

How Mobile Games Keep You Charging Money?

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Abstract: In recent years, China's game industry has experienced rapid development and with the support of relevant policies, the popularity and usage of games have increased year by year, so we need to understand how game developers operate behind the rapid growth of the game industry to make games No matter what the age group is, there will always be suitable games to make players of different ages enjoy the pleasure brought by virtual games and spend a lot of time and money on games no matter how old or young they are. , and have a deep understanding of the methods that game developers will use to obtain the identity that players are so addicted to that they can forget the real life they are in, and it is more likely that they will forget the study, work and life of real life. Know how game operators use players' mental state while playing games and meet the needs of players as much as possible, and then increase the supply of this demand in the game. Well, in the rapidly growing game industry, it must be a double-edged sword. There are advantages and disadvantages, so we need to gradually analyse what impact it will bring to people, so that people have a clear understanding of this, and in the future How the government needs to better manage and control, give full play to its advantages, and minimize the impact of its disadvantages, instead of directly prohibiting the development of this industry.

1. Introduction

Have you ever wondered why people play games and spend a lot of time and money on virtual games? Maybe it's because of boredom or stress. Maybe they want to make more friends through games, or they may be influenced by friends or the surrounding environment. In order to constantly adapt to others, they start playing virtual games, which can cause a lot of problems. But why do so many people quit the game again and again? Is it because of addiction or lack of funds to get a better gaming experience? These behaviors and reasons may be fraught with contradictions, but I believe the reasons are many.

Today, we're going to talk about how games keep players engaged, and why so many people want to quit playing again. Additionally, we'll explore how the game keeps charging. Is it because Internet addiction affects work and study? Or are you unable to get a better gaming experience because of insufficient funds? I believe there are many reasons. Players, whether they are adults or minors, cannot extricate themselves from the virtual world.

2. Literature Review

The first article I want to talk about is how virtual games can help the development of human civilization and economy [1]. This article explains in detail the advantages and disadvantages of games for individuals and for society, because no matter where you start from, games are a way of entertainment after all, so entertainment mentioned in this article means that entertainment can make people entertain. During this period of time, forget your identity in real life and immerse yourself in another experience in your life, then this is entertainment. The article talks about the differences between games and other entertainment methods such as watching movies and reading novels and how they are in the entertainment stage. The good and bad benefits of time. The second article is about how virtual games make players addicted to it and what methods are used to make players consume in the game [2]. In this article, I will introduce various methods of game operators in detail. From it, I can learn a lot about people's interest in games. The misunderstanding of the operator and the real work of the game operator can make the player's selfless consumption. The third article is about why people are easily addicted to playing games but not easy to study? This article let me understand that the essential reason is not only all the reasons caused by game operators, but also partly caused by the original family or the overall society.

3. In-Depth Understanding of Game and The Impact of The Game on All Groups of People

Through surveys, it has been found that addiction to gaming not only consumes a lot of time and energy but also makes it difficult for players to avoid recharging the game to increase their investment in it. It's not only adults who play games, but also people of all ages. In June 2018, the "Big Data Analysis Report on Internet-related Criminal Cases involving Minors" showed that 85% of juvenile offenders were "addicted to the Internet."

Therefore, it is far from enough for game operators to make people addicted to it. Next, they need to use some means to make people consume in it so that they can operate for a long time. Do players have to pay to play the game? Or does the game operator have another way to make players continuously recharge money into the game to make profits? If there is a way, how can players be unable to get out of it even if they find themselves in the trap of the operator? In this article, I will explain in detail why game operators can make players continuously recharge money into the game, and why the coverage of players is so wide. Players of all ages and genders can become addicted to games and unable to extricate themselves, so the price of quitting due to paying too much will continue to increase, and this cycle will continue.

According to the "2020 China Game Industry Report" data, the total revenue of Chinese games last year was 278.6 billion yuan. Among them, the revenue of mobile games was 209.6 billion yuan. To put it in perspective, the revenue of mobile games in one year is about 10 billion more than the total box office revenue of movies in the past four years. On average, each player spends 330 yuan in mobile games, which means that one out of five people spends more than 1,300 yuan on average.

Let's discuss from the perspective of the game designer: what skills and psychological hints do they use to make players keep charging money? In order to make us step into the game, how do game designers manipulate our subjective feelings and create a liking for their games that we cannot escape from? One of the most convincing methods is the first recharge gift pack. This gift pack can often be obtained on the first page of the game for only a few dollars. Because the price is low, people will buy it directly. Through the psychological threshold effect, we can see that it is easy to be rejected when you make a direct request. But when you make a small request and it is approved, then you make a larger, similar request with a high probability of being approved. When you buy a customized first-time recharge gift package from a game operator for a few dollars, it is equivalent to the first small threshold that you have officially set foot on the game. After that, there will be gift packs of a

few dollars, gift packs of tens of dollars, and time-limited discount gift packs of tens of dollars, constantly tempting you.

Take the game "Glory of Kings" as an example. After you complete the first trap set by the game designer, you will continue to charge money into the game to buy specific skins for characters. This is because the specific skin of a specific character can be used. After you have experienced the dazzling animations and actions of recharged skins, you will become unwilling to use ordinary skins that do not require a recharge. When you have experienced higher-level equipment, you will not want to experience lower-level ones. Lower-level equipment will not catch your eyes, because every purchase you make in the game will only maintain or continue to increase, and will not decline. This is human nature, and once a consumption habit is formed, it is difficult to adjust downwards.

When your satisfaction threshold in the game is getting higher and higher, your consumption in the game will also be higher and higher. The two are directly proportional, so game operators use this feature to continuously increase your consumption threshold in the game and stimulate your consumption desire by continuously launching time-limited discounted products. However, these methods are only a small goal for game operators. They are far from enough to make players addicted to the game [3].

4. The Appeal of Virtual Games for People Across Various Social Classes

The first factor is the need for self-confidence, which stems from an innate desire for control in specific situations. People want to experience success, expand their knowledge, and achieve satisfaction. Successful individuals who have gained fame but suddenly changed careers or returned to school seek this sense of accomplishment. Online games have become a means for people to experience success, such as levelling up and defeating bosses and have gradually become an integral part of their lives. Amidst the COVID-19 pandemic, the gaming industry has grown, providing a means to alleviate anxiety caused by fear. However, these players may not completely reject work, school, family, or uncertain goals in real life. In gaming, they can create an ideal environment with clear objectives and rules. Reality is complex, and even when goals and paths are present, constant exploration is necessary, making it difficult to face challenges with absolute confidence. Completing a challenge or defeating a boss in a game offers immediate feedback, giving the player a sense of accomplishment. Game developers understand that people often face hardships and anxiety in real life, so they design games to fulfil these psychological needs. In these games, people of all ages can invest time and money to achieve continuous growth and success. It is precisely because games can greatly satisfy our psychological needs that we become so enamoured with them finding it difficult to stop playing. We spend copious amounts of time wandering and exploring virtual spaces, only to suddenly realize how late it is and that we feel tired and hungry.

4.1 The Reason Why People Become Addicted to Games More Easily Than Studying and Working

The first reason is that games provide timely feedback and a heightened sense of accomplishment. One may wonder if games can offer greater accomplishment than academic or career success. Indeed, the sense of accomplishment derived from academic achievement and career success is unparalleled by games. However, games offer players prompt feedback within a short time frame, allowing for a sense of accomplishment to be experienced during a single gaming session. Although this sense of accomplishment might not be intense, it is frequent. Unlike studying or working, gaming can lead to significant improvement in a short period. For instance, one might struggle for a long time and still underperform in class or work diligently with only a meagre salary to show for it. Even when success is achieved, it often requires long-term, hard work. Without a strong allure of success, the final sense

of accomplishment may lack continuous appeal. On the other hand, game developers can establish rankings and award points, determining winners and losers. Many interests and desires are based on accomplishment, making these rankings and points crucial in games. If a game excels in all aspects but lacks points and rankings, most people will only play briefly before moving on to something new.

It is important to note that studying and working are mandatory activities, as students must complete specified tasks within a certain timeframe, and employees must arrive at work at a designated time to complete assigned tasks before leaving at a specified time. In contrast, games offer flexibility; players can choose when to play and simply need to turn on their devices and immerse themselves in gameplay for as long as they desire. No one restricts or forces them to play games. If one could only play games during the day, would they still play during their free time? Most likely, they would pursue other activities. For example, professional gamers, though passionate about games, must play daily and would likely spend their free time doing something other than gaming. This is why people become addicted to games more easily than studying and working.

4.2 Discover Why Today's Games Can Engage People of All Ages

First, we must understand that sustained interest is essential for any activity we engage in, regardless of age. Every action people take has a reason and a purpose. Games can elicit happiness and interest, but can studying and working do the same? It's not true that everyone inherently resists learning and working from birth. Thus, we can infer that games generate interest, while other pursuits may gradually overshadow work and study over time. This is why games can captivate most people, regardless of age, as no one can change their objectives within a game. People play games because they enjoy them and derive a sense of accomplishment. They can remain happy through their pride and satisfaction in gaming achievements. For instance, many students initially enjoy learning English due to their interest and the fun of independent learning. However, as teachers start imposing English lessons, the focus shifts from fostering a love for the subject to achieving high scores for admission to better universities. Consequently, students' objectives change from seeking happiness to pursuing higher scores and better educational opportunities. From that point on, few students can retain their original interests. As a result, people indulge in games that consistently bring them joy, and they continue playing to maintain happiness.

With the increasing ubiquity of mobile phones in modern society, face-to-face communication has decreased, reducing the time seniors spend interacting with their children. Some individuals leave home for work, providing their elderly relatives with mobile phones but rarely returning home. This can leave older people feeling empty, but in games, they can derive pleasure through virtual characters to fill the void in their hearts. This phenomenon contributes to the growing number of people in modern times who become addicted to gaming and revel in the excitement it offers.

4.3 Analyzing How Game Operators Encourage Players to Make Continuous In-game Purchases

As we discussed earlier, game operators use various methods to keep players addicted, but relying on gameplay alone is insufficient to support the ongoing development of game companies. Therefore, game operators need strategies to encourage players to transition from non-spending to high-spending players. Although most people understand that in-game purchases may have limited real-life value, they often struggle to resist the temptation. How do games entice players to spend money? One method is transposing unattainable desires from reality into the virtual world, such as accumulating wealth, owning numerous sports cars, and receiving rewards for effort. These rewards range from the

sheer joy of exploration to unprecedented audio-visual experiences. Games can fulfil players' unrealizable -life desires by using in-game currency to satisfy their aspirations.

Unlike the reality governed by countless rules, the virtual nature of games allows for unconstrained design, providing pleasure that might be unattainable in real life and indulging players without restraint. For instance, players may not excel academically in reality, but they can portray themselves as geniuses in a game. They may not have substantial real-life earnings but can possess millions in virtual assets. Although the beginning of a game may initially feel satisfying, players gradually become addicted and seek to satisfy more needs. At this point, they will be prompted to make in-game purchases. In competitive games, spending money may not directly increase a player's strength but can indirectly enhance their abilities. For example, in the popular game "Honor of Kings," players initially need gold coins to unlock new heroes, which can be earned by playing the game and investing time. By spending money, players can save time, and in that saved time, they can improve their skills or use new heroes to enjoy a better gaming experience. Similarly, spending money on various skins and titles in the FPS shooting game "Peace Elite" will not improve one's marksmanship or skills. However, players who invest significant money in the game are often perceived as more skilled due to the stereotype that those who spend money tend to be more powerful.

5. Understanding the Role of Game Operators in The Gaming Industry

Revenue is the most crucial metric for any game company, and game operators are the business department directly responsible for generating this revenue. Therefore, two vital concerns for game operators are how to encourage more players to spend money and prompt paying players to spend even more. By analysing the gaming market, operators must develop strategies to maximize profits while meeting players' expectations. Whether a game caters to the public's needs and entices players to make in-game purchases depends on the operators' ability to analyse the market and continuously identify players' preferences to consistently generate revenue.

5.1 Learning How Game Operators Keep Players Willing to Spend

For instance, consider the FPS shooting game "Peace Elite," which has no level restrictions. In this example, the game operator offers attractive skins for a small price, making players feel that the purchase is worthwhile. The operator's goal is to make items that players genuinely like and are willing to buy at a low cost. The copywriter and event screen must adhere to principles of clarity, conciseness, and emphasis on selling points, enabling players to quickly understand the event's content and remember its most significant features. Additionally, designing highly appealing event rewards is crucial. More important than the reward's value is understanding what players want from the operator's perspective, leading to targeted designs that convey excellent value to the players.



Figure 1. Recharge any amount to receive rewards

To encourage players to complete the first purchase activity, operators must reduce the cost of participation. This involves a sufficiently low payment threshold, as most first-purchase activities emphasize "recharge any amount to receive rewards." In practice, the minimum recharge amount for various games is typically set at 6 yuan. Another way to reduce operating costs is to minimize the number of steps for players to complete the first purchase activity. Each additional step in the activity increases the risk of losing users. Thus, the first recharge screen in the game must be simple and easy to understand, guiding players towards the game operator's ultimate goal of "becoming a paying player" [4].

5.2 The Psychology of Player Spending Habits and Strategies

It is clear that once a player makes their first in-game purchase, they have entered the game operator's plan. Players can be categorized based on their spending habits: free players, low-spending paying players, medium-spending paying players, and high-spending paying players. Paying players generally demonstrate greater loyalty and retention to the game. Simply put, those who spend money are more likely to pay close attention, which aligns with the behaviour of most people. Game operators must focus not only on the first purchase but also on retaining players, keeping them interested in the game, and generating long-term profits through in-game spending. A player's motivation to purchase often stems from their desire for a specific item or character with an appealing appearance or abilities.

Game operators usually avoid allowing players to purchase desired items directly. Instead, they adopt an indirect approach that gives both paying and free players hope. For example, a new character may not be purchasable directly with money but could require a certain number of points for redemption. This strategy ensures players' loyalty and future in-game purchases. Operators often use discounts and limited time offers to make players feel they are getting a good deal.

However, game operators must also be aware of what user's dislike and sometimes impose these aspects on users. For instance, a game's VIP feature may remove all in-game advertisements, but once the VIP subscription ends, players may not want to experience the game with ads, prompting them to renew their subscription. Many games also have a lottery mechanism accessible to all players,

regardless of spending level. Operators will make everyone believe they have a chance to obtain a desired item, but, the odds of winning decrease as players progress.

Game operators also pay attention to the game's recharge interface. Common tactics include "full discount and free delivery," unexpected pricing amounts, and blurring the currency concept for players. These strategies reduce users' sensitivity to numerical amounts and stimulate spending. Another method to promote spending is the game's matchmaking mechanism. It might pair high-spending players with less skilled players, making the former feel superior and the latter feel the need to increase spending.

Lastly, game operators leverage the social aspect of gaming, as players are more likely to want to associate with high-spending players. This satisfies the social needs of top-up players, allowing them to feel a sense of superiority in the virtual world.

5.3 The Influence of Gaming on Society

Games are a form of entertainment. First, let's define entertainment. Entertainment is not simply about making people happy or laugh; the essence of entertainment lies in enabling individuals to temporarily break away from their real-life identity and immerse themselves in another life experience. The key here is the temporary detachment from one's actual identity. Entertainment occurs when you watch funny videos, horror movies, or follow celebrity gossip and become so engrossed that you forget your everyday problems and concerns.

As a form of entertainment, games are fundamentally similar to other methods like watching short videos or movies. By playing games, you break away from your daily work and family pressures to experience other lives. In this brief escape, your mind and body can relax, allowing you to recharge and return to reality with renewed energy. This is where gaming, as entertainment, has the most significant impact on society.

While games may not directly improve social production or efficiency, they do allow people to replenish their energy and relax after work, making production activities more sustainable and effective. This represents the indirect benefit that games can have on social production and efficiency. Due to the nature of games, which allow players to "break away from reality and experience another life," they can broaden horizons and facilitate cultural exchange and dissemination.

Among various entertainment methods like attending concerts, reading novels, and watching movies, games offer a unique experience. Most other forms of entertainment position people as audience members, while games enable active participation and self-promotion throughout the process. This sense of detachment from reality is arguably the strongest in gaming, making it an appealing form of entertainment for many [5].

People know that excitement while playing games can trigger the production of dopamine, which creates feelings of happiness. Some individuals indeed become addicted to games and spend significant amounts of money on them. However, for those who can distinguish between reality and fantasy and have busy work schedules, these forms of entertainment can fit into their lives, helping them adjust their mental and physical health and recharge their energy.

There is no evidence to prove that the negative social impact of games outweighs their contributions. Therefore, to address the detrimental effects of some games, it is essential to regulate the gaming market and provide guidance rather than merely banning or prohibiting games altogether.

5.4 Balancing the Benefits and Drawbacks of Gaming

The previous sections have detailed the positive and negative impacts of gaming on individuals and society. It is crucial to recognize that the gaming industry should not be entirely banned. Instead,

efforts should focus on maximizing its positive effects while minimizing the negative consequences on society and individuals.

For national supervision, increasing the number of responsible game developers and penalizing those who create harmful games is essential. Encouraging game developers to prioritize the player's experience and well-being by incorporating positive elements into their games can lead to a better gaming environment.

Secondly, governments and regulatory bodies should recognize the importance of raising public awareness about the potential risks associated with gaming and the significance of education in this area. Implementing strategies that encourage the gaming industry to evolve in a positive direction is essential.

Consider games as a bridge under construction, where enough materials are needed for it to grow longer, reach further, and become more robust. By making games a condiment in people's lives, they can add a touch of enjoyment to an otherwise mundane existence.

6. Conclusion

The Impact of Gaming on Individuals and Society. Games create trial-and-error scenarios with low costs and high reusability, turning gaming activities into a process of active exploration that keeps players entertained. For individuals and society, examining the essence of the world's existence through games is a genuine product of human beings constructing a world, whether it's realistic or fantastical, simple or complex. It's the process of transforming the world in one's mind into reality. I believe that the development of the world can be explored through the truth of its existence.

Everything has its good and bad aspects, which are defined by people's subjective consciousness. For instance, consider someone who dislikes socializing in real life, perhaps due to a lack of confidence in their appearance or feeling that they are prone to saying the wrong things. This person may be afraid of social situations. However, in games, everyone's goals are pure, such as cooperating to clear a level or joking with one another to pass the time. Games can be played when feeling sad or bored, serving as a condiment rather than a necessity. Like a dish, whether we need more salt is debatable, but adding a bit more may enhance the taste, which can be considered a benefit.

Opinions and views on the impact of games on individuals and society vary. Some people believe the benefits outweigh the harms because they derive happiness from gaming, while others think the harms surpass the benefits due to the waste of time, energy, and money. There is no clear standard for these judgments, leading to diverse opinions on the effects of gaming on society and individuals, as well as its merits and demerits. In my opinion, games offer relaxation and happiness for individuals. When everyone is content and relaxed, both physically and mentally, they become more confident in life and work harder. In other words, if players satisfy their desires in games, it may significantly reduce the crime rate in real society.

The Positive Effects of Gaming on Individuals. So, what are the benefits of gaming for players? First, while playing games, players continually clear levels and defeat monsters, cultivating their problem-solving abilities, perseverance, and stress resistance. Second, in creative games, players can enhance their imagination and creativity to achieve their desired accomplishments. Third, in FPS shooting games, players not only train their concentration but also require strong hand-eye coordination to perform various actions, strengthening their physical coordination and reaction to a certain extent. Fourth, large-scale games like "Glory of the King" often involve vast chat communities composed of players. These chat rooms allow players to exercise their social skills and expand their social circle beyond real life. Therefore, what is enhanced in games is not only the in-game characters' strength but also the players themselves, who subtly grow stronger not just mentally but in their overall lives as well.

The Negative Effects of Gaming on Individuals. Now let's discuss the negative effects of games on players. Firstly, parents of minors are often concerned about their children's vision declining rapidly due to long-term gaming, as children's eyesight can be easily damaged before reaching adulthood. For instance, the degree of myopia in adults is much less severe than in minors, or may not be impacted at all during the same time of playing games. However, the effect on minors' vision is significantly higher than that of adults, as their retinas are not fully developed, and the vision impairment caused by gaming is irreversible!

Secondly, the addictive nature of games can have a substantial impact on both the mental and physical health of adults and minors. For example, playing games for extended periods or maintaining a static posture for a long time, such as sitting or looking down, can lead to cervical spondylosis. In some cases, young individuals may even develop conditions typically seen in middle age. It's evident that long-term gaming poses a considerable threat to one's health. Addiction to gaming also implies disconnection from real society, which can lead to mental illnesses like autism and depression after prolonged isolation from the outside world. This has a profoundly negative impact on individuals' mental health.

Thirdly, people may gradually distance themselves from real-life relationships when addicted to games. Minors may become oblivious to their parents' care and shut themselves off, while adults might forget their real friends, social obligations, or work responsibilities. A lack of communication with the outside world can result in the loss of real friendships due to diminished contact. Minors may feel neglected by their parents and believe they lack love in their lives, finding solace only in games. This continuous cycle can trap them in the world of gaming. Similarly, adults may feel increasingly unsuited for the real world and hope to spend the rest of their lives in the game.

Growing up in such an environment can potentially increase violent tendencies or lead to the development of antisocial personalities. The crime rate and even self-harming behaviors may be subtly influenced as individuals become more addicted to games [6].

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