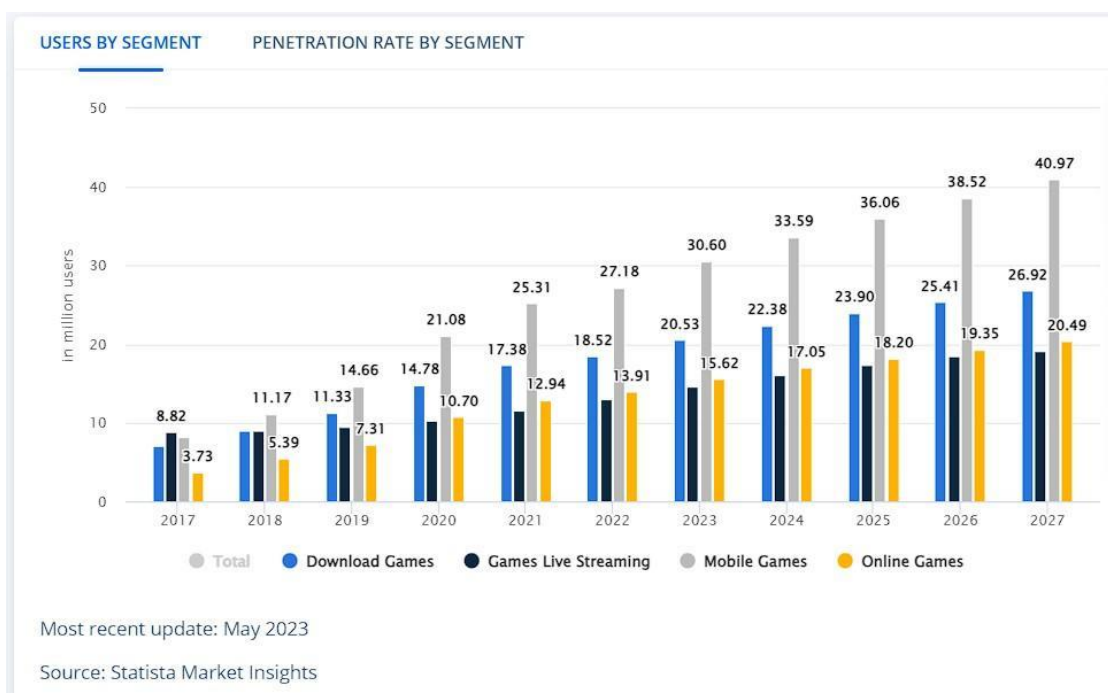
Both quality and quantity in Bangladesh's game development sector have increased. There are now several gaming studios that create a variety of games for mobile, Desktop, and console platforms. These studios experiment with important and instructive gaming applications in addition to making amusing games.

Bangladesh's video game industry is growing worldwide as well as catering to indigenous players. Bangladeshi gaming companies attend international gaming events and conferences and seminars where they may present their work and interact with other industry experts from across the globe.

Profits, consumers, average earnings by a consumer, and acceptance rates make up the market. Within the game buying decisions, user game buys, and subscriptions all contribute to revenue generation. The corresponding region sections for every market include further definitions.

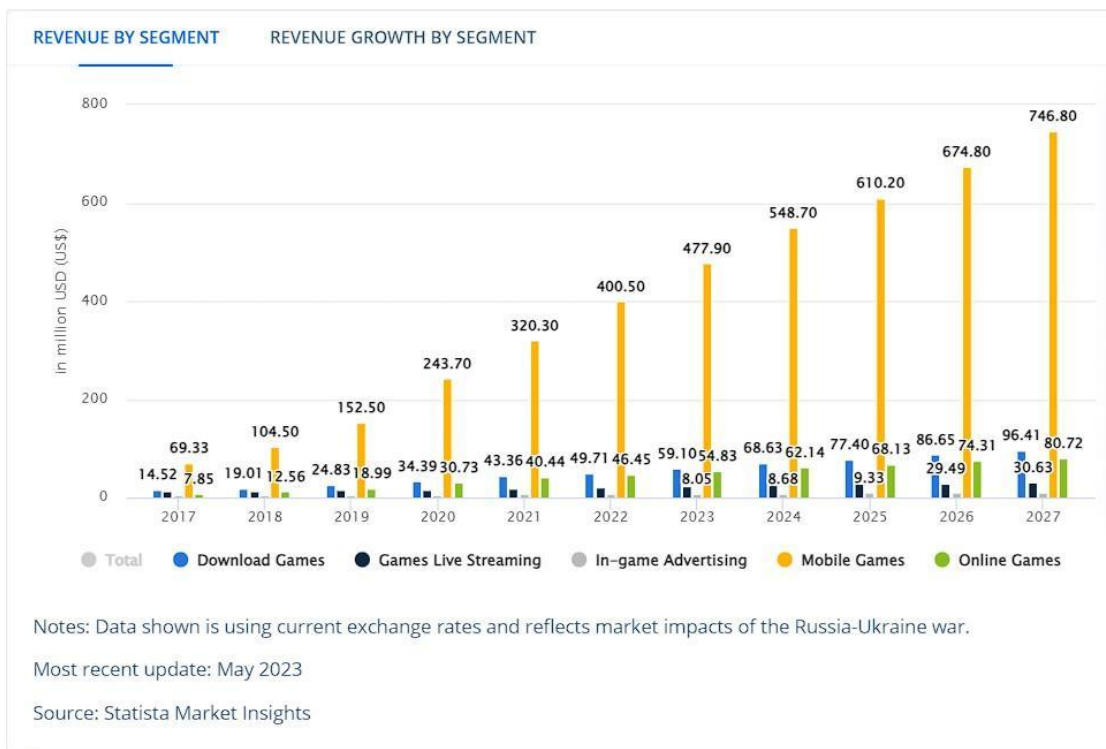
Bangladesh has experienced a boom in online gaming ecosystems, with gamers joining and creating groups on social networking sites, gameplay discussions, and specific gaming-related websites. The development of the nation's video game industry is aided by these social groups, which promote player connection, teamwork, and competitiveness.

ESports and multiplayer gaming have become more popular in Bangladesh, where a number of races and competitions are held. Both unprofessional and expert gamers are drawn to such occasions, and gaming clubs were created to compete in regional, national, and worldwide tournaments. PUBG Mobile, Free Fire, Call of Duty Mobile, and Clash Royale are some of the most-played mobile games in Bangladesh. Such games have become highly popular with players of any generation.



**Figure 1.1: Users by gaming segment.** (source: <https://www.statista.com>)

Figure 1.1 shows the number of game users in different segment.



**Figure 1.2: Revenue by gaming segment.** (source: <https://www.statista.com>)

As reported by Statista, the projected worth of the worldwide esports industry in 2022 reached above \$1.38 billion. In 2023, the video gaming industry is expected to generate US\$622.80 million in profit (CAGR 2023–2027).

The gaming industry has benefited greatly from the work of many Bangladeshi esports athletes. These are several well-known esports athletes from Bangladesh, but I may not be the most up-to-date on the most current developments:

Tamim, aka "Hellfire" A seasoned esports competitor recognized for his prowess in games like PlayerUnknown's Battlegrounds, Tamim Ahmed (PUBG). He has excelled at the local level and has represented Bangladesh in internationally PUBG competitions.

"Sh1nboo" Azhar Hossain: A very well esports competitor who excels at Mobile Legends: Bang Bang is Azhar Hossain. He has participated in several Mobile Legends competitions and received praise for his abilities and success in the game.

Fahim Chowdhury, also known by his gaming alias "Arca," is a well-known competitor. He has demonstrated his competitive skill by dominating video games like Tekken and competing for Bangladesh in international competitions.

The Anamul "4K4" Haque: An important figure in the Counter-Strike: Global Offensive (CS:GO) esports community is Anamul Haque. He has participated in local and international competitions, played on professional CS:GO teams, and has helped Bangladesh's esports industry expand.

### **1.1.2 Theoretical foundation**

The aim of this study was to calculate the factors for online purchase intention of a game. Previous research finds that repurchase intention is significantly positively impacted by perceived service quality and customer satisfaction. Additionally, it supported the links between the three factors that indicate the quality of the electronic services and the total service quality, which has a direct impact on customer satisfaction (Nguyen Ngoc Duy Phuong, Tran Thi Dai Trang, 2018). So, our research adds some factors which affect in-game purchase intention.

EWOM has become a crucial tool since customers use online resources to research brands and products. EWOM is described as "any favorable or adverse comment provided by prospective, present, or past consumers regarding an item or firm that makes it accessible to numerous individuals and institutions via the Internet" (Shantanu Prasad, Ishwar C Gupta, Navindra K Totala, 2017).

EWOM engagement has grown into an essential platform for user viewpoints, and because of its great impact and readily accessible, it is more successful than physical WOM interaction. Users frequently do research on products online as looking for pre-buy knowledge, which is influencing their plans to buy. Review sites for products are

among the most relevant forms of web-based WOM or EWOM interaction (Shantanu Prasad, Ishwar C Gupta, Navindra K Totala, 2017).

### **1.1.3 Gaming Market in Bangladesh**

Under the strength of a rise in web expansion, it is projected that the Bangladeshi e-gaming sector would see an explosion in the upcoming period. The nation's populace is becoming increasingly interested in high-income spending on hobbies and pastimes, not just for recreational purposes but also for an improved educational adventure as a result of increased online access. Furthermore, as the web has developed, a larger and more proficient technology audience has emerged, encouraging digital gaming behaviors. This is likely to help Bangladesh's web gaming business expand significantly in that time period. Moreover, Bangladesh also hosts a lot of internet platform-based games competitions, as well as a lot of activity supporting the development of the sector, the Bangladeshi internet gaming marketplace is anticipated to thrive with agnostic potential for expansion through 2027 ([www.6wresearch.com](http://www.6wresearch.com)).

According to a November 2020 prediction by gaming research company Newzoo, global players will devote \$174.9 billion to video games in 2019, representing a 19.6% year-over-year increase. The video game sector was additionally expected to reach \$217.9 billion in revenue by 2023.

Depending on information accessible through December 2016, a 2017 Newzoo research estimated the value of the Bangladeshi gaming industry at \$62.22 million. Bangladesh was rated 61st out of 100 nations in the world and boasts the third-biggest gaming industry in South Asia, following Pakistan and India.

The total amount of gaming businesses in Bangladesh is not formally counted. ICT Minister Mustafa Jabbar concurs with entrepreneurs who claim that this industry's slow

development in this country is mostly due to disinterest. He claims that there haven't been any significant campaigns to advance this sector in Bangladesh (www.tbsnews.net).

### **1.1.4 Most popular Games in Bangladesh**

Because of shifts in fashion and fresh releases, the recognition of online games in Bangladesh might change over time for both PC and mobile formats. The following games are a few of the most well-liked among Bangladeshis:

#### **Mobile games:**

- Player Unknown's Battlegrounds (PUBG Mobile): A sizable audience playing ranked gaming boosted PUBG Mobile immensely in Bangladesh.
- Garena Free Fire: One other battle-based game that is popular in Bangladesh is Free Fire. As opposed to PUBG Mobile, it has more rapid-fire action and less lengthy session times.
- Call of Duty: Bangladesh has developed an extensive following for the renowned Call of Duty mobile game series. There are several games with multiplayer available, as well as an online tournament option.
- Mobile Legends: Comparable to League of Legends or Dota 2, Mobile Legends is a multiplayer online battle arena (MOBA) game. In Bangladesh, it has grown in prominence across smartphone players.
- Clash Royale: Real-time strategy game Clash Royale blends skyscraper defensive and game of cards aspects. In Bangladesh, it has a sizable player base.

#### **PC Games:**

- Player Unknown's Battlegrounds (PUBG): The PUBG PC version, which provides a greater degree of immersion than its smartphone equivalent, has also been favorably welcomed in Bangladesh.
- Counter-Strike: CS: GO, or Counter-Strike: Global Offensive, is a well-liked first-person shooting game renowned for its fierce competition and collaboration-oriented tactics. Bangladesh is home to a committed player base.
- FIFA series: In Bangladesh, specifically for those who love sports, many players like the FIFA series of football/soccer games from EA Sports.
- Grand Theft Auto V (GTA V): Due to its extensive gameplay and compelling plot, the open-world action-adventure game GTA V has become more popular across the world, especially in Bangladesh.
- Valorant: A collaboration-oriented strategic first-person action game with Overwatch and CS: GO influences is called Valorant. It has drawn interest worldwide, including in Bangladesh.

A combined amount of \$215,431.51 USD in cash prizes has been given to 83 esports competitors from Bangladesh over a period of 97 competitions. PLAYERUNKNOWN'S BATTLEGROUNDS MOBILE had the greatest winnings with \$114,208.36 USD, accounting for 53.01% of total profits made by gamers from Bangladesh. With \$10,000 USD in total cash awards received by competing in Free Fire events. ([www.esportsearnings.com](http://www.esportsearnings.com)).

## **1.2 Research Problem and Research Questions**

### **1.2.1 Problem Statement**

In Bangladesh, the number of gamers is rising daily. Gaming is a passion shared by both professionals and amateur gamers. They broadcast their gaming. All players participate in competitive events, where a sizable amount of cash awards is given out.

Throughout the course of a day, they invest a tremendous amount of time and money. Therefore, they are spending their time and money on a game or on game-related purchases. Some players make money playing games, while others don't.

The fundamental idea is that players spend money on games, either by buying them or investing in them. Therefore, we aim to determine the variables driving players to spend cash on or buy a game.

### **1.2.2 Research Questions**

1. Do information quality and system quality affect customer satisfaction?
2. Does customer satisfaction affect EWOM and online purchase intention?
3. Is there any influence of EWOM on online purchase intention?
4. Do social influence and perceived trust affect online purchase intention?

### **1.2.3 Research Objective**

1. To identify the effect of Information Quality and System Quality on Customer Satisfaction.
2. To identify the influence of Customer satisfaction on EWOM and Online Purchase Intention.
3. To identify the impact of EWOM on Online Purchase Intention.
4. To identify the effect of Social Influence, Perceived Trust on Online Purchase Intention.

## **1.3 Significance of the study**

This study helps to pinpoint the elements that affect a player's decision to purchase a game online. Describe how customer satisfaction affects a consumer's propensity to make an online transaction. Additionally, we are able to pinpoint the most important elements. We bring together three models to describe our hypothesis.



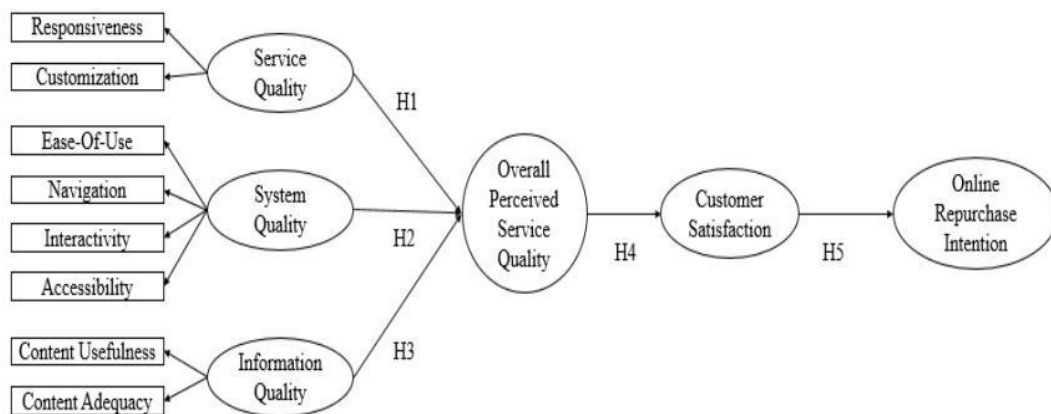
As a result, the main objective of this research endeavor is to find out what influences people's decisions to make purchases online. This study is significant since it gives light on consumers' intentions to purchase online games.

# CHAPTER 02

## LITERATURE REVIEW

### 2.1 Nguyen Ngoc Duy Phuong and Tran Thi Dai Trang's Research Model

This model is referred to as the “Repurchase Intention” model . This model analyzes the effect of Service Quality, System Quality, Information Quality, and Customer Satisfaction as Mediating Role. This model identifies positive and direct relationships between service quality, system quality, and information quality and total perceived service quality. Customer satisfaction is favorably and immediately influenced by the general perception of service quality. Online repurchase intentions are positively and directly impacted by customer happiness.



**Fig 2.1 : Nguyen Ngoc Duy Phuong and Tran Thi Dai Trang's Research Model**

This model was used to introduce a number of variables in my own research. I depicted Information Quality, System Quality, Customer Satisfaction from this model.

**Information Quality :** According to (Batini, 2016), information quality refers to an overview of the scenario given by the organization or organization regarding the most recent information, which will vary daily. Information quality belongs to how the client views the accuracy of the data shown in an application. Information quality refers to

how a client feels about the accuracy of the data shown by an application. Information's qualities—including its dependability, correctness, relevancy, and overall worth—are referred to as its characteristics and attributes. For prediction, problem-solving, and communication to be successful, information must be of a high caliber.

**System Quality :** System quality is a term used to describe the overall efficiency, dependability, scalability, security, usability, maintainability, compatibility, adaptability and performance of a computer system or software program. It includes a number of factors that affect a system's capacity to live up to user goals and demands. A high-quality system must be able to function quickly and consistently, enabling easy and quick user interactions. Defects, malfunctions, and unexpected problems are reduced to a minimum by a dependable system. A system that is scalable can change and add assets for handling increasing data quantities, user traffic, or concurrent users. A vital component of a system's quality is safety. Data protection, illegal access prevention, and safety against dangers are all features of a secure system. A system with strong usability enables users to engage, explore, and complete activities quickly and clearly. A system that is built to be sustainable has logical parts, clear code, and adequate documentation, which makes it simpler for engineers to fix, improve, and maintain the system over time. Without major problems or disagreements, a suitable system can work with external components, communicate with various protocols, and incorporate third-party services. To quickly satisfy changing user needs or industry norms, a flexible system can quickly incorporate new functionality, features, or technical breakthroughs. (Nguyen Ngoc Duy Phuong, Tran Thi Dai Trang, 2018 ).

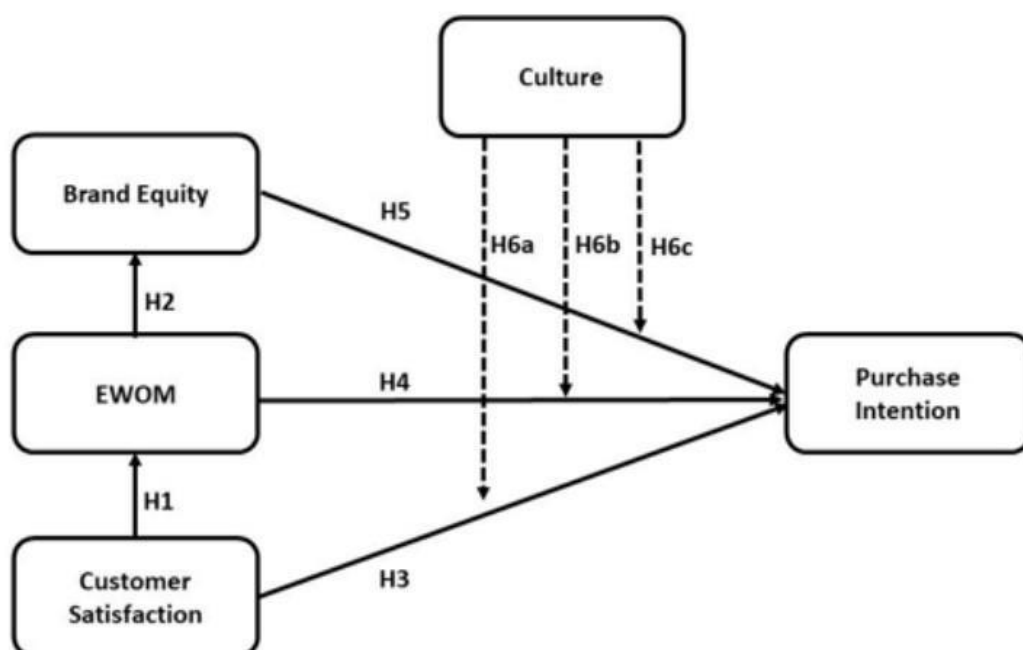
**Customer Satisfaction :** The term "customer satisfaction" describes the general impression, joy, and fulfillment that customers have after interacting with a product, service, or brand. It gauges the degree to which a customer's wants and desires are

fulfilled or surpassed. Customers' loyalty, retention, and advocacy are directly impacted by customer satisfaction, making it a crucial company measurement.

In order to obtain an enjoyable experience of pleasure and of satisfaction from a service, a customer's objectives, and aim must be met. Attitudes and impressions from prior employment, experiences can indicate the degree of satisfaction or discontent and may affect plans to make more purchases. Customers' requirements and wants must be understood and met in order to deliver services that help them grow their market share through repeat business and recommendations from others (Muslikh, Zainal, Rini Hidayati, 2017).

## 2.2 Angga Febrian and Muhtad Fadly's Research Model

According to Angga Febrian and Muhtad Fadly's Research they find that Customer Satisfaction has effect on EWOM and Purchase Intention, EWOM has effect on Purchase Intention and Brand Equity, Brand Equity has effect on Purchase Intention and Culture as the mediator.



### **Fig 2.2 : Angga Febrian and Muhtad Fadly's Research Model**

As per this model there is a relation between Customer Satisfaction, EWOM and Purchase Intention. So, I have adapted this relation and used it to my research's purpose. I have adapted Customer Satisfaction, EWOM and Purchase Intention from this model.

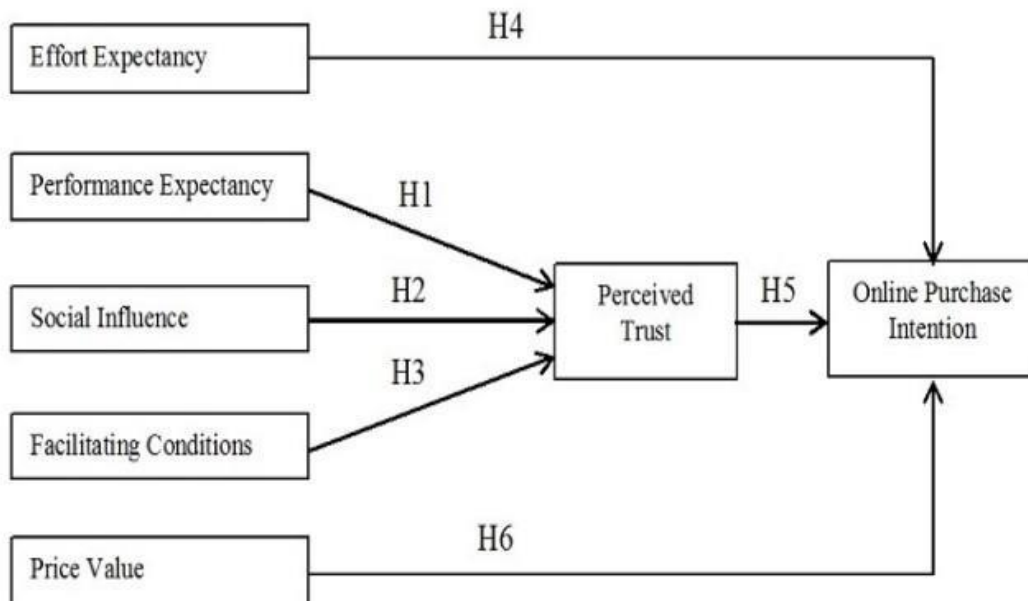
**EWOM (Electronic Word Of Mouth):** The concept of "eWOM" came from "traditional word of mouth," which entails discussing both the good and bad points of a certain business or item on online discussion boards, articles, and social media platforms (Lis & Neßler, 2014). Because of recent technical developments, the internet offers a productive setting for electronic word of mouth. Customers communicate or exchange information about products or brands via blogs, discussion boards, and social networking sites (Cheung & Thadani, 2012).

### **2.3 Ayushi Singh, Mohammad Abdallah Ali Alryalat, Jafar A.**

#### **Alzubi , Hiren K.D. Sarma's Research Model**

This model finds that Effort Expectancy and Price Value has direct impact on Online Purchase Intention. Then Performance Expectancy, Social Influence, Facilitating Conditions has impact on Perceived Trust and Perceived Trust has effect on Online Purchase Intention.

According to this model (**Fig2.3**), there is relation among Social Influence, Perceived Trust and Online Purchase Intention. So, I have adapted this relation and used it to my research's purpose. I have adapted Social Influence, Perceived Trust and Online Purchase Intention from this model.



**Fig 2.3 : Ayushi Singh, Mohammad Abdallah Ali Alryalat, Jafar A. Alzubi ,  
Hiren K.D. Sarma’s Research Model**

**Social Influence:** Venkatesh and Thong (P) define social influence as "the extent that customers think how significantly people (peers, friends, and family members) think they ought to use certain products." People become interested in invention when they feel inspired and driven by their loved ones whose opinions they admire. Consumers start comparing their opinions with those of others in their community when social influence comes in. Persons with similar choices, admires, and interests can be found via personalized in the same community (Viswanath Venkatesh, James Y. L. Thong and Xin Xu, 2012).

**Perceived Trust:** Trust is the notion that sellers on the internet will operate in accordance with a customer's expectations and avoid engaging in unethical behavior. In developing long-term B2C interactions, faith is important. Former research looked at the effect of trust on prospective internet buyers. For instance, Ja-Chul Gu (2009) showed that trust was a key driver of customers' desire to make purchases via the Internet when they looked at the variables influencing people's choices for online game

purchases (Ja-Chul Gu, Sang-Chul Lee b, Yung-Ho Suh, 2009).

**Online Purchase Intention:** The phrase "online purchase intention" describes a customer's desire or intent to make a purchase using online platforms like websites or mobile apps. It is a crucial idea in digital marketing and e-commerce because it enables companies to comprehend and forecast customer behavior in the online market. The likelihood of making an online purchase is affected by a number of variables, including the good or service's qualities, confidence and safety, customer experience and web design, trustworthiness and customer feedback, cost and special offers, convenience and availability, brand image and familiarity, advertising and promotional activities, and refund and swap policies.

#### **2.4 Relation of Information Quality and System Quality with Customer Satisfaction**

Information quality describes the truthfulness, applicability, thoroughness, and dependability of the information sent to consumers. Customers' knowledge is improved and their level of doubt is decreased when they obtain excellent details about an item or service. Customers can set reasonable demands and make well-informed choices with the aid of accurate and precise data. Customers' happiness with an item or company is enhanced when they believe that the information being supplied is reliable, practical, and satisfies their requirements.

System quality describes the whole effectiveness, usefulness, efficiency, and dependability of an item, such as an application or piece of technology. Customers' satisfaction is greatly enhanced when they utilize an excellent system that works without discomfort, is trouble-free, and offers an easy-to-use interface. The total user interaction is improved and customer satisfaction is increased by a system that is flexible, consumer-friendly, and easy.

**Hypothesis 1:** Information Quality has a positive effect on Customer Satisfaction.

**Hypothesis 2:** System Quality has a positive impact on Customer Satisfaction.

## **2.5 Relation among Customer Satisfaction, EWOM and Online Purchase Intention.**

Customer satisfaction has a big impact on eWOM. Customers are more inclined to participate in favorable eWOM, which entails spreading their favorable opinions, suggestions, and opinions with others when they are extremely delighted with a game. Customers who are happy with their purchases promote the game and spread knowledge about it across a variety of mediums, including social networking sites, online feedback, and personal referrals to relatives and close friends.

Online Purchase Intention is significantly influenced by eWOM. Trust and popularity are built through favorable eWOM from happy consumers. When thinking about buying a game, prospective purchasers are more inclined to believe the reviews and advice of other players. Their view of the game's performance, worth, and general appearance may be favorably impacted by favorable eWOM, which may increase their buying intention.

Online Purchase Intention is actually affected by customer satisfaction. Customers are more likely to buy a game again or think about buying other titles from that particular company when they have a positive gaming experience. Customers who feel valued in their initial purchase are more likely to make additional purchases and have more plans to buy for upcoming purchases involving games.

**Hypothesis 3:** Customer Satisfaction has a positive impact on EWOM.

**Hypothesis 4:** EWOM has a positive influence on Online Purchase Intention.

**Hypothesis 5:** Customer Satisfaction has a positive effect on Online Purchase Intention.



## **2.6 Relation among Social Influence, Perceived Trust and Online Purchase Intention.**

The influence of other people's ideas, suggestions, or actions on a person's conduct is referred to as social influence. It may originate from close relatives, close friends, peers, role models, or internet forums. The degree to which a product or game or service is considered trustworthy is greatly influenced by social influence. People's impression of the product or game's reliability is increased when they hear favorable suggestions or confirmation from others.

Online Purchase Intention is directly impacted by the perceived trust. Customers' processes of choice depend on trust, especially when they are thinking about new companies or items. A person feels comfier and at ease making a purchase when they sense a solid foundation of trust in an item or company. Customers have a greater chance to be attracted to and kept loyal to reliable companies because they feel that their requirements will be satisfactorily addressed and that the company will keep living up to its assurances.

**Hypothesis 6:** Social Influence has a positive impact on Perceived Trust.

**Hypothesis 7:** Perceived Trust has a positive effect on Online Purchase Intention.

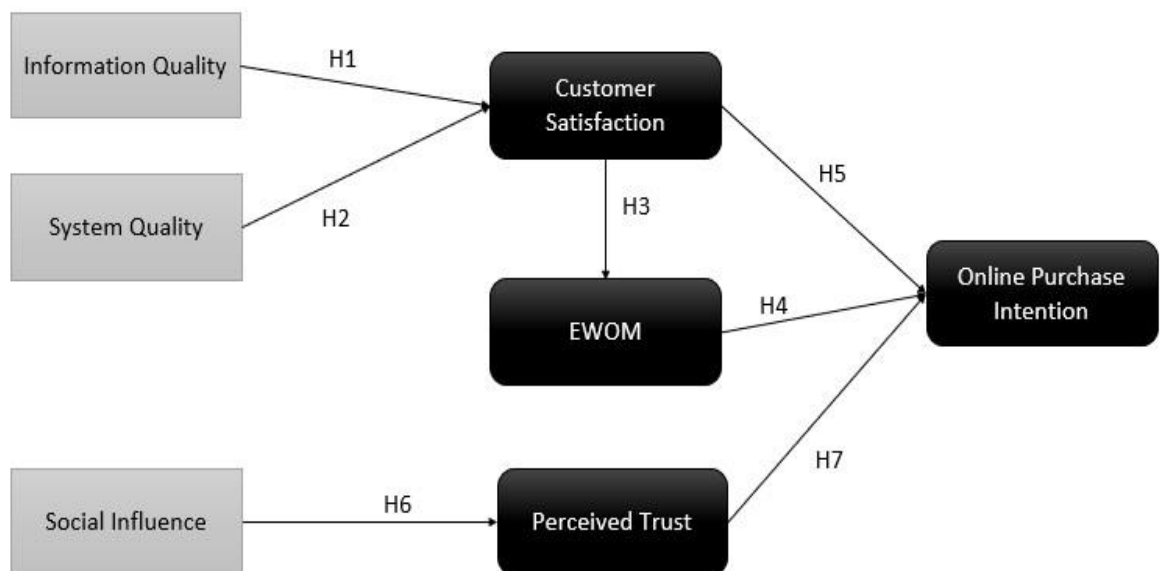
## 2.7 Hypothesis

### 2.7.1 List of all hypotheses

**Table 2.1 : List of all hypotheses**

SI No	Hypothesis
<b>H1</b>	Information Quality has a positive effect on Customer Satisfaction.
<b>H2</b>	System Quality has a positive impact on Customer Satisfaction.
<b>H3</b>	Customer Satisfaction has a positive impact on EWOM.
<b>H4</b>	EWOM has a positive influence on Online Purchase Intention.
<b>H5</b>	Customer Satisfaction has a positive effect on Online Purchase Intention.
<b>H6</b>	Social influence has a positive impact on Perceived Trust.
<b>H7</b>	Perceived Trust has a positive effect on Online Purchase Intention.

### 2.7.2 Proposed research model



**Fig 2.2 : Proposed model for Research**

# CHAPTER 03

## RESEARCH METHODOLOGY

### 3.1 Quantitative research

There are a lot of definitions available for “quantitative research” distributed by a bunch of different authors & scholars. For example:

“Data collection and analysis are steps in the quantitative research process. It can be used to identify patterns and correlations, make predictions, check the validity of causal hypotheses, and extrapolate findings to larger groups”.( Pritha Bhandari,2020 )

A more modern and concise definition would be:

A systematic method for gathering and analyzing numerical data applied to scientific studies is known as quantitative research. It entails using quantifiable factors and statistical techniques to look for patterns, connections, and movements within an audience or sample. Data for this kind of research is often gathered using surveys, experiments, or observations, and it normally adheres to a defined and structured process. The results are frequently presented as mathematical reports, charts, or graphs, enabling researchers to reach logical conclusions and extrapolate results to a bigger audience.

### Different Types of Quantitative Research

There are various quantitative research methodologies, such as:

- Survey Research
- Experimental Research
- Correlational Research
- Observational Research
- Longitudinal Research
- Cross-sectional Research

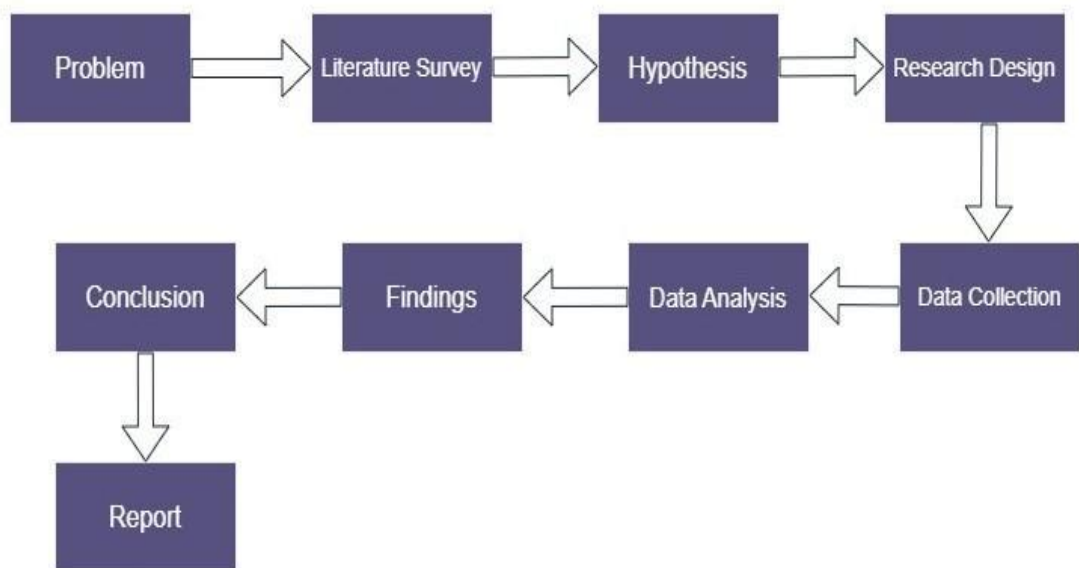
- Descriptive Research

### 3.2 Research Process

The following stages constitute the standard research process:

1. **Choosing a Research Problem** : The research issue or topic should be relevant, defensible, ethically and politically acceptable, and of moderate importance.
2. **Literature Review or Extensive Literature Survey** : The next step, which comes after choosing a research question, is to find literature that is most closely related to the area.
3. **Developing Hypotheses** : A hypothesis helps to focus a study's subject matter and keeps an investigator on the right track.
4. **Designing the Research Study** : Following the conceptualization of the issue and the development of an argument, the researcher will set up the design. The topic and objective of the investigation will determine the kind of research design that is used.
5. **Data Collection**: Depending on the research approach, collect data. Surveys, experiments, interviews, observations, and data analytics might be used in this.
6. **Studying the data**: According to the type of data you have, analyze it through scientific or analytical methods. Use the right statistical procedures, coding strategies, or theme analysis to get insightful findings.
7. **Analysis of the Findings** : The results of the data examination should be interpreted and made understanding of. Evaluate the consequences of the findings in light of the body of current literature and correlate the findings toward research questions or hypotheses.

8. **Conclusions** : Explain the key outcomes of the research and make judgments from the data.
9. **Research Report** : Generate a research paper or document that concisely outlines the approach, findings, and opinions of the study. To help the larger research society publish the results via conferences, article papers, or other suitable means.



**Figure 3.1 : The process of research**

### **3.3 The Survey Method**

A survey method is a procedure, instrument, or approach to collect data for a study by asking questions of a certain population. It often aids in facilitating information exchange between study participants and the person or group doing the research.

The research methodology was developed based on a comprehensive and in-depth review of the literature. Primary data were collected through a survey and analyzed in

accordance with the descriptive and statistical methodology to derive indicators that could be evaluated and interpreted in accordance with this type of research.

To get the required data, a survey was given to many students, young males who play video games, and internet surveys were also conducted.

### **3.4 Development of Survey Questionnaire**

In order to determine the consequences of online game purchase intention in Bangladesh, our research technique involves employing a questionnaire.

We establish seven parameters for the intention to purchase online games based on the literature: Information quality, system quality, customer satisfaction, EWOM, social influence, perceived trust and online purchase intention.

When creating survey questions, these seven parameters are considered. We determined the importance of seven factors before developing potential customer inquiries.

And the advantages and drawbacks of emphasizing buying intention over client pleasure. The survey made use of previously created and verified measures from the literature.

The phrasing and sequencing of the questions were carefully considered when constructing the questionnaire. Simple, direct, and simple-to-read questions should be used. As a result, the language is on a scale with what would be understood in a high school. Additionally, to reduce blurred vision, the questions were logically split and cleanly structured. The majority of the questions employed little more than 20 words at most. Less than 12 pages made up the entire questionnaire, which is the ideal number of pages for a survey. By including comparatively less significant inquiries (demographic details) in the later section of the study tool, the likelihood that participants would become fatigued and react cautiously to the previous inquiries while reacting casually to the subsequent ones was reduced.

The survey questionnaire was divided into two sections: the first section dealt with demographic information such as age, gender, education level, game preference, game source, purchasing experience, and playing time; the second section emphasized indicators regarding the factors Information Quality, System Quality, Customer Satisfaction, EWOM, Social Influence, Perceived Trust, Online Purchase Intention (See Appendix B for details.).

**Table 3.1 : Questionnaires Adaption**

<b>Antecedents</b>	<b>Adapted From</b>
<b>Information Quality</b>	<b>Markun Hanjaya, Kenny and Freddy Gunawan - 2019</b>
<b>System Quality</b>	
<b>Customer Satisfaction</b>	<b>Michele Gracia Rusli and Margaretha Pink Berlianto - 2022</b>
<b>EWOM</b>	<b>Md. Shahed Mahmud, Md. Nazmul Islam, Md. Rostam Ali and Nadia Mehjabin-2020</b>
<b>Social Influence</b>	<b>Patricio Ramírez-Correaa , Francisco Javier Rondán-Cataluña , Jorge Arenas-Gaitánb , Félix Martín-Veliciab - 2019</b>
<b>Perceived Trust</b>	<b>Kuo-Lun Hsiao, Judy Chuan-Chuan Lin, Xiang-Ying Wang and Hsi-Peng Lu, Hueiju Yu - 2010</b>
<b>Online Purchase Intention</b>	<b>Yu-Wei Chuang - 2020</b>

### **3.5 Questionnaire**

A questionnaire is a type of research tool that consists of a list of inquiries meant to collect data from participants. In this study, questionnaires were employed for gathering data.

This technique, which may be the most often utilized in data collecting, has been shown to be beneficial in extracting data from enormous datasets.

There are two sections to the questionnaire. Questions on demographics are asked in the first section, and construct-related questions are asked in the last sections.

**First Section:**

This section contains the participant's demographic details.

**Last Section:**

There are 25 questions in this section that seek participants to verify our hypothesis.

The participant was required to respond by scoring on the rating scale.

Strongly Disagree	Somewhat Disagree	Disagree	Neutral	Agree	Somewhat Agree	Strongly Agree
1	2	3	4	5	6	7

**3.6 Sample size**

To test our hypotheses and gather data to support the study method, we created a survey.

The samples were examined systematically using a series of questions. Before performing a study, preliminary analyses are a useful tool for controlling the power of statistics. By using the software, G\*Power 3, with input parameters: medium effect size, probability of Type I error  $\alpha = 0.05$ , probability of Type II error  $\beta = 0.05$  which means  $(1-\beta) = .95$  and number of predictors = 7 , estimated sample size was minimum 153 with actual power of 95%. We conducted an online survey for collecting data and we received 234 responses.



### **3.7 Data collection Procedure**

The data for this study were gathered using a self-administered questionnaire. "A method for gathering data in which the respondents read the survey questions and enter their answers without the help of a professional interviewer," is known as a self-administered questionnaire. According to the debate, "considerable information indicates people are more likely to provide truthful responses to self-administered rather than interview questions." Additionally, a self-administered survey reduces the likelihood that social desirability bias would occur whenever confidential information were looking for. The data was collected through an online survey. The questions were converted into Google Forms and posted on different online websites and social media platforms, as well as shared with friends and different groups. With this approach, participants can answer the survey whenever it is convenient for them. Participants can therefore take their time to consider their answers and find more details if needed.

### **3.8 Demographic Information**

Among 234 people, 48 (20.5%) were more than 24, 124 (53.0%) were between 20 and 24, and the remaining 62 (26.5%) were less than 20. In terms of gender, there were 234(100%) males that means there were no females from the respondents. Among the participants 126(53.8%) are from Dhaka region, 45(19.2%) from Khulna, rest of them are from Jessore 26(11.1%), Magura 20(8.5%), Jhalokathi 15(6.4%), Patuakhali 2(0.9%). For educational background, among 234 people, 119(50.9%) are undergraduate students, 66(28.2%) are college students, 33(14.1%) are graduates and 16(6.8%) are school students. Now here we mentioned the top three game names which are popular from our survey. They are : 1. FIFA 51(21.8%) , 2. PUBG(PlayerUnknown's Battlegrounds) 24(10.3%) and 3. GTA(Grand Theft Auto) 23(9.8%). Then we mentioned the top three game sources which are popular from our

survey. They are : 1.Steam 117(50.0%), 2. Torrent 57(24.4), 3.Google Play Store 20(8.5%). 147(62.8%) participants already purchased any games and 87(37.2%) participants did not purchase any game till now. From our survey participants, 132(56.4%) participants play the game 2-5 hours, 50(21.4%) participants play the game more than 8 hours, 29(12.4%) participants play the game less than 2 hours, 23(9.8%) participants play the game 6-8 hours.

**Table 3.2 : Demographic Information**

	<b>Frequency</b>	<b>Percentage</b>
<b>Age</b>		
Less than 20	62	26.5
20-24	124	53.0
More than 24	48	20.5
<b>Gender</b>		
Male	234	100
Female	0	0.0
<b>Region</b>		
Dhaka	126	53.8
Khulna	45	19.2
Jessore	26	11.1
Magura	20	8.5
Jhalokathi	15	6.4
Patuakhali	2	0.9
<b>Educational Background</b>		

School	16	6.8
College	66	28.2
Undergraduate	119	50.9
Graduate	33	14.1
<b>Game Preference (Top 3)</b>		
FIFA	51	21.8
PUBG	24	10.3
GTA	23	9.8
<b>Game Source (Top 3)</b>		
Steam	117	50.0
Torrent	57	24.4
Google Play Store	20	8.5
<b>Purchase Experience</b>		
Yes	147	62.8
No	87	37.2
<b>Game Playing Time</b>		
Less than 2 hours	29	12.4
2-5 hours	132	56.4
6-8 hours	23	9.8
More than 8 hours	50	21.4

We measure Average Variance Extracted (AVE), Composite Reliability (CR), Discriminant validity, Effect size.

AVE : As a way to quantify the similar or general variation in a latent variable (LV), Fornell and Larker (1981) introduced the average variance extracted (AVX) (Dillon and Goldstein 1984). AVX is an estimation of the variance that the LV captures relative to the variance caused by its measurement error. A measurement of the without any mistake variance of a group of items, or AVE in other words, is what it means. According to Fornell and Larker (1981), sufficiently comparable LVs ought to be measured with a minimum of 50% error variance and a greater than 50% explanatory or typical variance in the aspect of mathematical sense. Where is the calculation inaccuracy of  $\xi_i$ , Var stands for variance, and I represent the impact of  $\xi_i$  on X (Fornell and Larker, 1981).

CR : Generally obtained together with the modeling of structural equations is reliability of composites. Latent Variable (LV) dependability is an assessment of the connection among an LV and its items, and "correlations less than 0.7" neglect measurement bias. Square the total factor loadings to get the square root (SSI). SEV: the total of each indicator's error variances.

$$CR = (SSI+SEV)/(SSI)$$

Discriminant Validity: Diagonal signifies the square root of Average Variance Extracted (AVE), while the other entries depict squared co - relation. The square root of AVE must be higher than the corresponding construct correlation to indicate that the model construct is truly distinct from other constructs (Hair et al. 2010).

**F2:** The F2 measure is used to evaluate the effect of the independent variable. Cohen (1988) specifies 0.02, 0.15, and 0.35 as thresholds for measuring small, medium, and big effects.

# CHAPTER 4

## RESULT AND DISCUSSION

### 4.1 Data analysis technique

A method to evaluate a research model that has a direct correlation between the variables that are observed is structural equation modeling (SEM) (Armstrong and Grover, 2009).

With the help of the partial least squares approach and the SmartPLS4 program (Ringle et al. 2014), we switched our model to structural equation modeling to verify it. The reflective indicators were used for calculating each construct in our model.

### 4.2 Measurement Model

When the research model was created, researchers should test the outer model, according to Hair et al. (2014). We examined the average variance extracted (AVE), composite reliability (CR), and separate validity to assess the outer model. Tables 1 and 2 are examples.

**Table 4.1 : AVE**

	<b>AVE</b>
<b>CS</b>	0.599
<b>IQ</b>	0.532
<b>OPI</b>	0.584
<b>PT</b>	0.531
<b>SI</b>	0.580
<b>SYQ</b>	0.350
<b>WOM</b>	0.405

**Table 4.2 : Composite Reliability**

	<b>Composite Reliability(rho_a)</b>	<b>Composite Reliability(rho_c)</b>
<b>CS</b>	0.778	0.855
<b>IQ</b>	0.718	0.819
<b>OPI</b>	0.810	0.772
<b>PT</b>	0.584	0.769
<b>SI</b>	0.671	0.804
<b>SYQ</b>	0.352	0.658
<b>WOM</b>	0.651	0.678

**Table 4.3 : Latent Variable Correlations (Discriminant Validity)**

	<b>CS</b>	<b>IQ</b>	<b>OPI</b>	<b>PT</b>	<b>SI</b>	<b>SYQ</b>	<b>WOM</b>
<b>CS</b>	0.774						
<b>IQ</b>	0.436	0.729					
<b>OPI</b>	0.502	0.103	0.764				
<b>PT</b>	0.412	0.347	0.422	0.729			
<b>SI</b>	0.267	0.207	0.389	0.699	0.762		
<b>SYQ</b>	0.613	0.469	0.170	0.113	0.188	0.592	
<b>WOM</b>	0.648	0.251	0.535	0.410	0.325	0.186	0.637

**Note :** The other values indicate squared correlations, whereas diagonal represents the square root of Average Variance Extracted (AVE).

By concentrating on the standard factors in the table, which specify that Average Variance Extracted (AVE) must be higher than 0.5 and Composite Reliability(CR) must be higher than 0.7.

From table 1 & 2 , we can say that both requirements are met for our parameters except SYQ(AVE), WOM(AVE) and PT(CR), SI(CR), SYQ(CR) , WOM(CR). Table 3 demonstrates that the square root of AVE is higher than the comparable construct correlation, demonstrating the genuine distinction between our construct and other constructs (Hair et al., 2010).

### **4.3 Structural Model**

The structural model was then examined using the evaluation coefficient of determination and the significance level of each path coefficient after the AVE, reliability, and accuracy of our data were examined.

Concentrating on the scale of their path coefficients' relevance, our result shows CS inherits 21.5% variance on OPI, CS inherits 64.8% variance on WOM, IQ inherits 19% variance on CS, PT inherits 20.5% variance on OPI, SI inherits 69.9% variance on PT, SYQ inherits 52.4% variance on CS and finally WOM inherits 31.2% variance on OPI. The relevance level of each path coefficient serves as an indicator for the importance of a hypothesis. This indicates based on our model(table 4), the relationship between CS and OPI, we found CS( $\beta = 0.215$ ,  $p < 0.01$ ) has significant positive effect on OPI. So, H5 is supported.

We can see as well, we found CS( $\beta = 0.648$ ,  $p < 0.01$ ) has significant positive impact on WOM. So, H3 is supported.

Moving on, we can also see that IQ( $\beta = 0.190$ ,  $p < 0.01$ ) has a positive effect on CS. So, H1 is supported.

Next, we can also find that PT( $\beta = 0.205$ ,  $p < 0.01$ ) has a significant positive effect on OPI. So, H7 is supported.

Then , SI( $\beta = 0.699$ ,  $p < 0.01$ ) has a significant positive impact on PT. So, H6 is supported.

Next, SYQ( $\beta = 0.524$ ,  $p < 0.01$ ) has a significant positive impact on CS. So, H2 is supported.

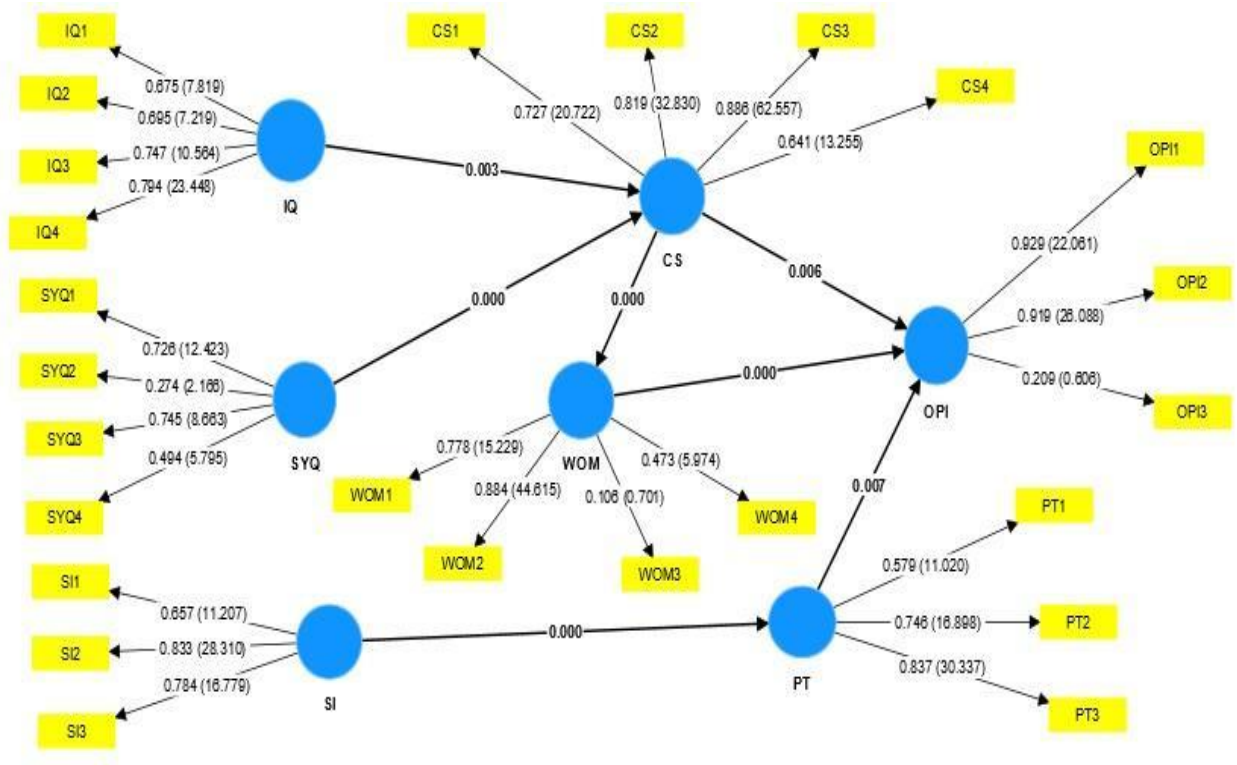
And finally, WOM( $\beta = 0.312$ ,  $p < 0.01$ ) has a significant positive influence on OPI. So, H4 is supported.

**Table 4.4 : The significance of each path**

	<b>Original Sample(O)</b>	<b>T Statistics( O/STDEV )</b>	
<b>CS -&gt; OPI</b>	0.215	2.751	Supported
<b>CS -&gt; WOM</b>	0.648	16.072	Supported
<b>IQ -&gt; CS</b>	0.190	2.938	Supported
<b>PT -&gt; OPI</b>	0.205	2.689	Supported
<b>SI -&gt; PT</b>	0.699	13.745	Supported
<b>SYQ -&gt; CS</b>	0.524	10.829	Supported
<b>WOM -&gt; OPI</b>	0.312	3.822	Supported

**Figure presents the results of our final study validation of models utilizing survey data.**



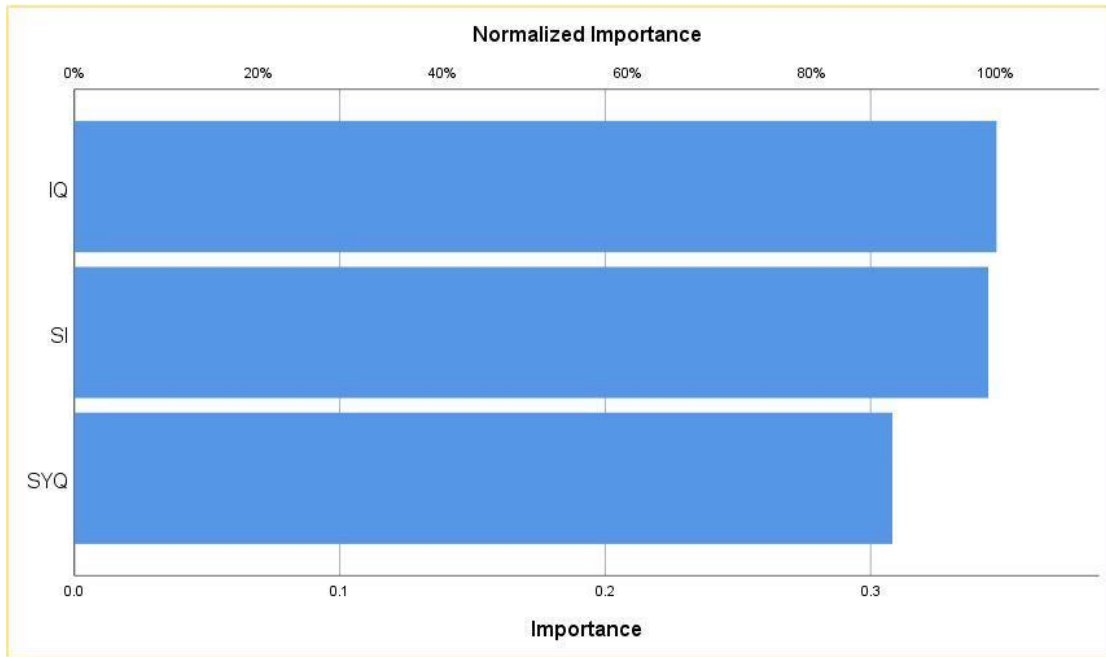


**Fig 4.1 : Tested Model with result**

#### 4.4 Artificial Neural Network (ANN) Calculation

**Table 4.5 : Independent Variable Importance**

	Importance	Normalized Importance
<b>IQ</b>	.347	100.0%
<b>SI</b>	.344	99.1%
<b>SYQ</b>	.308	88.7%



**Figure: 4.2 Bar Chart of Independent Variable Importance.**

The ANN calculation of Independent Variable Importance is shown in table 01. According to the table, Information Quality (IQ) has an importance of .347 and a normalized importance of 100%. Following that, Social Influence (SI) has an importance value of .344 and a normalized significance value of 99.1%. System Quality (SQ) has an importance value of .308 and a normalized importance value of 88.7%. Finally, we can say that IQ is the most significant independent variable in the lot because it has the highest level of importance. The significance of the Independent Variable is shown in a bar chart approach in Figure 4.2.

#### **4.5 Discussion**

The main factor influencing whether someone will make an online purchase is information quality. Because the results indicate that information quality directly affects consumer satisfaction, which in turn directly affects customers' intentions to make an online purchase. When a user receives information of a high caliber, they are

happy with the information's quality. Customer satisfaction therefore depends on the accuracy of the information.

Social influence is the second most crucial factor, as shown by the research. Social influence has an impact on how trustworthy people are, and how likely people are to make online purchases. Social impact has made users familiar with the product. Then consumers purchased that game. Online purchasing intent is indirectly affected by social influence.

Another crucial factor is system quality. Customer satisfaction is significantly impacted by system quality. Users are interested in buying the game due to consumer happiness. A user needs a game's most efficient, dependable system, so the system quality is very crucial. Gamers steer clear of the jerky system. So, system quality is yet another crucial consideration.

# **CHAPTER 5**

## **CONCLUSIONS & RECOMMENDATIONS**

### **5.1 Managerial Implications**

This study has a wide range of profound managerial ramifications. It first offers insightful information on customer satisfaction. Customer satisfaction and online purchase intentions are related. We found that the most important factor affecting consumer satisfaction is the quality of the information. Additionally, we found that gamers have strong ties to social influence. Because social media has a significant impact on players' past purchases. They learn about a game from social media, and they then plan to purchase it. Gamers also pay attention to a game's system quality. Not all gaming systems are excellent. Therefore, it appears that there are not many players of those games. However, a game with a very good system quality has a large consumer base. Gamers are therefore concerned with system quality. In this setting, customer satisfaction is crucial. Because when players were happy with their whole gaming experience, they intended to purchase the game's next upgrade and also suggested that specific game to their friends.

### **5.2 Research limitations**

Our research has several bounds. Our investigation reveals that every variable backs up our model. The most effective factors in our model are information quality, social influence, and system quality. Additionally, consumer satisfaction, EWOM, and perceived trust all positively affect the likelihood of online purchase intention. No women participated in our study as responders. The majority of the respondents to our poll come from districts and divisions. And there are incredibly few areas. Some of the factors in our analysis are less trustworthy based on our calculations.

### **5.3 Recommendations for Further Research**

To generalize the study's findings, additional research with a larger sample size should be conducted. And also explore the rural area within district and division. Future research should add some variables like- game price, update game booking etc. Because some variables are less reliable. This research survey is conducted in online google form. In future research data can be collected offline through conducting paper form. In future research, try to collect data from female respondents.

### **5.4 Conclusion**

In this research, we find that there is a positive impact of information quality and system quality on customer satisfaction. Also, customer satisfaction has a positive influence on online purchase intention and EWOM. Also, EWOM has an impact on online purchase intention. Social influence has an impact on perceived trust and perceived trust has a positive influence on online purchase intention. And our research has some limitations of variables, respondents, survey region. So future researchers can explore those limitations.

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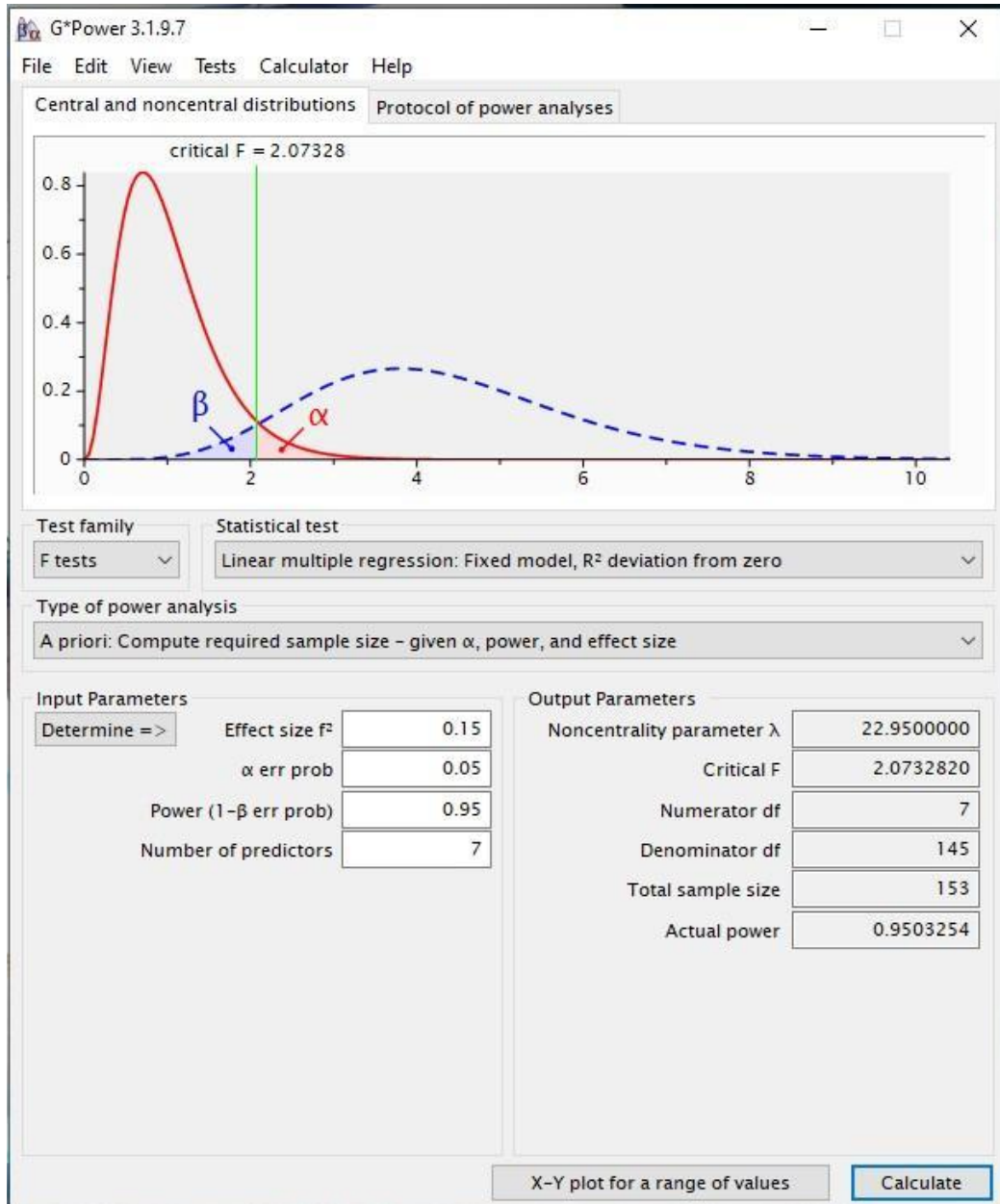
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# APPENDIX A

## G\* Power



## APPENDIX B

### Survey Questionnaires

Age Range:	<input type="checkbox"/> Less than 20 <input type="checkbox"/> 20-24 <input type="checkbox"/> More Than 24
Gender :	<input type="checkbox"/> Male <input type="checkbox"/> Female
Region :	
Educational Background :	
Which game you prefer :	
Where you get the game :	
Did you purchase any game till now :	
How long time used to play the game :	<input type="checkbox"/> Less than 2 hours <input type="checkbox"/> 2-5 hours <input type="checkbox"/> 6-8 hours <input type="checkbox"/> More than 8 hours

Strongly Disagree	Somewhat Disagree	Disagree	Neutral	Agree	Somewhat Agree	Strongly Agree
1	2	3	4	5	6	7

<b>Information Quality</b>									
IQ1	The game provides relevant information about the products that you want to buy.								
IQ2	The game provides helpful and credible information.								
IQ3	The game provides high-quality information.								

IQ4	The game provides up-to-date information.										
<b>System Quality</b>											
SYQ1	The game loads all the texts and graphics that you need.										
SYQ2	The game system is reliable and having a fast response system.										
SYQ3	The game is well-designed and visually interactive for you.										
SYQ4	The game is responsive to your requests and able to conduct purchases at any time, from anywhere.										
<b>Customer Satisfaction</b>											
CS1	I am satisfied with the game.										
CS2	I feel fulfilled with the game.										
CS3	I'm happy with the game.										
CS4	The overall feeling when I play the game puts me in a good mood.										
<b>E-Word of Mouth</b>											
WOM1	I read/watch review before purchasing any product/game.										
WOM2	I always care about the experience of other users who have used the product/game beforehand.										
WOM3	Before making a purchasing decision of any product/game, I even have a chat or make conversation with a reviewer regarding the product.										
WOM4	I frequently gather information about different products/game online to enrich my knowledge.										

<b>Social Influence</b>								
SI1	People who are important to me think that I should use online games.							
SI2	People who influence my behavior think that I should use online games.							
SI3	People whose opinions I value prefer that I use online games.							
<b>Perceived Trust</b>								
PT1	I think that the game recommendations of this virtual community are credible.							
PT2	I trust the game recommendations of this virtual community.							
PT3	I believe the game recommendations of this virtual community are trustworthy.							
<b>Online Purchase Intention</b>								
OPI1	I intend to buy game items in the future.							
OPI2	I predict that I will buy game items in the future.							
OPI3	I hope to buy game items soon.							

# APPENDIX C

## Plagiarism Report :

### Turnitin Originality Report

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