

FACTORS AFFECTING INDIVIDUALS
CONTINUANCE INTENTION TO PLAY DIGITAL GAMES

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**FACTORS AFFECTING INDIVIDUALS
CONTINUANCE INTENTION TO PLAY DIGITAL GAMES**

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ABSTRACT

The digital game industry, which has been developing rapidly in recent years, has become the first sector that comes to mind in the entertainment industry. With the investments made and the revenues obtained in the digital game industry, which attracts attention around the world, especially in Türkiye, the sector has further developed and formed the basis for increasing competition in the market. The main purpose of this study is to contribute to academic studies and game industry stakeholders by understanding individuals' intentions to continue playing digital games and the factors affecting these intentions.

With the purpose of testing the hypotheses driven in the study, an online survey was conducted on 303 people who play digital games. Findings show that attitudes towards digital games are affected by the enjoyment and sensory experience. In addition, competence and autonomy satisfaction are affected by emotional involvement, enjoyment, arousal and sensory experience. It is concluded that relatedness satisfaction is significantly affected by emotional involvement, enjoyment, arousal, sensory experience and role projection. Additionally, analyses revealed that psychological well-being is positively related to emotional involvement, enjoyment, and sensory experience.

The findings of the study revealed that the intention to continue playing digital games is significantly affected by attitude toward digital games. It is also seen that the resources and competencies of the individuals significantly affect this intention. Subjective norms, psychological well-being, gamer identity and satisfaction are also factors affecting continuation intention. In line with these findings, it has been revealed that the support or guidance that gamers receive from their environment regarding the game, their psychological state during the game, their approach to their gamer identity, and their level of satisfaction with the game affect their continuation of the game and that digital games are enjoyable leisure and socialization-oriented activities.

Keywords; Digital Games; Gamer Identity; Hedonic Consumption Experience; Continuance Intention; Consumer Behavior.

ÖZ

Son yıllarda hızla gelişen dijital oyun sektörü, eğlence sektöründe ilk akla gelen sektör haline gelmiştir. Dünyada ve özellikle Türkiye’de ilgi gören dijital oyun sektörüne yapılan yatırımlar ve elde edilen gelirlerle birlikte sektör daha da gelişmiş ve pazarda artan rekabetin temelini oluşturmuştur. Bu çalışmanın amacı, bireylerin dijital oyun oynamaya devam etme niyetlerini ve bu niyetlerini etkileyen faktörleri anlayarak akademik çalışmalara ve oyun endüstrisi paydaşlarına katkı sağlamaktır.

Araştırmada öne sürülen hipotezleri test edebilmek adına dijital oyun oynayan 303 kişiye online anket yapılmıştır. Bulgular, dijital oyunlara yönelik tutumun keyif ve duygusal deneyim boyutlarından etkilendiğini göstermektedir. Bunun yanı sıra, memnuniyetin alt boyutları incelendiğinde, yeterlilik ve özerklik memnuniyetinin, duygusal katılım, keyif, uyarılma ve duygusal deneyim faktörlerinden etkilendiği görülmüştür. İlişkili olma memnuniyetinin ise duygusal katılım, keyif, uyarılma, duygusal deneyim ve role bürünme faktörlerinden önemli ölçüde etkilendiğini ortaya koymuştur. Ayrıca analizler, psikolojik iyi oluşun büyük ölçüde duygusal katılım, keyif ve duygusal deneyim alt boyutlarıyla pozitif yönde ilişkili olduğu sonucuna ulaşılmıştır.

Çalışmanın bulguları, dijital oyun oynamaya devam etmekteki niyetin, dijital oyunlara yönelik tutumdan oldukça etkilendiğini ortaya koymuştur. Ayrıca bireylerin kaynakları ve yeterliliklerinin de bu niyeti önemli derecede etkilediği görülmektedir. Öznel normlar, psikolojik iyi oluş, oyuncu kimliği ve memnuniyet de devam niyetini etkileyen faktörlerdir. Bu bulgular doğrultusunda oyuncuların çevresinden oyuna dair aldığı desteğin ya da yönlendirmenin, oyun esnasındaki psikolojik durumunun, içinde bulunduğu oyuncu kimliğine olan yaklaşımının ve oyuna yönelik tatmin seviyesinin oyuna devam etme durumunu etkilediğini ve dijital oyunların keyifli bir boş zaman ve sosyalleşme odaklı aktivite olduğunu ortaya koymuştur.

Anahtar Kelimeler; Dijital Oyunlar; Gamer Kimliği; Hedonik Tüketim Deneyimi; Devam Niyeti; Tüketici Davranışı.

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LIST OF ABBREVIATIONS

PC:	Personal Computers
VR:	Virtual Reality
RPG:	Role-playing Games
FPS:	First-person Shooter Games
TPS:	Third-person Shooter Games
MUDs:	Multi-User Dungeons
TPB:	Theory of Planned Behavior
SDT:	Self-Determination Theory
KMO:	Keizer-Meyer-Olkin
VIF:	Variance Inflation Factor

INTRODUCTION

With the development of technology and individuals' easy access to the internet and various equipment, digital games have become prominent in the entertainment industry. Accordingly, investments in the digital game sector began to increase and large incomes began to be obtained. Nowadays, the fact that it is an important source of income and, in the meantime, one of the most important entertainment sectors and that many people in the world have turned to digital games has caused it to be studied from different perspectives in the literature.

When we review globally, according to Newzoo's Global Market Report (2023), the global gaming industry earned 184 billion in revenue in 2023. When it comes to the example of Türkiye, according to the report published by Gaming in Turkey Game and E-sports Agency (2023), the gaming industry in our country generated an income of 580 million dollars in 2023. Additionally, according to the same report, the number of players, which was 44 million in 2022, increased to 47 million in 2023. The biggest factors that enable individuals to continue playing digital games are the large transaction volume and the digital game market continuing to develop this much.

According to the research of Tran and Strutton (2013), online games played on digital platforms offer various opportunities in terms of creating a communication environment where competition and cooperation between gamers are created as a leisure time activity or to meet the need for entertainment. There are thousands of games under many different categories, competitive or casual, and the diversity of games is also increasing with the increasing number of game companies and investments in the sector. In addition to the fact that individuals play different types of games and differentiate them according to genres, there are various factors underlying their intention to continue playing digital games. Gamers' intentions to continue playing digital games and the factors affecting these intentions have been addressed and studied by many researchers. These researches are important not only academically but also for industry stakeholders.

As stated previously, the main purpose of this study is to understand the intentions of individuals who play digital games in their daily lives to continue playing digital games and the factors affecting these intentions. One of the significant purposes of this study is to examine and analyze the hedonic consumption experience and its factors within the context of digital games. To achieve this goal, the theory of planned behavior (Ajzen, 1991), self-determination theory (Ryan & Deci, 2000) and hedonic consumption theory (Hirschman & Holbrook, 1982) played an important role in determining the factors affecting the continuance intention to play digital games. The examination of the impact of the sub-factors of the hedonic consumption experience on different satisfaction variables, attitudes toward digital games and psychological well-being has significantly contributed to this study. In addition, examining the effects of different satisfaction variables and attitudes toward digital games on psychological well-being has added further value to the research.

Additionally, the study gains depth by analyzing the effects of psychological well-being, gamer identity, attitudes toward digital games, satisfaction, subjective norms and perceived behavioral control on continuance intention. This study will further deepen the existing literature and comprehensively examine individuals' continuance intention to play digital games and the factors affecting this intention by using scales from different studies in a single study, thus contributing to future studies and game industry stakeholders.

LITERATURE REVIEW

In this section, the definition and history of digital games, the types of digital games, the definition of gamer and gamer types and the digital game sector are discussed.

2.1. Digital Game Definition

Digital games, often referred to as video games, have become a form of entertainment and leisure activity that can be found all over the world today. They have various definitions by different researchers. Digital games have been defined as computer games, video games and electronic games since the mid-1980s (Özhan, 2011). The term `digital game` was used in this research because it is considered more inclusive in the literature.

Bergonse (2017) defines the digital game as a way for a player to interact with a machine that has an electronic visual display, supported by an emotional commitment and mediated by a relevant fictional context that exists between the player and the consequences of his/her actions in this fictional context.

According to Juul (2003, p.40), digital games can be defined as "real rule-based systems that players interact with in the real world". Salen and Zimmerman (2003, p.80) also define them as "a game is a system in which players engage in an artificial conflict, defined by rules, that results in a quantifiable outcome". When we look at the way that Juul (2003), Salen, and Zimmerman (2003) define the concept of digital games, we see that they define digital games as more of a rule-based and interactional area for gamers.

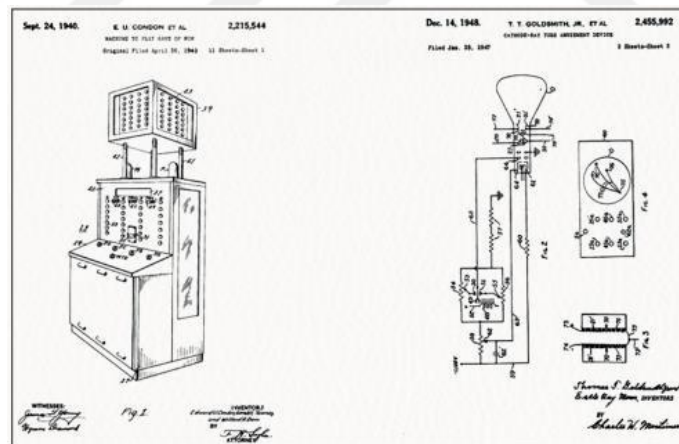
Based on these definitions, it is possible to define digital games as video-interactive, rule-based games that can be played in various electronic environments and in which players can interact.

2.2. History of Digital Games

The emergence of digital games and the formation of the concept of digital games begin with the production of computers, the development of technology and the spread of the Internet. The first known game machine in history was a machine called “Nimatron” developed in 1940 (Sağıroğlu et al., 2022). A game called "Nim" was played on this game machine, and the Nim game is known as the first game in which the computer was played against a human (Sağıroğlu et al., 2022).

It has been stated that the Cathode Ray Tube device, patented in 1947 and known as the first video game device, was not actually accepted as a video game device in many studies in the literature because it did not send a video signal and was never offered for sale (Sağıroğlu et al., 2022; Yengin, 2012).

Figure 2.1. Cathode Ray Tube



(Source: Sağıroğlu et al., 2022.)

"Tennis for Two", developed in 1958 and known as the first digital game in the literature, is a tennis simulation (Kirriemuir, 2006; Sağıroğlu et al., 2022).

Figure 2.2. Tennis For Two



(Source: *Wikipedia*, 2013.)

"Space War," recognized as the first interactive digital game, was developed in 1962, and it is acknowledged that with this game, the digital game industry has developed, and digital games have become widespread (Sağiroğlu et al., 2022; Vorderer and Bryant, 2006).

Figure 2.3. Space War



(Source: *Sağiroğlu et al.*, 2022.)

In 1972, the first console tennis game, "Pong", which allowed digital games to be played at home, was produced (Sağiroğlu et al., 2022).

Figure 2.4. Pong



(Source: *Sağiroğlu et al., 2022.*)

In the 2000s, giants of the entertainment industry also started to recognize digital games. Sony's "Playstation 2" product was launched in 2000, and "The Sims" game, which still remains popular, was developed this year (Sağiroğlu et al., 2022). In 2001, Microsoft entered the industry with the "Xbox" product, and in the same year, Valve announced the "Steam" platform, and it continues to be one of the most popular digital game platforms today (Sağiroğlu et al., 2022). "The World of Warcraft" game, developed in 2008, brought an era to the gaming industry and still maintains its popularity (Sağiroğlu et al., 2022). After 2010, the sector continued to grow and develop, the concept of e-sports emerged, and Twitch, which offers online video streaming services and broadcasts of games, has risen (Sağiroğlu et al., 2022). With the development of the internet and technology, the world of digital games has grown and continues to be a part of the daily lives of millions of people.

2.3. Classification of Digital Games

Digital games can be classified into various categories based on different criteria such as platform, genre and gameplay mechanics. According to McCann (2009), there is no recognized system for classifying video game genres. Also, King and Krzywinska (2002)

stated that game genres consist of a four-layer hierarchy that emphasizes interaction: Platform, Genre, Mode and Milieu.

In this research, digital game types are categorized based on the platform and gameplay mechanics.

2.3.1. Digital Games By Platform

The platform category of digital game genres varies depending on the hardware systems on which the games are played (Apperley, 2006). In this section, PC, Mobile, Console and VR game platforms are included.

2.3.1.1. PC Games

PC games refer to video games spanning a variety of genres designed to be played on personal computers. PC games appeal to a diverse audience, from casual gamers to hardcore gamers, and often serve as a hub for innovation and experimentation within the gaming industry.

2.3.1.2. Mobile Games

Mobile games are video games specifically designed for smartphones and tablets that can be accessed on the go. According to 2023 research data, the mobile game industry accounts for approximately 49 percent of digital game revenue worldwide (Newzoo, 2024). Additionally, mobile games have a lot of advantages, such as being easy to carry and easy to store (Nuryanti & Prasetya, 2015).

2.3.1.3. Console Games

Console games are designed to be played only on dedicated gaming consoles like PlayStation, Xbox, and Nintendo Switch. Console games offer an immersive and high-

quality gaming experience with good graphics and sound effects. Console games, like other digital game platforms, include a wide range of genres.

The competitive multiplayer scene, esports events, and online gaming services such as PlayStation Network and Xbox Live have further highlighted the social aspects of console games into perspective, allowing players to connect and compete.

2.3.1.4. Virtual Reality Games

Virtual reality games, also known as VR games, are digital games that transport players to virtual environments using motion-tracking technology with VR headsets. According to Bailenson (2018), virtual reality blurs the line between reality and illusion, allowing users to easily access any imaginable experience. VR games display a variety of gaming genres, including first-person shooters.

Shelstad et al. (2017) emphasized that virtual reality displays, such as Oculus Rift, HTC Vive and PlayStation VR, provide a different and unique experience compared to standard computers and equipment, and in their study, they used the Game User Experience Satisfaction Scale (GUESS) to find that overall satisfaction, creativity, entertainment and graphic quality increased with VR technology.

2.3.2. Digital Games By Gameplay Mechanics

Digital games can also be classified according to different criteria, such as gameplay mechanics, the position of the game character and the number of players involved in the game. In this section, based on the research of Lee et al. (2014), digital games are divided into ten different categories, and these are action, action/adventure, driving/racing, fighting, puzzle, RPG, shooter, simulation, sports, and strategy.

2.3.2.1. Action

Action games are where the player focuses on various actions in the game to achieve a specific goal. Also, it is a reflex-based game in which players' decision-making and quick reaction skills are tested (Kirriemuir & McFarlane, 2004). Action games provide players with an intense visual and auditory experience and require constant mind, eye and hand coordination. Examples of this game genre are Super Mario Bros. and Patapon (Lee et al., 2014).

2.3.2.2. Action/Adventure

Action/adventure games that involve exploration, research, speed, and movement, whose main theme is story-based. The player must take various actions to discover and complete a mission in the game; examples are The Legend of Zelda and Prince of Persia (Lee et al., 2014).

2.3.2.3. Driving/Racing

In this type of game, gamers use different vehicles and generally aim to win against another rival in the game. These games provide players with the opportunity to enhance their driving and racing skills. Speed, agility and strategy often play an important role in racing games. These types of games not only assess players' reflexes but also enable them to refine their decision-making abilities and timing. The examples are Mario Kart and Gran Turismo (Lee et al., 2014).

2.3.2.4. Fighting

It is a type of game in which the gamer fights against another enemy by directing the movements of a character. These games offer players a constant challenge, providing an experience where the level of difficulty increases as the game progresses. Furthermore, fighting games increase social interaction by making it possible for players to compete

with other players and test their skills. Examples are Street Fighter and Mortal Kombat (Lee et al., 2014).

2.3.2.5. Puzzle

Puzzle games, where players solve puzzles and reconstruct objects. These types of games encourage players to face challenges and think critically. They often require solving abstract problems and employing strategic thinking. The examples are Tetris and Minesweeper (Lee et al., 2014; Wolf, 2001).

2.3.2.6. RPG

Role-playing games (RPGs) are games in which players portray fictional characters and create fantastic stories through the games they play (Bowman, 2010). Games such as "The Elder Scrolls" and "Final Fantasy" are good examples of the RPG game genre that emphasize the choice of players with the story and the different characters it contains.

RPGs have been the subject of much research, and some studies suggest that RPGs improve empathy, mental health, creativity, and problem-solving skills, making them an intriguing and enduring genre in the gaming industry (Baker et al., 2022; Bowman, 2010).

2.3.2.7. Shooter

It is a type of game in which players shoot their rivals or various objects in the game and aim to destroy them. This genre is also divided into two subheadings: First Person Shooter and Third Person Shooter.

2.3.2.7.1. FPS

First-person shooter games (FPS) are a popular genre of digital games in which players assume the perspective of the main character; they have the appearance of being in the game and try to shoot targets and other characters in the game using various weapons

(Ahmad, 2013). Elliott et al. (2012) defined it as a game with a kill-or-be-killed strategy from the player's perspective. Games such as "Call of Duty", "Counter-Strike" and "Valorant" are the best examples of the FPS genre with a competitive and skill-based gaming experience from the player's perspective.

FPS games have been extensively examined in the literature in the context of the instantaneous reactions that players give during the game and the skills they acquire (Jeong et al., 2024; Neri et al., 2021; Oscarido et al., 2023). Furthermore, a systematic study revealed that FPS games improved the accurate and fast decision-making skills of players aged 17-25 (Oscarido et al., 2023).

2.3.2.7.2. TPS

Third-person shooter games (TPS) are a type of game in which players view and control their game characters from a third-person perspective and fight with other players using various weapons (Ahmad, 2013). "Grand Theft Auto" and "Assasins Creed" are examples of games that can be given to the TPS genre (Ahmad, 2013).

2.3.2.8. Simulation

Games that aim to recreate the experience of a real-world activity within the game (Lee et al., 2014). Also, according to Apperley (2006), it is a type of game in which flying, driving, and cities are simulated. Simcity and Trauma Center are examples of this game type (Lee et al., 2014).

2.3.2.9. Sports

Games that simulate real-life sports, such as the Fifa series (Lee et al., 2014). These games provide players with the opportunity to compete in various sports, such as football, basketball, or tennis, within a virtual environment. Sports games allow players to showcase their physical skills in a digital setting. Additionally, they often feature

multiplayer modes, encouraging players to compete against each other and engage in social interaction.

2.3.2.10. Strategy

A genre of game where players make strategic decisions and progress as a result of these decisions (Apperley, 2006). According to the game's fiction, players need to overcome obstacles in the game and make strategic decisions, and they must have high-level decision-making skills to be successful. StarCraft and Total War series are examples of this game genre (Lee et al., 2014).

2.4. Gamer Definition and Gamer Typology

The term "gamer," which has become widespread with the growth of the digital game industry, is how people who play digital games define themselves in their daily lives and is also how companies in the game industry name their target audience. Acknowledging the complexity and variability of this identity, scholars have defined the term gamer and offered various perspectives on dividing gamers into different categories (Adams & Ip, 2002; Juul, 2010; Kerr, 2006).

The concept of gamer is generally categorized based on the level of passion of players. According to Adams and Ip (2002), gamers typically fall into two categories: casual and hardcore. Likewise, Juul (2010) divides players into two categories: hardcore and casual. Juul (2010) suggests that casual players prefer more enjoyable fiction, spend less time playing and do not like difficult games, while hardcore players, unlike casual players, enjoy more difficult games and spend more time playing the game. On the other hand, Kerr (2006) argues that, instead of categorizing players, the term gamer, which exists directly in the gaming industry, refers to people who often play games at a hardcore level and always strive to be the best and to be worthy of the term gamer.

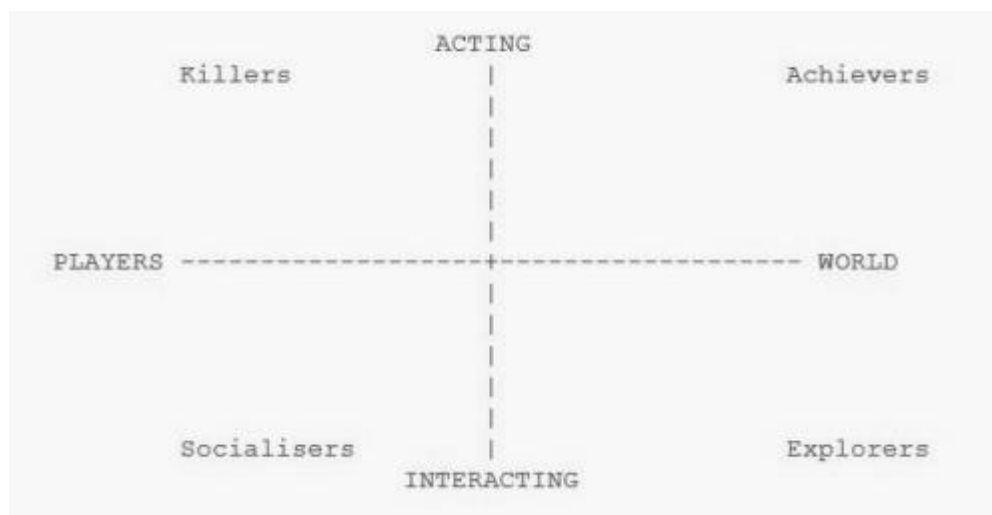
In the literature, gamer behavior has been studied from various angles, in line with comprehensive game varieties or focal game types and many gamer typologies that have

emerged (Bartle, 1996; Ferro et al., 2013; Vahlo et al., 2017). Scholars investigating gamer typologies aim to classify gamers' characters and abilities that affect their experiences during the game (Cowley et al., 2013).

When we review the literature, the earliest player typology is Bartle's model (1996). In Bartle's model (1996), player typologies were created based on Multi-User Dungeons (MUDs). There are four different player types in the model, and they are classified as achievers, explorers, socializers and killers.

- Achievers: Achievers aim to get points as fast as possible and level up as quickly as possible.
- Explorers: Explorers focus on finding places and features that have not yet been discovered in the games they play.
- Socialisers: The main goal of Socialisers is to socialize during the game; they prefer games where they can communicate with other players.
- Killers: Killers aim to quickly kill other players or other enemies within the game.

Figure 2.5. Bartle's Player Types



(Source: Bartle, 1996.)

Ferro et al. (2013) examined the types of players according to the relationship between the players' personality traits and the mechanics of the game they play. In conjunction

with these investigations, they divided player types into five different categories: Dominant Players, Objectivist Players, Humanists, Inquisitives and Creatives.

- Dominant Players: Dominant players like to be visible in the game, standing out with the sociability and assertiveness they display. They also tend to be selfish while playing games.
- Objectivist Players: Objective players take action based on their individual knowledge and skills in order to achieve their goals in the game. They can be selfish, although not very often, during the games.
- Humanist: Humanist players perform tasks that will increase their sociability in the game. They try to find solutions to the problems they encounter, not individually but by collaborating with other players.
- Inquisitive: Inquisitive players prefer to learn and complete various tasks in the game by researching them on their own.
- Creatives: Creatives like to develop new things during the game and prefer to progress with guidance rather than detailed instructions.

Vahlo et al. (2017) categorized player types according to their digital game preferences by analyzing the mechanics of the games. The seven-player types identified as a result of the research are the Mercenary, the Companion, the Commander, the Adventurer, the Explorer, the Daredevil and the Patternar.

- The Mercenary: Mercenaries like to use various combat tactics in the game, kill enemies and improve their abilities.
- The Companion: Rather than killing or fighting in the game, Companions prefer to build a village, create a character and improve that character's abilities.
- The Commander: Commanders like to create a village in the game they play and defend this village with various strategies.
- The Adventurer: Adventurers like to create characters, improve their abilities and explore unknown things in the game with this character.
- The Explorer: Explorers prefer to find and collect rare items in the game.
- The Daredevil: Daredevils prefer to be in competition compared to other types of players.

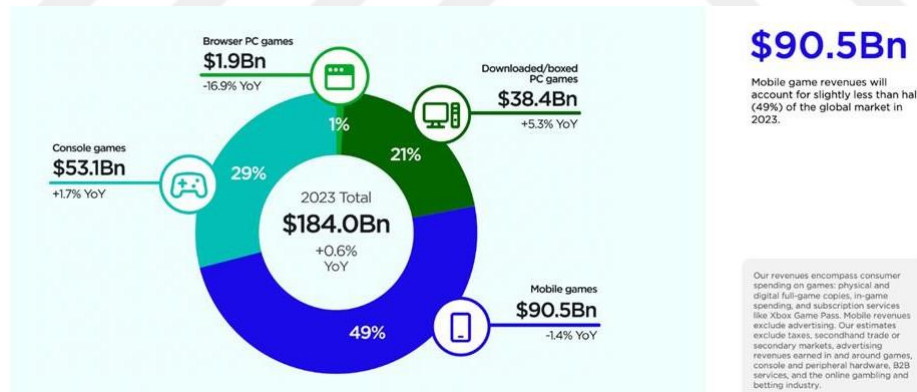
- The Patternar: Patternars enjoy combining various items, collecting rare items, and jumping between platforms.

2.5. Gaming Industry; Global and Türkiye

The global gaming industry has gained momentum due to the development of technology and the expansion of online and mobile gaming platforms.

According to Newzoo's Global Gaming Market Report (2024), the global gaming industry generated approximately \$184 billion in revenue in 2023, and the revenue is expected to increase further in the coming years. In Newzoo's Global Game Market Report (2024), it is emphasized that regions such as North America, Europe, Asia-Pacific and Latin America play an important role in the growth of the game industry.

Figure 2.6. Global Market Share

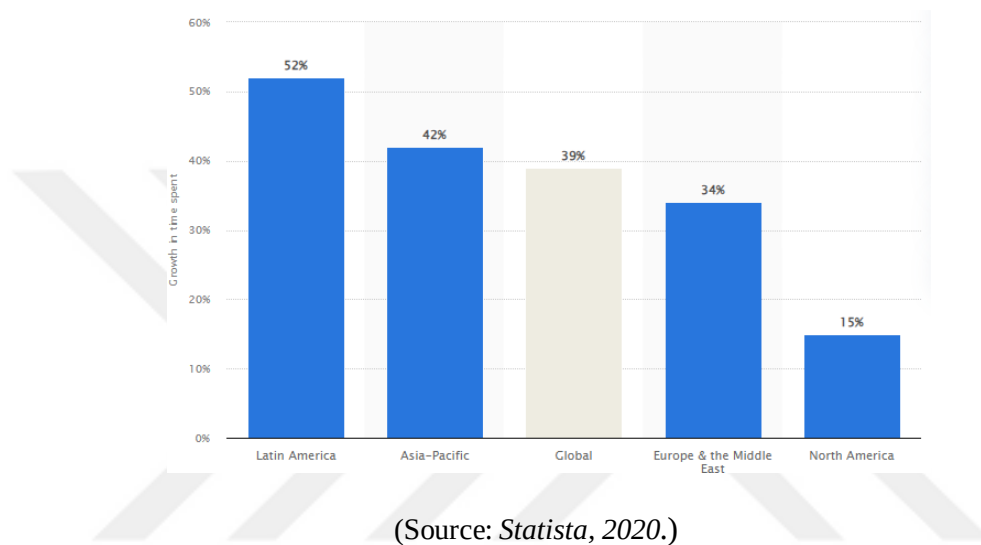


(Source: Newzoo, 2024.)

In addition, in the research conducted by Newzoo (2024), it is seen that mobile games constitute 49% of the global gaming market's revenue and dominate the market. It can be predicted that the share of the mobile gaming industry will increase further with the accessibility and quality of mobile games, as well as the system hardware of recently produced smartphones and tablets and the high investments made in mobile games.

In fact, it can be said that the digital game industry has developed in response to COVID-19, as people spend more time at home and want to fill their free time in an entertaining way (Clement, 2020).

Figure 2.7. In Time Spent Video Gaming During The Covid-19

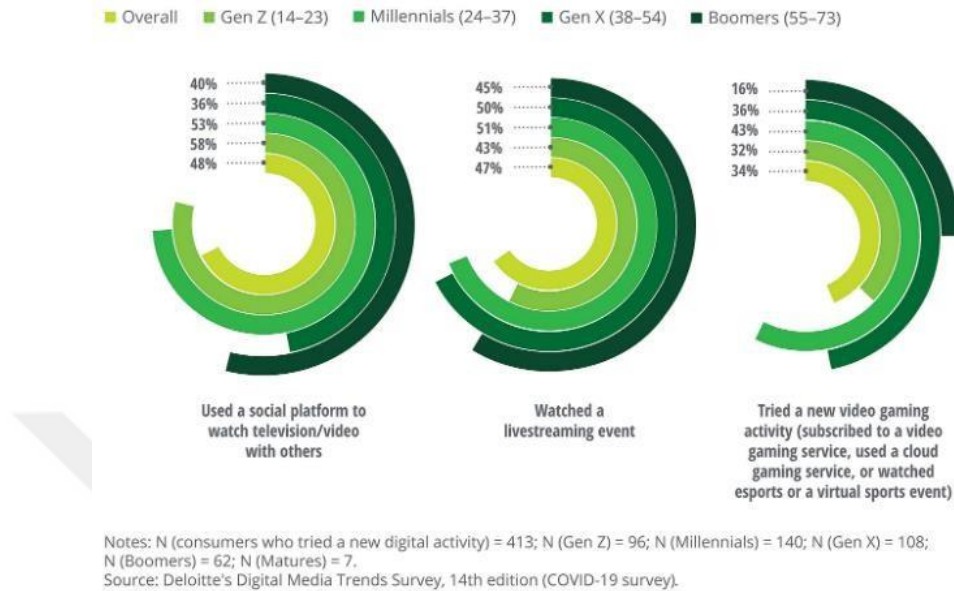


As a result, the global gaming market continues to develop with technological innovations, changing consumer preferences and investments in the gaming industry, and this development will continue in the upcoming years.

On the other hand, the Turkish gaming industry has seen significant growth in recent years, driven by the development of technology and the widespread use of the internet. The growth of the Turkish gaming ecosystem has been driven by the increase in local game studios and esports organizations. With the efforts of the Turkish Game Developers Association (TOGED), the number of gaming companies supported by investments aimed at encouraging entrepreneurship in the gaming industry is also increasing.

In addition, the COVID-19 pandemic has also contributed to the development of the Turkish gaming industry. Research by Deloitte (2020) highlighted that the pandemic has led to increased spending on gaming and esports, with individuals turning to digital gaming as they seek alternative forms of entertainment while staying at home and taking social distancing measures.

Figure 2.8. Video Game Industry Trends During the Covid-19 Pandemic



(Source: Deloitte, 2020.)

According to the Game Market Report (2023) published by the Gaming in Turkey Gaming and E-sports Agency, the number of gamers in Türkiye increased from 44 million in 2022 to 47 million in 2023, and a revenue of 580 million dollars was obtained in 2023. The number of internet users in Türkiye increased from 72 million in 2022 to 74.3 million in 2023. According to Gaming In Turkey's Game Market Report (2023), 5 percent of gamers are low-income, 25 percent are middle-income, and 70 percent are high-income. When age groups are analyzed, the age group that plays the most games in Türkiye is 25-34 years old with 40 percent, followed by 18-24 years old with 30 percent and 35-44 years old with 27 percent. While 45 percent of women play games in Türkiye, the rate is 55 percent for men.

To summarize, the Turkish gaming industry offers lucrative opportunities for industry stakeholders due to the young population, the development of technology, the widespread use of the internet, and the investments made to incentivize the sector. As the market continues to develop and mature, competition will increase, and stakeholders will need to follow trends and analyze gamer behavior.

THEORETICAL BACKGROUND

Theory of Planned Behavior (Ajzen, 1991), Self Determination Theory (Ryan & Deci, 2000), and Hedonic Consumption (Hirschman & Holbrook, 1982) are referred to build this dissertation's model.

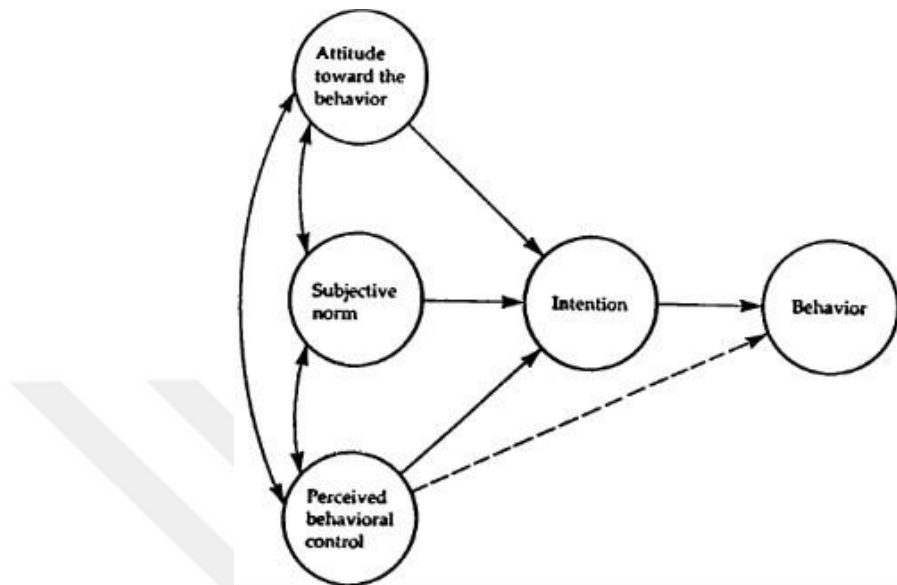
3.1. Theory of Planned Behavior

The Theory of Planned Behavior (TPB), developed by Ajzen (1991), is a psychological theory that connects individuals' beliefs to their behavior and is designed to explain the reasons for an individual's behavior. The theory argues that individuals' behavioral intention is shaped by three basic factors: attitude, subjective norms, and perceived behavioral control (Ajzen, 1991; Al-Swidi, 2014; Hollebeek et al., 2022).

According to the theory, "behavioral beliefs produce a favorable or unfavorable attitude toward the behavior; normative beliefs result in perceived social pressure or subjective norm; and control beliefs give rise to perceived behavioral control" (Ajzen, 2006, p. 1). Perceived behavioral control is affected by various factors, such as the individual's ability and resources (Ajzen, 1991; Hollebeek et al., 2022).

When reviewing digital games, all factors included in the theory are of great importance (Armitage & Conner, 2001; Hollebeek et al., 2022; Lee & Tsai, 2010). If the gamer's attitude toward playing games is positive and supported by others around him/her, he/she will be more motivated to play digital games (Alzahrani et al., 2017; Hollebeek et al., 2022; Hsu & Lu, 2004). In addition, according to Hollebeek et al. (2022), the higher the individual's perceived behavioral control, the higher the likelihood of continuing this behavior.

Figure 3.1. Theory of Planned Behavior



(Source: Ajzen, 1991.)

3.2. Self Determination Theory

Self-Determination Theory (SDT) addresses how individuals' motivations shape outcomes (James et al., 2019; Ryan & Deci, 2000; Teng et al., 2022). The theory addresses three basic psychological needs: competence, autonomy, and relatedness (Karahanna et al., 2018; Teng et al., 2022). Competence creates a sense of mastery over tasks, thus leading the player to participate in various tasks within the game. Autonomy represents the freedom of players to participate in various tasks in games. Relatedness is the players' sense of connection with other people (Karahanna et al., 2018; Teng et al., 2022).

The need for SDT has also been used in many studies within the context of games in the literature (Teng et al., 2022; 2024). In particular, these three needs can be used to predict gamers' enjoyment and intention to play (Ryan et al., 2006). Games that include competition and sociality can meet all these three needs (Teng et al., 2024; Xi & Hamari, 2019).

Teng et al. (2022; 2024) have attempted to comprehensively understand gamers' motivations for playing games in line with this theory.

3.3. Hedonic Consumption

Hedonic consumption experience suggests that the main purpose of goods and services consumed by the consumer is to obtain pleasure and enjoyment (Hirschman & Holbrook, 1982). Hedonic consumption is based on three experiential aspects of consumption: multisensory, fantasy, and emotive (Abbasi et al., 2019, 2021; Hirschman & Holbrook, 1982; Hollebeek et al., 2022; Tynan & McKechnie, 2009). The first one is the multisensory experience of the individual through the senses of sight, touch or sound (Hollebeek et al., 2022). The second is fantasy, which deals with the individual's imagination and role projection (Hirschman, 1983; Hollebeek et al., 2022; Wu & Holsapple, 2014). The last one is emotive, and its reflections on the behavior of the individual, such as entertainment and enjoyment (Alwitt et al., 1993; Hollebeek et al., 2022; Lacher & Mizerski, 1994; Saeed et al., 2009).

Hedonic consumption, which has an important role in making sense of the reasons for consumer behavior, has been the subject of many studies in the literature from different perspectives, for example; according to Arnold and Reynolds (2003), the main reasons that lead consumers to hedonic consumption are; experiencing adventure and fun, fantasy and amusement.

Abbasi et al. (2019; 2021) studied the hedonic consumption experience proposed by Hirschman and Holbrook (1982) in the context of video games and defined it as a motivating video game-playing behavior that gamers perform for their own pleasure (Hollebeek et al., 2022).

Hollebeek et al. (2022) also reviewed the hedonic consumption experience in the context of digital games, suggesting that this experience is related to the degree of emotional satisfaction, pleasure and enjoyment gamers receive from playing digital games.

3.4. Research Model and Hypotheses

In this study, hedonic consumption experience (escapism, fantasy, role-projection, emotional involvement, enjoyment, arousal and sensory experience), attitude towards digital games, satisfaction (competence satisfaction, autonomy satisfaction, relatedness satisfaction), psychological well-being, gamer identity, perceived behavioral control and subjective norm are independent variables. The dependent variable is continuance intention.

3.4.1. Hedonic Consumption Experience

In this study, the hedonic consumption experience is composed of seven dimensions: escapism, fantasy, role-projection, emotional involvement, enjoyment, arousal and sensory experience. Many scholars have studied the factors affecting players' intention to continue playing digital games in terms of hedonic consumption experience (Abbasi et al., 2019; 2021; Calleja, 2010; Hollebeek et al., 2022; Yee, 2006). Escapism is defined as the need to escape from unpleasant situations and distract oneself from real-life problems (Abbasi et al., 2021; 2022; Henning & Vorderer, 2001). Calleja (2010) and Yee (2006) also defined escapism from a video game perspective as an individual's immersion in video games. According to Reinecke (2009), video games can help people escape from stress and tension. Fantasy is the creation of a different world by gamers to meet their emotional needs (Hollebeek et al., 2022). Glynos (2021) defined fantasy as a concept consisting of emotions, metaphors, and various insights. Fantasy is an escape tactic from reality (Murray & Maher, 2011). Abbasi et al. (2021a) emphasized the importance of fantasy within the context of video games. On the other hand, role-projection is when the player takes on a character in the game (Hirschman, 1983). According to Yee (2006), a persona is created in the game to interact with other people and to create a story. Dormans (2006) argued that role-projection is a popular tool from the perspective of video games and suggested that gamers completely identify with the characters in the game. Abbasi et al. (2019) and Hollebeek et al. (2022) stress that role-projection has an effect that increases gamers' commitment to games. Emotional involvement is the intense emotional

state that individuals have towards a product or service (Abbasi et al., 2021a). According to Lacher and Mizerski (1994), individuals disconnect from reality when they emotionally connect with the situation they are in. Gamers who attach emotional meaning to a game tend to play that game for longer periods of time (Hollebeek et al., 2019). Enjoyment is an emotional state of pleasure or joy experienced during the consumption or use of a product or service (Abbasi et al., 2023). It is thought that individuals' intention to continue playing digital games and the duration of playing digital games are affected in direct proportion to the enjoyment they receive from the game (Davis et al., 2005; Hollebeek et al., 2022). Arousal is a physical or psychological state in which various emotions of the individual are activated depending on external factors (Abbasi et al., 2019; Hollebeek et al., 2022). According to Hollebeek et al. (2022), it can be stimulated by the competition and instinct to defeat the enemy that gamers encounter in the game, and this process can affect game motivation. Sensory experience is a concept that includes various senses, such as sound, hearing, and touch (Hirschman & Holbrook, 1982). An experience based on auditory, visual, and reflexes is offered, especially in FPS games. In a study conducted by Donohue et al. (2010), forty-five people were tested, and they concluded that the multi-sensory aspect of video game players is more developed.

3.4.2. Attitude Toward Digital Games

In this study, the attitude toward digital games of gamers was reviewed based on attitude, which is one of the main factors in the Theory of Planned Behavior (TPB) developed by Ajzen (1991). According to Hollebeek et al. (2022), consumer attitude is the driving force of individuals' digital game intention. If a gamer's attitude towards playing a digital game and his/her view of the game is positive, and if he/she is supported by those around him/her and loved ones, he/she will be more motivated to play digital games (Alzahrani et al., 2017; Hollebeek et al., 2022; Hsu & Lu, 2004). In addition, other studies in the literature have shown that the resources and digital gaming skills of gamers affect their attitude toward digital games (Klimmt & Hartmann, 2006). In this study, it is emphasized that gamers' attitude towards digital games is shaped according to their positive &

negative thoughts towards digital games, whether it is a good leisure activity or it feels good for them; in short, their existing thoughts towards digital games.

Also, this study argues that the emotions, feelings, and experiences about digital games, as mentioned previously, influence gamers' attitudes toward digital games. Within the framework of hedonic consumption experience, digital game-related escapism, which is also mentioned above and referred to in many studies in the literature, is defined as escape from unpleasant and real-life problems (Abbasi et al., 2019; 2021; Calleja, 2010; Hollebeek et al., 2022; Yee, 2006). Therefore, escapism is perceived to affect the desire to participate in digital games to escape from real-life issues and take a break from unpleasant feelings, as well as attitudes toward games (Wu & Holsapple, 2014; Hollebeek et al., 2022). Digital games feed gamers' feelings of hedonic consumption-related fantasy with their creative fantasy designs and fiction. It is assumed that the more intensely gamers' imagination is affected by the digital game they play, the more their attitudes towards digital games will be affected (Hollebeek et al., 2022). According to Dormans (2006), gamers completely identify with the characters in the game; for this reason, Abbasi et al. (2019) and Hollebeek et al. (2022) argue that role-projection is the driving force of players' attitudes toward digital games. It is considered that as individuals' intense emotional involvement in digital games increases, they will play digital games for a longer time, and their attitudes toward digital games will be significantly influenced (Hollebeek et al., 2019). Also, gamers who enjoy digital games will play more digital games and therefore, their enjoyment experiences will positively affect their attitudes towards digital games (Hollebeek et al., 2022). According to Hollebeek et al. (2022), gamers can be aroused by the competition in the game, and this can affect their attitudes toward digital games. In this study, it is suggested that the more developed the gamers' sensory experience towards the digital game they play in terms of sound and visual aspects, the more positively their attitudes toward the digital game will be affected. In addition, this study discusses that gamers' attitudes toward playing digital games affect their intention to continue playing.

3.4.3. Satisfaction

Locke (1976) defined satisfaction as a pleasurable or positive feeling of fulfillment. In addition, according to Mishra et al. (2023), satisfaction is a driving force of people's intention to continue anything. The impact of satisfaction on continuance intention has been studied in terms of digital games and has been included in the literature (Huang et al., 2024; Teng et al., 2022; 2024). In this study, satisfaction is composed of three dimensions: competence satisfaction, autonomy satisfaction and relatedness satisfaction.

According to SDT, satisfaction through competence is important for individuals (Ryan & Deci, 2000). According to Teng et al. (2024), high competence satisfaction in games may motivate gamers to play the game again to overcome the challenges in the game. With the competence satisfaction that occurs when the gamer improves himself/herself in the game and moves to the next level, the motivation of the gamer to continue the game also occurs (Teng et al., 2022; 2024). Autonomy is an important psychological need, according to SDT (Ryan & Deci, 2000). According to Teng et al. (2024), autonomy satisfaction is also an important factor for gamers (Rogers, 2017; Teng et al., 2024). According to STD, relationship building is the sense of connection that gamers have with other people (Karahanna et al., 2018; Ryan & Deci, 2000; Teng et al., 2022). According to Teng et al. (2024), gamers experience the feeling of teamplay by socializing with other gamers in the game and thus develop team loyalty.

This study suggests that the emotions, feelings, and experiences related to digital games and attitudes toward digital games affect gamers' satisfaction. Digital games can help gamers escape from real-life problems (Reinecke, 2009), so if a gamer escapes his/her problems by playing a digital game, he/she may be able to play digital games more often. It is considered that the game can be more satisfied in terms of need satisfaction. According to Hollebeek et al. (2022), fantasy is the creation of a different world by gamers to meet their emotional needs; if the gamer's imagination is positively affected while playing digital games, the satisfaction level will also increase in parallel. Erb et al. (2021) reviewed the gamer-character relationship in a study and stressed that it can affect satisfaction with digital games. In this study, role-projection is perceived to have an effect

on satisfaction. According to Hirschman & Holbrook (1982), emotional experience is the result of digital games. Accordingly, it appears that if a gamer's emotional experience with digital games is positive, his/her satisfaction will increase. In this study, it is suggested that emotional involvement has an effect on satisfaction. Enjoyment is an emotional state of joy experienced while playing digital games (Abbasi et al., 2023), and a study by Lu et al. (2016) shows that enjoyment has an effect on satisfaction. Arousal is recognized as a key driver for gameplay (Sherry et al., 2006), and this motivation can create a stronger sense of satisfaction (Ryan et al., 2006). In this regard, it is thought that arousal has an effect on satisfaction. According to Hirschman & Holbrook (1982), sensory experience is a concept that includes various senses, and the variety of sensory experiences offered by digital games can increase in-game achievement (Donohue et al., 2010) and affect satisfaction. Also, if a gamer's attitude towards a digital game is positive, he/she will be more inclined to play that game (Alzahrani et al., 2017; Hollebeek et al., 2022; Hsu & Lu, 2004), which may increase satisfaction. Considering all these factors, it is suggested that satisfaction with the game, the pleasure it gives to gamers, and the positive or negative thoughts it generates affect their intention to continue playing digital games.

3.4.4. Psychological Well-Being

Mental health encompasses the entirety of positive and negative moods. According to Diener et al. (2018), positive mental health is divided into emotional well-being and evaluative well-being. Psychological well-being is associated with life going well (Huppert, 2009). According to STD, the concept of integrated psychological well-being is a reliable way for certain lifestyles and activities to achieve happiness (Dehaan & Ryan, 2014). The concept of psychological well-being includes eudaimonic and hedonic dimensions (Joshanloo, 2019). Joshanloo (2019) defined the eudaimonic dimension as positive skills that facilitate optimal functionality for the individual's life, and the hedonic dimension as negative affect and life satisfaction in the individual's life.

The concept of psychological well-being has also been included in the literature within the scope of digital games, and its effects have been investigated by various researchers (

Kim, 2021; Przybylski & Weinstein, 2019; Ryan et al., 2006). According to Ryan et al. (2006), if the game meets basic needs, gamers enjoy this situation, and their psychological well-being goes up. On the other hand, if the game does not fulfill basic needs and the gamer is disappointed, lower psychological well-being may occur (Przybylski & Weinstein, 2019).

This study argues that the hedonic consumption experience, attitude towards digital games and satisfaction influence gamers' psychological well-being. Also, it is considered that the psychological well-being of the gamer, which emerges with the enjoyment of the game if his/her basic needs are met in the game, may affect his/her intention to continue playing digital games.

3.4.5. Gamer Identity

Although there is no clear definition in the literature regarding who gamers are in general, Williams (2003) defines gamers as lonely and pale-skinned men as a stereotype, while Kowert et al. (2012) define them as overweight, obsessed with playing digital games and socially excluded people. Categorized according to their level of passion, gamers are divided into two categories in the literature: casual and hardcore (Adams & Ip, 2002; Juul, 2010). As mentioned in the previous sections, it has been suggested that casual gamers prefer more pleasant fiction and spend less time playing. In contrast, hardcore gamers prefer more competitive games and spend long hours playing (Juul, 2010). In contrast, Shaw (2010) argued that not all people who play video games define themselves as gamers. In his research, Stone (2019) suggested that not only those who play video games but also those who socialize and interact with other gamers gamer behavior.

Gamer identity includes not only playing digital games but also attributing value to them, displaying knowledge and communicating (Grooten et al., 2015). Groteen et al. (2015) suggested that personal and social identity dimensions and social connections of digital games should be taken into account to understand this identity and re-examine gamer identity from three different dimensions. These are gamers as an interpersonal/social identity, gamers as a social group and gamers as a community identity.

- Gamer as an interpersonal/social identity: The gamer identity differs significantly from external categorization. It is a self-chosen identity derived from an individual's personal self-concept and their positioning within a social context (Grooten et al., 2015).
- Gamers as a social group: Gamer identity depends on how gamers see themselves as representatives of the gaming community. It is shaped by the social image of gamers and how individuals relate to this image. Social stereotypes highlight the uniqueness of gamer identity (Grooten et al., 2015).
- Gamers as a community identity: Social identity in the context of digital games allows individuals to strengthen their personal identities by interacting with communities through their virtual characters. Furthermore, in-game interactions and the sharing of symbolic values create a sense of community that reinforces players' sense of belonging in both the virtual and real worlds (Grooten et al., 2015).

In Kort-Butler's (2020) research to understand and differentiate gamer identity, individuals were asked whether they play games and whether they define themselves as gamers. According to De Grove et al. (2015), besides clear patterns, gamer identity is on a voluntary basis and has no specific definition. Yim et al. (2023) argued that the gamer identity scales in the literature are insufficient and that clear conclusions cannot be reached with a few questions, so they developed a gamer identity scale. In this study, the gamer identity scale developed by Yim et al. (2023) was adopted.

3.4.6. Perceived Behavioral Control

In the Theory of Planned Behavior (TPB) developed by Ajzen (1991), perceived behavioral control, which is one of the factors shaping an individual's behavioral intention, is affected by factors such as the individual's ability and resources (Ajzen, 1991; Hollebeek et al., 2022). According to Taylor and Todd (1995a), perceived behavioral control reflects the internal and external constraints that affect an individual's behavior. The level of perceived behavioral control is assessed by evaluating the frequency of

factors that either facilitate or hinder the performance of the behavior (Conner, 1993). The more positive the individual's experience in any subject, the higher the intention to perform the behavior (Ajzen, 2002).

Perceived behavioral control, which is also studied in the literature in terms of games, has been suggested that gamers may emerge depending on the perceived availability of technologies in certain games (Lee, 2009). In addition, some scholars in this field have confirmed that perceived behavioral control has a positive impact on individuals' intentions to play digital games (Agag et al., 2019; Alzahrani et al., 2017; Hollebeek et al., 2022; Lee, 2009; Wang, 2014).

3.4.7. Subjective Norm

Subjective norm is an important determinant of behavioral intention in the theory of planned behavior and refers to the perceived social pressure to perform or not perform a behavior (Huchting et al., 2008). According to Baltaş (2009), individuals tend to accept the behavior of those with whom they share common values. Baker and White (2010) also define the subjective norm as the pressure created by the people around an individual for any type of behavior. The person acts according to the expectations of the people around him/her rather than his/her own ideas and opinions (Ajzen, 1991). Subjective norms emerge as the most influential factor in shaping behavioral intentions when individuals experience significant social pressure or place a high value on the opinions of important people in their lives (Trafimow & Finlay, 1996). If the reference group, which is important for the individual, considers that he/she should perform a behavior, the individual feels pressure to perform this behavior (Ajzen, 1991). According to Connar (1993), subjective norms are shaped by normative beliefs and individuals' motivations to comply with these norms.

Studies have argued that subjective norms affect the behavior of individuals even in online environments (Hsu & Lu, 2004). In addition, some scholars in this field have confirmed that subjective norms have a positive effect on individuals' intentions to play

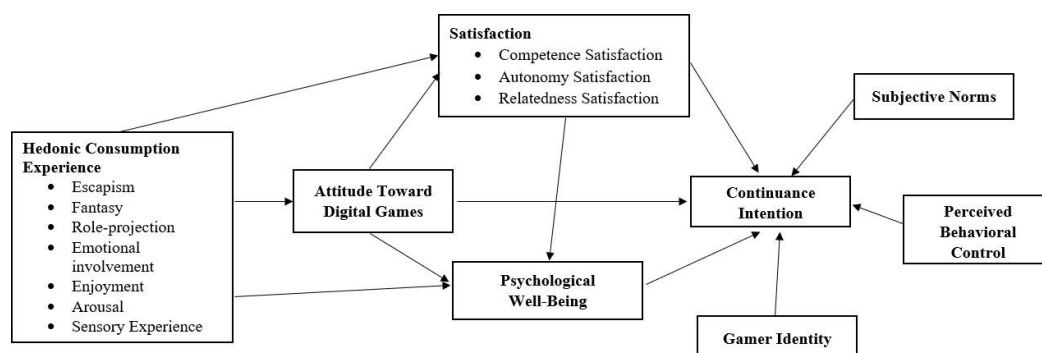
games (Agag et al., 2019; Alzahrani et al., 2017; Hollebeek et al., 2022; Lee & Tsai, 2010).

3.4.8. Continuance Intention

Continuance intention has been researched to understand the factors of the intention of the user to keep using a product or service (Bhattacharjee, 2001a). It is also the state of an individual's re-engagement in any task (Liao et al., 2016). In terms of gaming, task persistence has also been included in the literature in the form of continuous use intention (Huang et al., 2017; Lee & Tsai, 2010). The fact that individuals continue to play games is important in the continuity of the gaming industry, as the financial success of a game is directly proportional to players' continued engagement. (Reichheld & Schefter, 2000).

In the gaming literature, researchers have examined the factors affecting individuals' intention to continue playing digital games (Hollebeek et al., 2022; Huang et al., 2017; 2024; Teng et al., 2024). Studies have shown that higher satisfaction (Huang et al., 2024; Teng et al., 2022; 2024) and more positive hedonic consumption experiences (Hollebeek et al., 2022) positively affect gamers' intention to continue playing games. This study aims to review and reveal the factors affecting gamers' intention to continue playing digital games in a wider scope.

Figure 3.2. Conceptual Research Model



In this study, the following hypotheses are proposed:

H1: Digital game-related hedonic consumption experience has a positive impact on gamers' attitudes toward digital games.

- **H1a:** Digital game-related escapism has a positive impact on gamers' attitudes toward digital games.
- **H1b:** Digital game-related fantasy has a positive impact on gamers' attitudes toward digital games.
- **H1c:** Digital game-related role-projection has a positive impact on gamers' attitudes toward digital games.
- **H1d:** Digital game-related emotional involvement has a positive impact on gamers' attitudes toward digital games.
- **H1e:** Digital game-related enjoyment has a positive impact on gamers' attitudes toward digital games.
- **H1f:** Digital game-related arousal has a positive impact on gamers' attitudes toward digital games.
- **H1g:** Digital game-related sensory experience has a positive impact on gamers' attitudes toward digital games.

H2: Digital game-related hedonic consumption experience has a positive impact on gamers' competence satisfaction.

- **H2a:** Digital game-related escapism has a positive impact on gamers' competence satisfaction.
- **H2b:** Digital game-related fantasy has a positive impact on gamers' competence satisfaction.
- **H2c:** Digital game-related role-projection has a positive impact on gamers' competence satisfaction.
- **H2d:** Digital game-related emotional involvement has a positive impact on gamers' competence satisfaction.
- **H2e:** Digital game-related enjoyment has a positive impact on gamers' competence satisfaction.
- **H2f:** Digital game-related arousal has a positive impact on gamers' competence satisfaction.

- **H2g:** Digital game-related sensory experience has a positive impact on gamers' competence satisfaction.

H3: Digital game-related hedonic consumption experience has a positive impact on gamers' autonomy satisfaction.

- **H3a:** Digital game-related escapism has a positive impact on gamers' autonomy satisfaction.
- **H3b:** Digital game-related fantasy has a positive impact on gamers' autonomy satisfaction.
- **H3c:** Digital game-related role-projection has a positive impact on gamers' autonomy satisfaction.
- **H3d:** Digital game-related emotional involvement has a positive impact on gamers' autonomy satisfaction.
- **H3e:** Digital game-related enjoyment has a positive impact on gamers' autonomy satisfaction.
- **H3f:** Digital game-related arousal has a positive impact on gamers' autonomy satisfaction.
- **H3g:** Digital game-related sensory experience has a positive impact on gamers' autonomy satisfaction.

H4: Digital game-related hedonic consumption experience has a positive impact on gamers' relatedness satisfaction.

- **H4a:** Digital game-related escapism has a positive impact on gamers' relatedness satisfaction.
- **H4b:** Digital game-related fantasy has a positive impact on gamers' relatedness satisfaction.
- **H4c:** Digital game-related role-projection has a positive impact on gamers' relatedness satisfaction.
- **H4d:** Digital game-related emotional involvement has a positive impact on gamers' relatedness satisfaction.

- **H4e:** Digital game-related enjoyment has a positive impact on gamers' relatedness satisfaction.
- **H4f:** Digital game-related arousal has a positive impact on gamers' relatedness satisfaction.
- **H4g:** Digital game-related sensory experience has a positive impact on gamers' relatedness satisfaction.

H5: Digital game-related hedonic consumption experience has a positive impact on gamers' psychological well-being.

- **H5a:** Digital game-related escapism has a positive impact on gamers' psychological well-being.
- **H5b:** Digital game-related fantasy has a positive impact on gamers' psychological well-being.
- **H5c:** Digital game-related role-projection has a positive impact on gamers' psychological well-being.
- **H5d:** Digital game-related emotional involvement has a positive impact on gamers' psychological well-being.
- **H5e:** Digital game-related enjoyment has a positive impact on gamers' psychological well-being.
- **H5f:** Digital game-related arousal has a positive impact on gamers' psychological well-being.
- **H5g:** Digital game-related sensory experience has a positive impact on gamers' psychological well-being.

H6: Gamers' attitude toward digital games has a positive impact on gamers' competence satisfaction.

H7: Gamers' attitude toward digital games has a positive impact on gamers' autonomy satisfaction.

H8: Gamers' attitude toward digital games has a positive impact on gamers' relatedness satisfaction.

H9: Gamers' attitude toward digital games has a positive impact on gamers' psychological well-being.

H10: Gamers' attitude toward digital games has a positive impact on gamers' continuance intention to play digital games.

H11: Gamers' satisfaction with digital games has a positive impact on psychological well-being.

- **H11a:** Gamers' competence satisfaction with digital games has a positive impact on psychological well-being.
- **H11b:** Gamers' autonomy satisfaction with digital games has a positive impact on psychological well-being.
- **H11c:** Gamers' relatedness satisfaction has a positive impact on gamers' psychological well-being.

H12: Gamers' satisfaction with digital games has a positive impact on continuance intention to play digital games.

- **H12a:** Gamers' competence satisfaction has a positive impact on continuance intention to play digital games.
- **H12b:** Gamers' autonomy satisfaction has a positive impact on gamers' continuance intention to play digital games.
- **H12c:** Gamers' relatedness satisfaction has a positive impact on gamers' continuance intention to play digital games.

H13: Psychological well-being has a positive impact on gamers' continuance intention to play digital games.

H14: Gamer identity has a positive impact on gamers' continuance intention to play digital games.

H15: Gamers' perceived behavioral game-related control has a positive impact on gamers' continuance intention to play digital games.

H16: Subjective norm has a positive impact on gamers' continuance intention to play digital games.

METHODOLOGY

This section outlines the research methodology, including the study's purpose and the questionnaire used. The dependent and independent variables, along with the data collection and sampling procedures associated with the variables, are contained in this part.

4.1. Research Objective

This study aims to determine the factors affecting individuals' intention to continue playing digital games. In order to determine the motivations behind the intention to continue playing digital games, various questions were asked of individuals who play digital games through a survey.

4.2. Sample Selection and Data Collection

4.2.1. Sample Selection

The sample of this study is based on individuals' intentions to continue playing digital games and the factors affecting these intentions. In this study, convenience sampling was used, and the survey was shared with people who may be interested in digital games. In order to obtain accurate answers to the questions in the questionnaire, information that the survey was intended for individuals who play digital games was given at the beginning of the survey.

The survey was shared with digital gamers in Türkiye via online platforms. Three hundred three anonymous respondents participated in the survey. Gender was not prioritized in the survey; it was left to the respondent's preference, but it should be noted that 52% of the respondents were male, 48% were female, and 1% preferred not to identify their gender.

The questionnaire consists of 68 multiple-choice Likert scale questions about the intention to play digital games and the factors affecting this intention. The questions were adapted from previous studies in the literature.

4.2.2. Data Collection

In order to understand individuals' intentions to play digital games and the factors affecting these intentions, responses were collected from 303 anonymous individuals. The survey aimed to understand and clarify the relationship between dependent and independent variables.

Individuals participated in the survey via Google Forms. The data collection process started on August 5, 2024, and ended on October 28, 2024, and took two and a half months. Three hundred three responses were collected and analyzed based on these responses.

4.3. Questionnaire Design

The questionnaire is structured into three main sections: screening questions, core questions based on literature and demographic questions.

In the first part of the questionnaire, multiple-choice and open-ended screening questions were included. In this section, which device participants play games on, how many years they have been playing games, and how many hours they play games on average per week were collected. In the question aimed at collecting data on the number of years the participants have been playing games, there are options ranging from “less than 1 year” to “10 years or more”. In the question about how many hours they play games on average per week, there are options ranging from “less than 7 hours” to “28 hours or more”. Finally, in this section, the question of which device the participants play games from includes computer, console, mobile, VR, and other options.

The second section includes hedonic consumption experience questions. In this study, the hedonic consumption experience consists of seven dimensions: escapism, fantasy, role-

projection, emotional involvement, enjoyment, arousal and sensory experience. To measure hedonic consumption experience, the scale by Hollebeek et al. (2022) was adapted for this study. The independent variable, hedonic consumption experience, was measured with thirty-two questions in seven dimensions: escapism (4 questions), fantasy (4 questions), role-projection (4 questions), emotional involvement (5 questions), enjoyment (4 questions), arousal (5 questions) and sensory experience (6 questions).

Another variable, attitude toward digital games, was adapted from Hollebeek et al. (2022) and measured with three questions. In this study, satisfaction was examined in three dimensions: competence satisfaction (4 questions), autonomy satisfaction (4 questions) and relatedness satisfaction (4 questions) and satisfaction was adapted from Teng et al. (2024). The psychological well-being scale was adapted from Kim (2021) and measured with three questions. The gamer identity scale was adapted from the study of Yim et al. (2023) and measured with nine questions. The scale for subjective norms was adapted from Hollebeek et al. (2022) and measured with three questions. The last independent variable, perceived behavioral control, was also adapted from Hollebeek et al. (2022) and measured with three questions. The dependent variable, continuance intention, was adapted from the scale in Hollebeek et al. (2022) and measured with three questions.

In the final part, multiple-choice demographic questions were included. In this section, the participant's gender, age, education level, and income level were collected. The gender question is a multiple-choice question consisting of three different options. For the age question, options are ranging from "18-23" to "42 and above". At the education level, there are options ranging from "primary school" to "doctorate level". In the income level question, there are options ranging from "less than 17,000 TL" to "60,000 TL and above".

The core questions used in this study are given in Table 4.1. The questions were measured on a 5-point Likert scale ranging from 1=Strongly disagree, 2=Disagree, 3=Neither agree nor disagree, 4=Agree and 5=Strongly agree.

Table 4.1. Measurement of Independent and Dependent Variables

Construct		Items Questioned	Sources
Hedonic Consumption Experience			
Escapism	HED1	Playing digital games gets me away from reality.	Hollebeek et al., 2022
	HED2	Playing digital games gets me away from the problems and pressures.	
	HED3	Playing digital games helps me escape from things that are unpleasant and worrying.	
	HED4	Playing digital games makes me feel like I am in a different world of reality.	
Fantasy	HED5	Playing digital games helps me construct fantasies.	
	HED6	Playing digital games does not stimulate my imagination.	
	HED7	Playing digital games helps me create daydreams.	
	HED8	Playing digital games helps me augment reality.	
Role-Projection	HED9	Playing digital games enables me to project myself into a particular role.	
	HED10	Playing digital games enables me to project myself into a particular character.	
	HED11	Playing digital games enables me to project myself into a particular task.	
	HED12	Playing digital games enables me to project myself into someone else.	
Emotional Involvement	HED13	When I am playing digital games, I feel carried off.	
	HED14	When I am playing digital games, I feel as a part of the game I play.	
	HED15	When I am playing digital games, I feel deeply about the game I play.	
	HED16	When I am playing digital games, I get into the game I play.	

	HED17	After I finish playing digital games, I may carry the game-playing experience with me for a while.	
Enjoyment	HED18	Playing digital games is not really fun.	
	HED19	Playing digital games provides me with a lot of enjoyment.	
	HED20	Playing digital games is enjoyable.	
	HED21	I enjoy playing digital games.	
Arousal	HED22	Playing digital games makes me stimulated.	
	HED23	Playing digital games does not make me excited.	
	HED24	Playing digital games makes me inspired.	
	HED25	Playing digital games makes me wide awake.	
	HED26	Playing digital games makes me motivated.	
Sensory Experience	HED27	Playing digital games influences my physical movement.	
	HED28	My body adapts sudden actions as a reaction to certain situations in digital games (e.g., trying to move my hand in the direction of a gun I am pointing in the game, etc.).	
	HED29	The peripheral video gaming device (joystick, joy-pad, and other accessories) makes me feel the physical experience of the game.	
	HED30	The digital games music stimulates my emotions to adapt and react accordingly (e.g., I play aggressively with aggressive music, I play calmly with soft music and react in fear of horror music, etc.).	

	HED31	The scenic beauty of some digital games is aesthetically appealing to me.	
	HED32	The visuals of some digital games fill my appetite for unique and different structures, shapes, and designs.	
Attitude toward Videogaming	AT1	I think playing digital games is good for me.	Hollebeek et al., 2022
	AT2	I think playing digital games is a good leisure activity.	
	AT3	I have a positive opinion about playing digital games.	
Satisfaction			
Competence Satisfaction	SA1	When I play digital games, I feel confident that I can do things well.	Teng et al., 2024
	SA2	When I play digital games, I feel capable of what I do.	
	SA3	When I play digital games, I feel competent to achieve my goals.	
	SA4	When I play digital games, I feel I can successfully complete difficult tasks.	
Autonomy Satisfaction	SA5	When I play digital games, I feel a sense of choice and freedom in the things I undertake.	
	SA6	When I play digital games, I feel that my decisions reflect what I really want.	
	SA7	When I play digital games, I feel my choices express who I really am.	
	SA8	When I play digital games, I feel I have been doing what really interests me.	
Relatedness Satisfaction	SA9	When I play digital games, I feel that the people I care about also care about me.	
	SA10	When I play digital games, I feel connected with people who care for me and for whom I care.	

	SA11	When I play digital games, I feel close and connected with other people who are important to me.	
	SA12	When I play digital games, I experience a warm feeling with the people I spend time with.	
Psychological well-being	PSY1	Playing digital games satisfies my overall needs.	Kim, 2021
	PSY2	Playing digital games plays a very important role in my social well-being.	
	PSY3	Playing digital games plays a very important role in my leisure well-being.	
Gamer Identity	GI1	I have numerous goals related to gaming.	Yim et al., 2023
	GI2	Gaming is a central factor in my self-concept.	
	GI3	For me, being a gamer means more than just gaming.	
	GI4	Gaming is something I think about often.	
	GI5	I am proud of being a gamer.	
	GI6	I do things that will help me in gaming.	
	GI7	I am in groups that allow me to talk to others in gaming.	
	GI8	I feel a strong connection with the gamer community.	
	GI9	I am an active member of a gamer community.	
Subjective Norms	SN1	People important to me support my playing digital games.	Hollebeek et al., 2022
	SN2	People who influenced my behavior wanted me to play digital games instead of any alternative activities.	

	SN3	Most people who are important to me would think that playing digital games is a wise idea.	
Perceived Behavioral Control	PBC1	I have the knowledge to play the digital game	Hollebeek et al., 2022
	PBC2	I have the resources to play digital games.	
	PBC3	I have the ability to play digital games.	
Continuance Intention	CI1	I intend to continue playing digital games in the future.	Hollebeek et al., 2022
	CI2	I will keep playing digital games as regularly as I do now.	
	CI3	I will continue playing digital games as much as possible in the future.	

RESEARCH FINDINGS

5.1. Descriptive Statistics for Demographic Variables

In this study, participants were asked to identify their gender, age, education level and income level to understand demographic variables. In addition, to understand the participants' relationship with digital games, they were asked to define the amount of time they play digital games, how many hours they play digital games per week, and which type of devices they use to play digital games.

In conjunction with the study, 303 individuals who play digital games participated in the survey. The demographic data of the survey participants are presented in the table below.

Table 5.1. Analysis of Demographic Variables

		Number	Percentage
Gender	Female	144	48%
	Male	158	52%
	I do not want to specify	1	1%
Age	18-23	111	37%
	24-29	151	50%
	30-35	34	11%
	36-41	6	2%
	42 and above	1	1%
Education Level	Elementary School	NA	NA
	Middle School	NA	NA
	High School	44	15%
	University	209	69%
	Graduate	48	16%
	Doctorate	2	1%
Income	Lower than 17.000 TL	63	21%
	17.000 TL- 34.999 TL	57	19%
	35.000 TL- 59.999 TL	139	46%
	60.000 TL and above	44	15%

Of the 303 people who participated in the survey, 145 were female, 158 were male, and 1 participant chose not to identify gender. Of the 303 participants, 50% were between 24 and 29 years old, 37% were between 18 and 23, and the remaining 13% were 30 or older. The educational level of the participants was high school for 15%, university for 69%, and master's degree and above for the remaining 17%. 61% of the 303 participants had an income level of 35,000 TL and above, 19% had an income level between 17,000 TL and 34,999 TL, and 21% had an income level of less than 17,000 TL.

Of the 303 participants, 36% had played games for 7 to 9 years, 25% for 10 years or more, and the remaining 40% for 6 years or less. As for the average weekly playing time, 32% of the participants play for 7 to 13 hours, 30% for 14 to 20 hours, 18% for less than 7 hours, and the remaining 20% for more than 21 hours. 84% of 303 participants play games on a computer, 11% on mobile, 4% on a console and 1% on VR.

Table 5.2. Analysis of Total Years Spend Gaming, Weekly Gaming Hours and Device Type Variables

		Number	Percentage
Total Years Spend Gaming	Lower than 1 year	8	3%
	1-3 years	44	15%
	4-6 years	67	22%
	7-9 years	108	36%
	10 years and above	76	25%
Weekly Gaming Hours	Lower than 7 hours	55	18%
	7-13 hours	98	32%
	14-20 hours	90	30%
	21-27 hours	52	17%
	28 hours and above	8	3%
Device Type	Computer	256	84%
	Console	12	4%
	Mobile	34	11%
	VR	1	1%
	Other	NA	NA

To analyze the survey data, IBM SPSS 30.0 has been used.

5.2. Factor and Reliability Analysis

According to Hair et al. (2014), the purpose of factor analysis is to define the structure between the variables in the analysis, and it is a dependency technique. In this study, factor analysis was used to observe the differences and similarities of the measures and components compared to previous studies in the literature and to show whether the re-derived concepts support the concepts that have been produced and developed to date.

For the factor analysis, the sampling adequacy of the data Keizer- Meyer- Olkin (KMO) and Bartlett's tests are used (Durmuş et al., 2022). Bartlett's test of sphericity shows whether there is a sufficient relationship between the variables; if the p-value is less than 0.05, there is a sufficient relationship between the variables, and it is suitable for factor analysis (Durmuş et al., 2022). KMO tests the suitability of correlations between variables for factor analysis and varies between 0 and 1. As the value approaches 1, it indicates that the variables explain each other perfectly, and the acceptable lower limit for this value is 0.50 (Durmuş et al., 2022).

Reliability analysis is a technique that determines the consistency of items on the same scale, and Cronbach's Alpha is used to evaluate it (Durmuş et al., 2022). In cases where this value is 0.70 and above, the scale is considered reliable, and in cases where the value is insufficient, the items that decrease the value are removed from the factor (Durmuş et al., 2022).

In this study, factor analysis was applied to hedonic consumption experience, attitude toward video gaming, satisfaction, psychological well-being, gamer identity, perceived behavioral control, subjective norms and continuance intention scales.

5.2.1. Factor and Reliability Analysis for Hedonic Consumption Experience

KMO and Bartlett's test results were examined to determine the accuracy of the data, and they were found to be suitable for factor analysis. The study findings (KMO=0.918, χ^2 Bartlett test 8260.091, df=231, $p<.001$) meet the criteria. All anti-image correlation diagonals and the Rotated Component Matrix in the scale are greater than 0.50, and each

item in the factor analysis is considered separately. In the model, although Hedonic Consumption Experience consists of seven different sub-factors, five different sub-factors emerged when factor analysis was applied to the available data. Seven items (HED2, HED3, HED4, HED24, HED25, HED26 and HED32) that loaded on more than one factor with low loadings (<0.50) and three items (HED1, HED6 and HED31) that decreased Cronbach's Alpha value after reliability analysis and were not related to other items in the scale that were excluded from the analysis. In addition, the answers to negative questions were corrected by the reverse coding method.

In this study, principal component analysis and varimax rotation method were used.

Table 5.3. Factor and Reliability Analysis for Hedonic Consumption Experience

Factor Name	Factor Items	Factor Loading	Reliability	% Variance
Role-projection	HED7	0.876	0.945	58.837
	HED8	0.819		
	HED5	0.781		
	HED9	0.775		
	HED10	0.763		
	HED12	0.704		
	HED11	0.696		
Emotional Involvement	HED15	0.775	0.961	10.026
	HED16	0.761		
	HED14	0.731		
	HED13	0.727		
	HED17	0.721		
Enjoyment	HED21	0.880	0.946	5.848
	HED20	0.873		
	HED19	0.844		
	HED22	0.632		
Sensory Experience	HED29	0.776	0.927	5.179
	HED30	0.773		
	HED28	0.744		
	HED27	0.731		
Arousal	HED18	0.883	0.740	4.312
	HED23	0.838		

		Total	84.202
KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			0.918
Bartlett's Test of Sphericity		Approx. Chi-Square	8260.091
		df	231
		Sig.	<.001

There are five factors: “role-projection,” “emotional involvement,” “enjoyment,” “sensory experience,” and “arousal” for hedonic consumption experience. Reliability was calculated and found to be reliable. Five dimensions, named “emotional involvement,” “enjoyment,” “arousal,” “sensory experience,” and “role projection,” were observed as a result of the factor analysis, and the hedonic consumption experience total variance was 84.20%. All five factors were reliable.

5.2.2. Factor and Reliability Analysis for Attitude Toward Digital Games

KMO and Bartlett’s test results were examined to determine the accuracy of the data, and they were found to be suitable for factor analysis. The study findings (KMO=0.761, χ^2 Bartlett test 722.819, df=3, $p<.001$) meet the criteria. All anti-image correlation diagonals in the scale are greater than 0.50, and each item in the factor analysis was considered. No items were excluded from the analysis.

Principal Component analysis was used in this study.

Table 5.4. Factor and Reliability Analysis for Attitude Toward Digital Games

Factor Name	Factor Items	Factor Loading	Reliability	% Variance
Attitude Toward Digital Games	AT1	0.946	0.928	87.525
	AT3	0.933		
	AT2	0.928		
KMO and Bartlett's Test				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.				0.761
Bartlett's Test of Sphericity			Approx. Chi-Square	722.819
			df	3
			Sig.	<.001

Reliability was calculated and found to be reliable. In the analysis, one factor was found, and its total variance was 87.52%.

5.2.3. Factor and Reliability Analysis for Satisfaction

KMO and Bartlett's test results were examined to determine the accuracy of the data, and they were found to be suitable for factor analysis. The study findings (KMO=0.941, χ^2 Bartlett test 5477.569, df=66, $p<.001$) meet the criteria. All anti-image correlation diagonals in the scale are greater than 0.50, each item in the factor analysis was considered separately, and no item was removed from the analysis. In the model, satisfaction consists of three separate sub-factors, but only two factors emerged in the factor analysis.

Principal Component analysis and varimax rotation method were used.

Table 5.5. Factor and Reliability Analysis for Satisfaction

Factor Name	Factor Items	Factor Loading	Reliability	% Variance
Competence & Autonomy Satisfaction	SA4	0.852	0.977	83.509
	SA5	0.819		
	SA6	0.798		
	SA3	0.770		
	SA7	0.762		
	SA2	0.762		
	SA8	0.723		
Relatedness Satisfaction	SA1	0.717	0.955	3.861
	SA11	0.856		
	SA10	0.835		
	SA12	0.779		
	SA9	0.715		
			Total	87.371
KMO and Bartlett's Test				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.				0.941
Bartlett's Test of Sphericity			Approx. Chi-Square	5477.569
			df	66
			Sig.	<.001

There are two factors, named “competence & autonomy satisfaction” and “relatedness satisfaction” for satisfaction. Reliability was calculated and found to be reliable. Two dimensions, named “competence & autonomy satisfaction” and “relatedness satisfaction” were observed as a result of the factor analysis, and satisfaction’s total variance was 87.37%. All two factors were reliable.

5.2.4. Factor and Reliability Analysis for Psychological Well-Being

KMO and Bartlett’s test results were examined to determine the accuracy of the data, and they were found to be suitable for factor analysis. The study findings (KMO=0.765, χ^2 Bartlett test 1048.158, df=3, $p<.001$) meet the criteria. All anti-image correlation diagonals in the scale are greater than 0.50, and each item in the factor analysis was considered. No items were excluded from the analysis.

Principal Component analysis was used in this study.

Table 5.6. Factor and Reliability Analysis for Psychological Well-Being

Factor Name	Factor Items	Factor Loading	Reliability	% Variance
Psychological Well-Being	PSY2	0.972	0.959	92.594
	PSY1	0.966		
	PSY3	0.949		
KMO and Bartlett's Test				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.				0.765
Bartlett's Test of Sphericity			Approx. Chi-Square	1048.158
			df	3
			Sig.	<.001

Reliability was calculated and found to be reliable. In the analysis, one factor was identified, and its total variance was 92.59%.

5.2.5. Factor and Reliability Analysis for Gamer Identity

KMO and Bartlett's test results were examined to determine the accuracy of the data, and they were found to be suitable for factor analysis. The study findings (KMO=0.938, χ^2 Bartlett test 4672.319, df=36, $p<.001$) meet the criteria. All anti-image correlation diagonals in the scale are greater than 0.50, and each item in the factor analysis was considered. No items were excluded from the analysis.

Principal Component analysis was used in this study.

Table 5.7. Factor and Reliability Analysis for Gamer Identity

Factor Name	Factor Items	Factor Loading	Reliability	% Variance
Gamer Identity	GI8	0.956	0.981	87.120
	GI3	0.949		
	GI2	0.945		
	GI9	0.945		
	GI5	0.943		
	GI4	0.930		
	GI7	0.918		
	GI6	0.911		
	GI1	0.903		
KMO and Bartlett's Test				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			0.938	
Bartlett's Test of Sphericity			Approx. Chi-Square	4672.319
			df	36
			Sig.	<.001

Reliability was calculated and found to be reliable. In the analysis, one factor was found, and its total variance was 87.12%.

5.2.6. Factor and Reliability Analysis for Perceived Behavioral Control

KMO and Bartlett's test results were examined to determine the accuracy of the data, and they were found to be suitable for factor analysis. The study findings (KMO=0.752, χ^2

Bartlett test 1086.588, $df=3$, $p<.001$) meet the criteria. All anti-image correlation diagonals in the scale are greater than 0.50, and each item in the factor analysis was considered. No items were excluded from the analysis.

Principal Component analysis was used in this study.

Table 5.8. Factor and Reliability Analysis for Perceived Behavioral Control

Factor Name	Factor Items	Factor Loading	Reliability	% Variance
Perceived Behavioral Control	PBC2	0.978	0.962	93.004
	PBC1	0.959		
	PBC3	0.956		
KMO and Bartlett's Test				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.				0.752
Bartlett's Test of Sphericity			Approx. Chi-Square	1086.588
			df	3
			Sig.	<.001

Reliability was calculated and found to be dependable. In the analysis, one factor was spotted, and its total variance was 93.04%.

5.2.7. Factor and Reliability Analysis for Subjective Norm

KMO and Bartlett's test results were examined to determine the accuracy of the data, and they were found to be suitable for factor analysis. The study findings (KMO=0.770, χ^2 Bartlett test 956.492, $df=3$, $p<.001$) meet the criteria. All anti-image correlation diagonals in the scale are greater than 0.50, and each item in the factor analysis was considered. No items were excluded from the analysis.

Principal Component analysis was used in this study.

Table 5.9. Factor and Reliability Analysis for Subjective Norm

Factor Name	Factor Items	Factor Loading	Reliability	% Variance
Subjective Norm	SN3	0.966	0.953	91.662
	SN2	0.954		
	SN1	0.952		
KMO and Bartlett's Test				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.				0.770
Bartlett's Test of Sphericity			Approx. Chi-Square	956.492
			df	3
			Sig.	<.001

Reliability was calculated and confirmed. Analysis shows one factor, accounting for 91.66% of the total variance.

5.2.8. Factor and Reliability Analysis for Continuance Intention

KMO and Bartlett's test results were examined to determine the accuracy of the data, and they were found to be suitable for factor analysis. The study findings (KMO=0.789, χ^2 Bartlett test 1566.154, df=3, $p<.001$) meet the criteria. All anti-image correlation diagonals in the scale are greater than 0.50, and each item in the factor analysis was considered. No items were excluded from the analysis.

Principal Component analysis was used in this study.

Table 5.10. Factor and Reliability Analysis for Continuance Intention

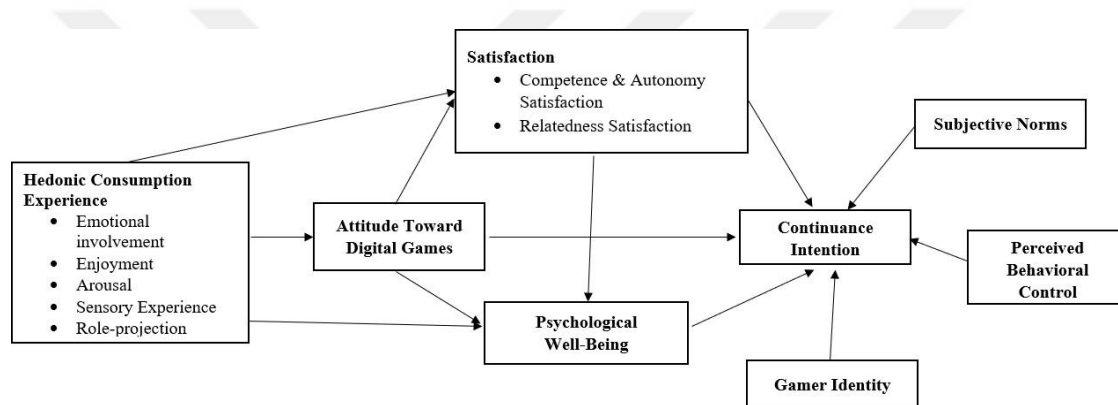
Factor Name	Factor Items	Factor Loading	Reliability	% Variance
Continuance Intention	CI3	0.989	0.986	97.369
	CI2	0.988		
	CI1	0.984		
KMO and Bartlett's Test				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.				0.789
Bartlett's Test of Sphericity			Approx. Chi-Square	1566.154
			df	3
			Sig.	<.001

Reliability was assessed and found to be dependable. In the analysis, one factor was identified, explaining 97.36% of the total variance.

5.3. Revised Research Model

After the factor analysis, the revised research model and hypotheses are given below.

Figure 5.1. Revised Research Model



H1: Digital game-related hedonic consumption experience has a positive impact on gamers’ attitudes toward digital games.

- **H1a:** Digital game-related emotional involvement has a positive impact on gamers’ attitudes toward digital games.
- **H1b:** Digital game-related enjoyment has a positive impact on gamers’ attitudes toward digital games.
- **H1c:** Digital game-related arousal has a positive impact on gamers’ attitudes toward digital games.
- **H1d:** Digital game-related sensory experience has a positive impact on gamers’ attitudes toward digital games.
- **H1e:** Digital game-related role-projection has a positive impact on gamers’ attitudes toward digital games.

H2: Digital game-related hedonic consumption experience has a positive impact on gamers' competence and autonomy satisfaction.

- **H2a:** Digital game-related emotional involvement has a positive impact on gamers' competence and autonomy satisfaction.
- **H2b:** Digital game-related enjoyment has a positive impact on gamers' competence and autonomy satisfaction.
- **H2c:** Digital game-related arousal has a positive impact on gamers' competence and autonomy satisfaction.
- **H2d:** Digital game-related sensory experience has a positive impact on gamers' competence and autonomy satisfaction.
- **H2e:** Digital game-related role-projection has a positive impact on gamers' competence and autonomy satisfaction.

H3: Digital game-related hedonic consumption experience has a positive impact on gamers' relatedness satisfaction.

- **H3a:** Digital game-related emotional involvement has a positive impact on gamers' relatedness satisfaction.
- **H3b:** Digital game-related enjoyment has a positive impact on gamers' relatedness satisfaction.
- **H3c:** Digital game-related arousal has a positive impact on gamers' relatedness satisfaction.
- **H3d:** Digital game-related sensory experience has a positive impact on gamers' relatedness satisfaction.
- **H3e:** Digital game-related role-projection has a positive impact on gamers' relatedness satisfaction.

H4: Digital game-related hedonic consumption experience has a positive impact on gamers' psychological well-being.

- **H4a:** Digital game-related emotional involvement has a positive impact on gamers' psychological well-being.

- **H4b:** Digital game-related enjoyment has a positive impact on gamers' psychological well-being.
- **H4c:** Digital game-related arousal has a positive impact on gamers' psychological well-being.
- **H4d:** Digital game-related sensory experience has a positive impact on gamers' psychological well-being.
- **H4e:** Digital game-related role-projection has a positive impact on gamers' psychological well-being.

H5: Gamers' attitude toward digital games has a positive impact on gamers' competence and autonomy satisfaction.

H6: Gamers' attitude toward digital games has a positive impact on gamers' relatedness satisfaction.

H7: Gamers' attitude toward digital games has a positive impact on gamers' psychological well-being.

H8: Gamers' attitude toward digital games has a positive impact on gamers' continuance intention to play digital games.

H9: Gamers' satisfaction with digital games has a positive impact on psychological well-being.

- **H9a:** Gamers' competence and autonomy satisfaction with digital games have a positive impact on psychological well-being.
- **H9b:** Gamers' relatedness satisfaction with digital games has a positive impact on psychological well-being.

H10: Gamers' satisfaction with digital games has a positive impact on gamers' continuance intention to play digital games.

- **H10a:** Gamers' competence and autonomy satisfaction with digital games has a positive impact on gamers' continuance intention to play digital games.
- **H10b:** Gamers' relatedness satisfaction with digital games has a positive impact on gamers' continuance intention to play digital games.

H11: Psychological well-being has a positive impact on gamers' continuance intention to play digital games.

H12: Gamer identity has a positive impact on gamers' continuance intention to play digital games.

H13: Gamers' perceived behavioral game-related control has a positive impact on gamers' continuance intention to play digital games.

H14: Subjective norm has a positive impact on gamers' continuance intention to play digital games.

5.4. Regression Analysis

The regression analysis determines how a dependent variable is explained by another independent variable (s) (Durmuş et al., 2022). This analysis aims to show the effect of independent variables on dependent variables. The appropriate regression technique is implemented based on the number of independent variables and the relationship or the type of them. A simple regression technique is used when there is one dependent and one independent variable, while multiple linear regression is used when there is more than one independent variable (Durmuş et al., 2022). In addition, regression analysis with mediating variables is also applied to examine the mediating role of different variables between an independent variable and a dependent variable (Gürbüz & Şahin, 2018).

In this study, simple linear regression and multiple linear regression analysis techniques were used. Before testing the study's hypotheses, it is recommended to evaluate multicollinearity among the constructs in the structural model (Hair et al., 2014). For this purpose, variance inflation factor (VIF) values were analyzed, and all were found to be below 10, suggesting that multicollinearity is unlikely to be an issue in this study (Hair et al., 2014).

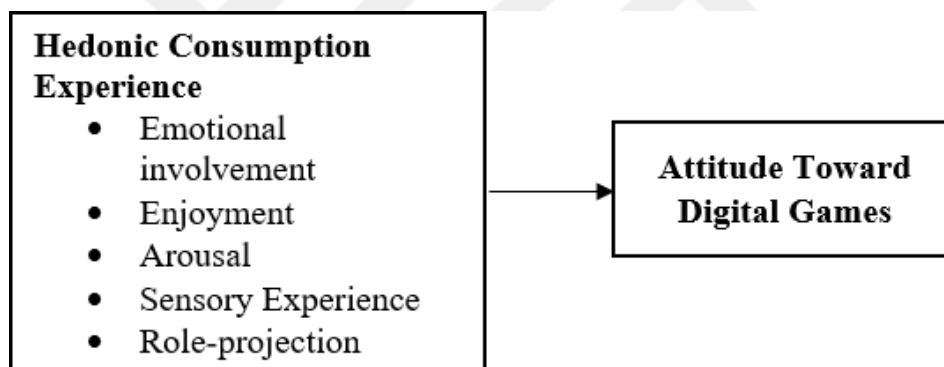
Additionally, outliers in the dataset can potentially affect the estimation of regression coefficients (Field, 2013). To identify and address these, data points with standardized residuals above 3.29, Cook's distance values greater than 1, significantly high

Mahalanobis distances, or standardized DFFits and standardized DFBeta values over 1 can be excluded from the analysis (Field, 2013). Accordingly, 12 participants' responses were re-examined and, due to being outliers or influential cases, were excluded from the analysis.

5.4.1. Multiple Linear Regression Analysis of H1 (H1a, H1b, H1c, H1d and H1e)

A stepwise multiple linear regression analysis was conducted to analyze the relationship between hedonic consumption experience and attitude toward digital games.

Figure 5.2. Multiple Linear Regression Model for H1



Hedonic consumption experience has an impact on attitude toward digital games. The total explanatory power of the model was 78% ($R=0.884$; $R^2=0.780$; $F=516.450$, $p<.001$).

Table 5.11. Model Summary of Regression Analysis Between Hedonic Consumption Experience and Attitude Toward Digital Games

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.873a	.761	.761	.37296

2	.884b	.782	.780	.35720
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- a. Predictors: (Constant). Enjoyment
b. Predictors: (Constant). Enjoyment, sensory experience
c. Dependent variable: Attitude toward digital games

Table 5.12. Anova Results of Regression Analysis Between Hedonic Consumption Experience and Attitude Toward Digital Games

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	128.337	1	128.337	922.623	.001b
Residual	40.200	289	.139		
Total	168.537	290			
2 Regression	131.790	2	65.895	516.450	.001c
Residual	36.747	288	.128		
Total	168.537	290			

- a. Dependent variable: Attitude toward digital games
b. Predictors: (Constant). Enjoyment
c. Predictors: (Constant). Enjoyment, sensory experience

The VIF values are 1.965, and the tolerance values are 0.509. There is no VIF value exceeding 10; the tolerance values are greater than 0.10, so it can be concluded that the collinearity among variables remains within a reasonable and acceptable range.

Table 5.13. Coefficients of Regression Analysis Between Hedonic Consumption Experience and Attitude Toward Digital Games

Model	Unstandardized Coefficients		Std. Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.004	.155		.024	.981		

Enjoyment	.984	.032	.873	30.375	.001	1.000	1.000
2 (Constant)	6.516	.148		.000	1.000		
Enjoyment	.826	.044	.732	18.977	.001	.509	1.965
Sensory Experience	.172	.033	.201	5.202	.001	.509	1.965

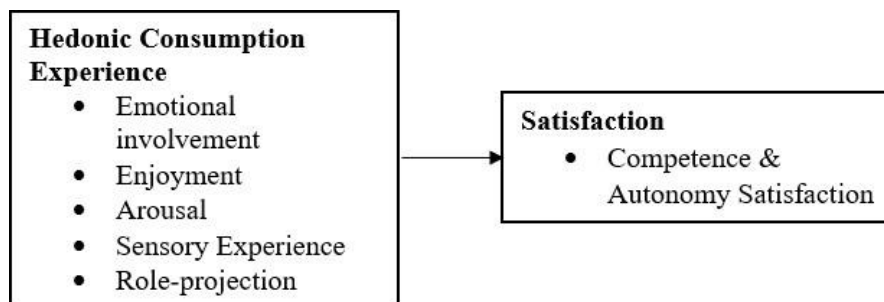
a. Dependent variable: Attitude toward digital games

In this model, attitude toward digital games is explained by enjoyment ($\beta=0.732$, $p<.001$) and sensory experience ($\beta=0.201$, $p<.001$). Enjoyment has a greater effect on attitude toward digital games. Considering the hypotheses proposed in line with the model of this study, H1 (H1b and H1d) is supported according to the results. In contrast, emotional involvement, role-projection and arousal do not significantly affect attitude toward digital games, so H1a, H1c and H1e are not supported.

5.4.2. Multiple Linear Regression Analysis of H2 (H2a, H2b, H2c, H2d and H2e)

A stepwise multiple linear regression analysis was adopted to analyze the relationship between hedonic consumption experience and competence & autonomy satisfaction.

Figure 5.3. Multiple Linear Regression Model for H2



Hedonic consumption experience has an impact on competence and autonomy satisfaction. The total explanatory power of the model was 72.7% ($R=0.855$; $R^2=0.727$; $F=194.102$, $p<.001$).

Table 5.14. Model Summary of Regression Analysis Between Hedonic Consumption Experience and Competence & Autonomy Satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.772a	.597	.595	.53141
2	.827b	.684	.681	.47142
3	.843c	.710	.707	.45207
4	.855d	.731	.727	.43639

a. Predictors: (Constant). Enjoyment

b. Predictors: (Constant). Enjoyment, sensory experience

c. Predictors: (Constant). Enjoyment, sensory experience, emotional involvement

d. Predictors: (Constant). Enjoyment, sensory experience, emotional involvement, arousal

e. Dependent variable: Competence & autonomy satisfaction

Table 5.15. Anova Results of Regression Analysis Between Hedonic Consumption Experience and Competence & Autonomy Satisfaction

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	120.709	1	120.709	427.446	.001b
Residual	81.612	289	.282		
Total	202.321	290			
2 Regression	138.317	2	69.158	311.192	.001c
Residual	64.004	288	.222		
Total	202.321	290			
3 Regression	143.666	3	47.889	234.322	.001d
Residual	58.655	287	.204		
Total	202.321	290			

4 Regression	147.856	4	36.964	194.102	.001e
Residual	54.465	286	.190		
Total	202.321	290			

a. Dependent variable: Competence & autonomy satisfaction

b. Predictors: (Constant). Enjoyment

c. Predictors: (Constant). Enjoyment, sensory experience

d. Predictors: (Constant). Enjoyment, sensory experience, emotional involvement

e. Predictors: (Constant). Enjoyment, sensory experience, emotional involvement, arousal

The VIF values range between 1.219 and 2.516, and the tolerance values range between 0.397 and 0.820. There is no VIF value exceeding 10; the tolerance values are greater than 0.10, so it can be concluded that the collinearity among variables remains within a reasonable and acceptable range.

Table 5.16. Coefficients of Regression Analysis Between Hedonic Consumption Experience and Competence & Autonomy Satisfaction

Model	Unstandardized Coefficients		Std. Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.030	.221		.135	.893		
Enjoyment	.955	.046	.772	20.675	.001	1.000	1.000
2 (Constant)	.021	.196		.108	.914		
Enjoyment	.596	.057	.483	10.386	.001	.509	1.965
Sensory Experience	.389	.044	.414	8.901	.001	.509	1.965
3 (Constant)	.070	.188		.373	.710		
Enjoyment	.455	.062	.368	7.382	.001	.406	2.461
Sensory Experience	.288	.046	.305	6.194	.001	.415	2.407
Emotional Involvement	.238	.047	.262	5.116	.001	.385	2.594
4 (Constant)	.439	.211		2.079	.039		
Enjoyment	.413	.060	.334	6.871	.001	.397	2.516
Sensory Experience	.270	.045	.286	5.994	.001	.412	2.425

Emotional Involvement	.219	.045	.240	4.837	.001	.382	2.617
Arousal	.188	.040	.159	4.691	.001	.820	1.219

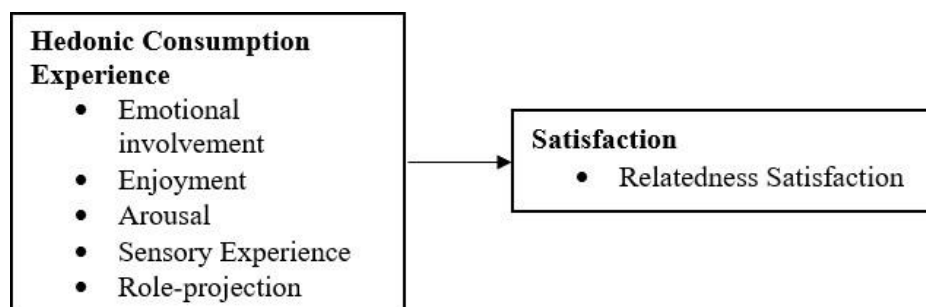
a. Dependent variable: Competence & autonomy satisfaction

In this model, competence and autonomy satisfaction explained by enjoyment ($\beta=0.334$, $p<.001$), sensory experience ($\beta=0.286$, $p<.001$), emotional involvement ($\beta=0.240$, $p<.001$) and arousal ($\beta=0.159$, $p<.001$). It appears that enjoyment has a greater effect on competence and autonomy satisfaction. Role-projection does not significantly affect competence and autonomy satisfaction. Considering the hypotheses proposed in line with the model of this study, H2 (H2a, H2b, H2c and H2d) is supported according to the results. In contrast, role-projection does not significantly affect competence and autonomy satisfaction, so H2e is not supported.

5.4.3. Multiple Linear Regression Analysis of H3 (H3a, H3b, H3c, H3d and H3e)

A stepwise multiple linear regression analysis was adopted to analyze the relationship between hedonic consumption experience and relatedness satisfaction.

Figure 5.4. Multiple Linear Regression Model for H3



Hedonic consumption experience has an impact on relatedness satisfaction. The total explanatory power of the model was 72.6% ($R=0.855$; $R^2=0.726$; $F=154.912$, $p<.001$).

Table 5.17. Model Summary of Regression Analysis Between Hedonic Consumption Experience and Relatedness Satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.773a	.598	.597	.56311
2	.835b	.697	.695	.48957
3	.845c	.715	.712	.47615
4	.853d	.727	.723	.46644
5	.855e	.731	.726	.46401

a. Predictors: (Constant). Sensory experience

b. Predictors: (Constant). Sensory experience, enjoyment

c. Predictors: (Constant). Sensory experience, enjoyment, role projection

d. Predictors: (Constant). Sensory experience, enjoyment, role projection, arousal

e. Predictors: (Constant). Sensory experience, enjoyment, role projection, arousal, emotional involvement

f. Dependent variable: Relatedness satisfaction

Table 5.18. Anova Results of Regression Analysis Between Hedonic Consumption Experience and Relatedness Satisfaction

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	136.490	1	136.490	430.444	.001b
Residual	91.640	289	.317		
Total	228.130	290			
2 Regression	159.103	2	79.551	331.908	.001c
Residual	69.028	288	.240		
Total	228.130	290			
3 Regression	163.061	3	54.354	239.736	.001d

Residual	65.069	287	.227		
Total	228.130	290			
4 Regression	165.907	4	41.477	190.642	.001e
Residual	62.223	286	.218		
Total	228.130	290			
5 Regression	166.768	5	33.354	154.912	.001f
Residual	61.362	285	.215		
Total	228.130	290			

a. Dependent variable: Relatedness satisfaction

b. Predictors: (Constant). Sensory experience

c. Predictors: (Constant). Sensory experience, enjoyment

d. Predictors: (Constant). Sensory experience, enjoyment, role projection

e. Predictors: (Constant). Sensory experience, enjoyment, role projection, arousal

f. Predictors: (Constant). Sensory experience, enjoyment, role projection, arousal, emotional involvement

The VIF values range between 1.222 and 3.442, and the tolerance values range between 0.290 and 0.818. There is no VIF value exceeding 10; the tolerance values are greater than 0.10, so it can be concluded that the collinearity among variables remains within a reasonable and acceptable range.

Table 5.19. Coefficients of Regression Analysis Between Hedonic Consumption Experience and Relatedness Satisfaction

Model	Unstandardized Coefficients		Std. Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.160	.166		6.974	.001		
Sensory Experience	.773	.037	.773	20.747	.001	1.000	1.000
2 (Constant)	.227	.203		1.118	.265		
Sensory Experience	.464	.045	.464	10.215	.001	.509	1.965

3	Enjoyment	.579	.060	.441	9.713	.001	.509	1.965
	(Constant)	.273	.198		1.381	.168		
	Sensory Experience	.374	.049	.374	7.600	.001	.411	2.435
4	Enjoyment	.542	.059	.413	9.227	.001	.497	2.013
	Role-projection	.152	.036	.173	4.178	.001	.579	1.727
	(Constant)	.686	.225		3.049	.003		
5	Sensory Experience	.359	.048	.359	7.414	.001	.408	2.454
	Enjoyment	.500	.059	.381	8.535	.001	.478	2.092
	Role-projection	.141	.036	.160	3.940	.001	.575	1.739
5	Arousal	.155	.043	.123	3.617	.001	.821	1.218
	(Constant)	.638	.225		2.833	.005		
	Sensory Experience	.336	.049	.336	6.798	.001	.386	2.589
5	Enjoyment	.446	.064	.340	6.943	.001	.393	2.542
	Role-projection	.101	.041	.115	2.475	.014	.437	2.288
	Arousal	.150	.043	.119	3.511	.001	.818	1.222
	Emotional Involvement	.110	.055	.114	2.000	.046	.290	3.442

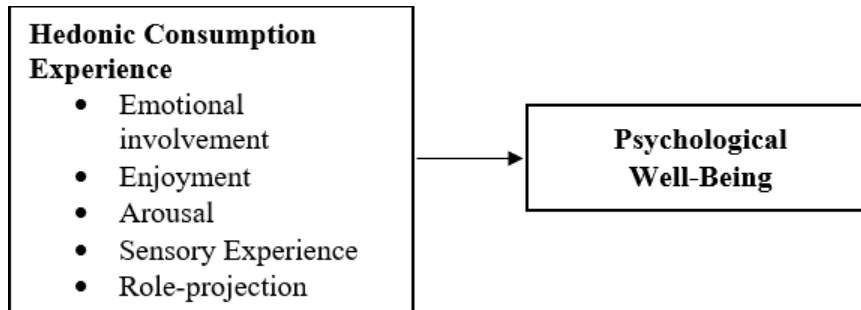
a. Dependent variable: Relatedness satisfaction

In this model, relatedness satisfaction explained by sensory experience ($\beta=0.336$, $p<.001$), enjoyment ($\beta=0.340$, $p<.001$), role-projection ($\beta=0.115$, $p=.014$), arousal ($\beta=0.119$, $p<.001$), and emotional involvement ($\beta=0.114$, $p=.046$). It appears that sensory experience has a greater effect on relatedness satisfaction. Considering the hypotheses proposed in line with the model of this study, H3 (H3a, H3b, H3c, H3d and H3e) is supported according to the results.

5.4.4. Multiple Linear Regression Analysis of H4 (H4a, H4b, H4c, H4d and H4e)

A stepwise multiple linear regression analysis was conducted to analyze the relationship between hedonic consumption experience and psychological well-being.

Figure 5.5. Multiple Linear Regression Model for H4



Hedonic consumption experience has an impact on psychological well-being. The total explanatory power of the model was 76.9% ($R=0.878$; $R^2=0.769$; $F=322.175$, $p<.001$).

Table 5.20. Model Summary of Regression Analysis Between Hedonic Consumption Experience and Psychological Well-Being

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.804a	.646	.645	.55136
2	.863b	.744	.742	.46955
3	.878c	.771	.769	.44481

a. Predictors: (Constant), Emotional involvement

b. Predictors: (Constant), Emotional involvement, sensory experience

c. Predictors: (Constant), Emotional involvement, sensory experience, enjoyment

d. Dependent variable: Psychological well-being

Table 5.21. Anova Results of Regression Analysis Between Hedonic Consumption Experience and Psychological Well-Being

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	160.157	1	160.157	526.829	.001b
Residual	87.857	289	.304		

Total	248.014	290			
2 Regression	184.515	2	92.258	418.438	.001c
Residual	63.499	288	.220		
Total	248.014	290			
3 Regression	191.230	3	63.743	322.175	.001d
Residual	56.784	287	.198		
Total	248.014	290			

a. Dependent variable: Psychological well-being

b. Predictors: (Constant), Emotional involvement

c. Predictors: (Constant), Emotional involvement, sensory experience

d. Predictors: (Constant), Emotional involvement, sensory experience, enjoyment

The VIF values range between 2.461 and 2.594, and the tolerance values range between 0.385 and 0.415. There is no VIF value exceeding 10; the tolerance values are greater than 0.10, so it can be concluded that the collinearity among variables remains within a reasonable and acceptable range.

Table 5.22. Coefficients of Regression Analysis Between Hedonic Consumption Experience and Psychological Well-Being

Model	Unstandardized Coefficients		Std. Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.895	.161		5.560	.001		
Emotional Involvement	.810	.035	.804	22.953	.001	1.000	1.000
2 (Constant)	.301	.148		2.027	.044		
Emotional Involvement	.483	.043	.479	11.166	.001	.483	2.072
Sensory Experience	.470	.045	.451	10.511	.001	.483	2.072
3 (Constant)	.399	.185		2.159	.032		
Emotional Involvement	.363	.046	.360	7.919	.001	.385	2.594

Sensory	.371	.046	.356	8.117	.001	.415	2.407
Experience							
Enjoyment	.353	.061	.258	5.826	.001	.406	2.461

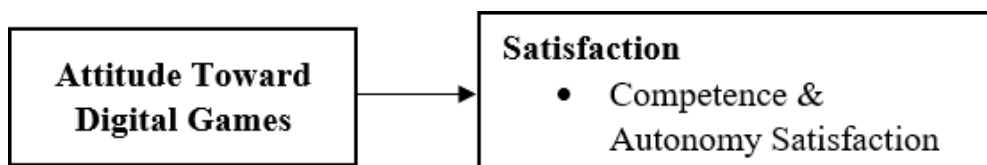
a. Dependent variable: Psychological well-being

In this model, psychological well-being is explained by emotional involvement ($\beta=0.360$, $p<.001$), sensory experience ($\beta=0.356$, $p<.001$) and enjoyment ($\beta=0.258$, $p<.001$). Emotional involvement contributes more to psychological well-being. Considering the hypotheses proposed in line with the model of this study, H4 (H4a, H4b and H4d) is supported according to the results. However, arousal and role-projection do not significantly affect psychological well-being, so H4c and H4e are not supported.

5.4.5. Simple Linear Regression Analysis of H5

Simple linear regression analysis was utilized to analyze the relationship between attitudes toward digital games and competence and autonomy satisfaction.

Figure 5.6. Simple Linear Regression Model for H5



Attitude toward digital games has an impact on competence and autonomy satisfaction. The total explanatory power of the model was 68.8% ($R=0.830$; $R^2=0.688$; $F=637.833$, $p<.001$).

Table 5.23. Model Summary of Regression Analysis Between Attitude Toward Digital Games and Competence & Autonomy Satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.830a	.688	.687	.46722

a. Predictors: (Constant). Attitude toward digital games

b. Dependent variable: Competence & autonomy satisfaction

Table 5.24. Anova Results of Regression Analysis Between Attitude Toward Digital Games and Competence & Autonomy Satisfaction

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	139.234	1	139.234	637.833	.001b
Residual	63.087	289	.218		
Total	202.231	290			

a. Dependent variable: Competence & autonomy satisfaction

b. Predictors: (Constant). Attitude toward digital games

The VIF value and tolerance value are equal to 1.000. VIF value is below 10, and the tolerance value is above 0.10, so it can be concluded that the collinearity among variables remains within a reasonable and acceptable range.

Table 5.25. Coefficients of Regression Analysis Between Attitude Toward Digital Games and Competence & Autonomy Satisfaction

Model	Unstandardized Coefficients		Std. Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.310	.170		1.824	.069		
Attitude toward digital games	.909	.036	.830	25.255	.001	1.000	1.000

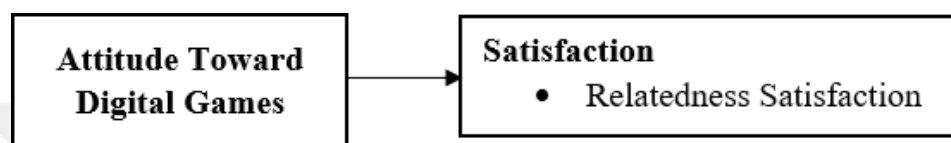
a. Dependent variable: Competence & autonomy satisfaction

In this model, competence and autonomy satisfaction are explained by attitude toward digital games ($\beta=0.830$, $p<.001$) supporting H5. It appears that 68.8% of the variation in competence and autonomy satisfaction can be defined by attitude towards digital games.

5.4.6. Simple Linear Regression Analysis of H6

Simple linear regression analysis was utilized to analyze the relationship between attitude toward digital games and relatedness satisfaction.

Figure 5.7. Simple Linear Regression Model for H6



Attitude toward digital games has an impact on relatedness satisfaction. The total explanatory power of the model was 63.5% ($R=0.797$; $R^2=0.635$; $F=502.972$, $p<.001$).

Table 5.26. Model Summary of Regression Analysis Between Attitude Toward Digital Games and Relatedness Satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.797a	.635	.634	.53671

a. Predictors: (Constant), Attitude toward digital games

b. Dependent variable: Relatedness satisfaction

Table 5.27. Anova Results of Regression Analysis Between Attitude Toward Digital Games and Relatedness Satisfaction

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	144.883	1	144.883	502.972	.001b
Residual	83.247	289	.288		
Total	228.130	290			

a. Dependent variable: Relatedness satisfaction

b. Predictors: (Constant). Attitude toward digital games

The VIF value and tolerance value are equal to 1.000. VIF value is below 10, and the tolerance value is above 0.10, so it can be concluded that the collinearity among variables remains within a reasonable and acceptable range.

Table 5.28. Coefficients of Regression Analysis Between Attitude Toward Digital Games and Relatedness Satisfaction

Model	Unstandardized Coefficients		Std. Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.222	.195		1.137	.257		
Attitude toward digital games	.927	.041	.797	22.427	.001	1.000	1.000

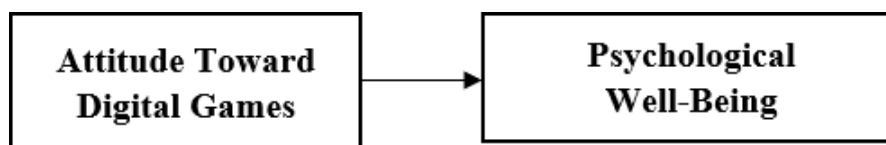
a. Dependent variable: Relatedness satisfaction

In this model, relatedness satisfaction is explained by attitude toward digital games ($\beta=0.797$, $p<.001$) supporting H6. It appears that 63.5% of the variation in relatedness satisfaction can be defined by attitude towards digital games.

5.4.7. Simple Linear Regression Analysis of H7

Simple linear regression analysis was applied to analyze the relationship between attitudes toward digital games and psychological well-being.

Figure 5.8. Simple Linear Regression Model for H7



Attitude toward digital games has an impact on psychological well-being. The total explanatory power of the model was 65.1% ($R=0.807$; $R^2=0.651$; $F=541.574$, $p<.001$).

Table 5.29. Model Summary of Regression Analysis Between Attitude Toward Digital Games and Psychological Well-Being

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.807a	.652	.651	.54645

a. Predictors: (Constant). Attitude toward digital games

b. Dependent variable: Psychological well-being

Table 5.30. Anova Results of Regression Analysis Between Attitude Toward Digital Games and Psychological Well-Being

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	161.717	1	161.717	541.574	.001b
Residual	86.297	289	.299		
Total	248.014	290			

a. Dependent variable: Psychological well-being

b. Predictors: (Constant). Attitude toward digital games

The VIF value and tolerance value are equal to 1.000. VIF value is below 10, and the tolerance value is above 0.10, so it can be concluded that the collinearity among variables remains within a reasonable and acceptable range.

Table 5.31. Coefficients of Regression Analysis Between Attitude Toward Digital Games and Psychological Well-Being

Model	Unstandardized Coefficients		Std. Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.048	.199		.241	.809		

Attitude toward digital games	.980	.042	.807	23.272	.001	1.000	1.000
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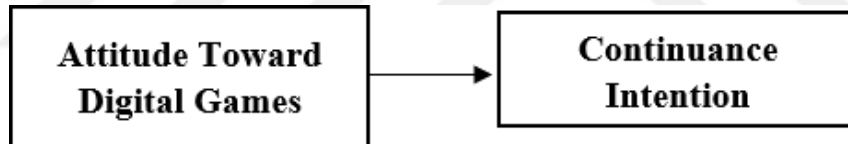
a. Dependent variable: Psychological well-being

In this model, psychological well-being is explained by attitude toward digital games ($\beta=0.807$, $p<.001$) supporting H7. Values suggest that 65.1% of the variation in psychological well-being can be defined by attitude towards digital games.

5.4.8. Simple Linear Regression Analysis of H8

Simple linear regression analysis was implemented to analyze the relationship between attitude toward digital games and continuance intention.

Figure 5.9. Simple Linear Regression Model for H8



Attitude toward digital games has an impact on continuance intention. The total explanatory power of the model was 76.0% ($R=0.872$; $R^2=0.760$; $F=914.927$, $p<.001$).

Table 5.32. Model Summary of Regression Analysis Between Attitude Toward Digital Games and Continuance Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.872a	.760	.759	.40394

a. Predictors: (Constant), Attitude toward digital games

b. Dependent variable: Continuance intention

Table 5.33. Anova Results of Regression Analysis Between Attitude Toward Digital Games and Continuance Intention

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	149.289	1	149.289	914.927	.001b
Residual	47.156	289	.163		
Total	196.445	290			

a. Dependent variable: Continuance intention

b. Predictors: (Constant), Attitude toward digital games

The VIF value and tolerance value are equal to 1.000. VIF value is below 10, and the tolerance value is above 0.10, so it can be concluded that the collinearity among variables remains within a reasonable and acceptable range.

Table 5.34. Coefficients of Regression Analysis Between Attitude Toward Digital Games and Continuance Intention

Model	Unstandardized Coefficients		Std. Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.263	.147		1.788	.075		
Attitude toward digital games	.941	.031	.872	30.248	.001	1.000	1.000

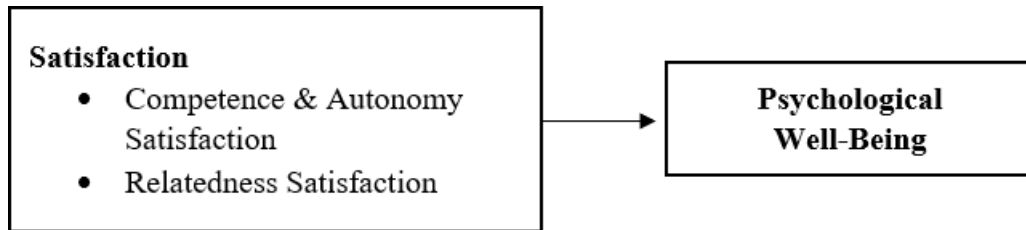
a. Dependent variable: Continuance intention

In this model, continuance intention is explained by attitude toward digital games ($\beta=0.872$, $p<.001$) supporting H8. The above data indicates that 76.0% of the variation in continuance intention can be defined by attitude towards digital games.

5.4.9. Multiple Linear Regression Analysis of H9 (H9a and H9b)

A stepwise multiple linear regression analysis was executed to analyze the relationship between satisfaction and psychological well-being.

Figure 5.10. Multiple Linear Regression Model for H9



Satisfaction has an impact on psychological well-being. The total explanatory power of the model was 78.7% ($R=0.888$; $R^2=0.787$; $F=536.182$, $p<.001$).

Table 5.35. Model Summary of Regression Analysis Between Satisfaction and Psychological Well-Being

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.877a	.769	.768	.44542
2	.888b	.788	.787	.42698

a. Predictors: (Constant), Relatedness satisfaction

b. Predictors: (Constant), Relatedness satisfaction, competence & autonomy satisfaction

c. Dependent variable: Psychological well-being

Table 5.36. Anova Results of Regression Analysis Between Satisfaction and Psychological Well-Being

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	190.677	1	190.677	961.083	.001b
Residual	57.337	289	.198		
Total	248.014	290			
2 Regression	195.507	2	97.754	536.182	.001c
Residual	52.507	288	.182		

Total	248.014	290			
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a. Dependent variable: Psychological well-being

b. Predictors: (Constant), Relatedness satisfaction

c. Predictors: (Constant), Relatedness satisfaction, competence & autonomy satisfaction

The VIF values are 5.643, and the tolerance values are 0.177. There is no VIF value exceeding 10; the tolerance values are greater than 0.10, so it can be concluded that the collinearity among variables remains within a reasonable and acceptable range.

Table 5.37. Coefficients of Regression Analysis Between Satisfaction and Psychological Well-Being

Model	Unstandardized Coefficients		Std. Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.364	.136		2.666	.008		
Relatedness Satisfaction	.914	.209	.877	31.001	.001	1.000	1.000
2 (Constant)	.120	.139		.860	.391		
Relatedness Satisfaction	.601	.067	.576	8.945	.001	.177	5.643
Competence & Autonomy Satisfaction	.367	.071	.332	5.147	.001	.177	5.643

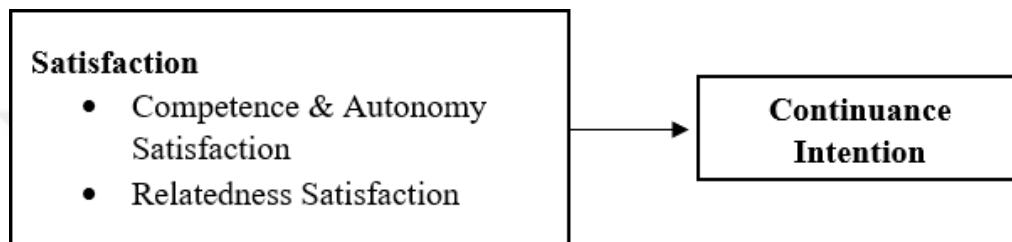
a. Dependent variable: Psychological well-being

In this model, psychological well-being is explained by relatedness satisfaction ($\beta=0.576$, $p<.001$) and competence & autonomy satisfaction ($\beta=0.332$, $p<.001$). Relatedness satisfaction makes more contributions to psychological well-being. Considering the hypotheses proposed in line with the model of this study, H9 (H9a and H9b) is supported according to the results.

5.4.10. Multiple Linear Regression Analysis of H10 (H10a and H10b)

A stepwise multiple linear regression analysis was conducted to analyze the relationship between satisfaction and continuance intention.

Figure 5.11. Multiple Linear Regression Model for H10



Satisfaction has an impact on continuance intention. The total explanatory power of the model was 73.2% ($R=0.857$; $R^2=0.732$; $F=397.664$, $p<.001$).

Table 5.38. Model Summary of Regression Analysis Between Satisfaction and Continuance Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.841a	.707	.706	.44630
2	.857b	.734	.732	.42583

a. Predictors: (Constant). Competence & autonomy satisfaction

b. Predictors: (Constant). Competence & autonomy satisfaction, relatedness satisfaction

c. Dependent variable: Continuance intention

Table 5.39. Anova Results of Regression Analysis Between Satisfaction and Continuance Intention

Model	Sum of Squares	df	Mean Square	F	Sig.
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1	Regression	138.880	1	138.880	697.236	.001b
	Residual	57.565	289	.199		
	Total	196.445	290			
2	Regression	144.221	2	72.110	397.664	.001c
	Residual	52.507	288	.181		
	Total	196.445	290			

a. Dependent variable: Continuance intention

b. Predictors: (Constant), Competence & autonomy satisfaction

c. Predictors: (Constant), Competence & autonomy satisfaction, relatedness satisfaction

The VIF values are 5.643, and the tolerance values are 0.177. There is no VIF value exceeding 10; the tolerance values are greater than 0.10, so it can be concluded that the collinearity among variables remains within a reasonable and acceptable range.

Table 5.40. Coefficients of Regression Analysis Between Satisfaction and Continuance Intention

Model	Unstandardized Coefficients		Std. Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.882	.145		6.086	.001		
Competence & Autonomy Satisfaction	.829	.031	.841	26.405	.001	1.000	1.000
2 (Constant)	.823	.139		5.928	.001		
Competence & Autonomy Satisfaction	.478	.071	.486	6.727	.001	.177	5.643
Relatedness Satisfaction	.363	.067	.392	5.427	.001	.177	5.643

a. Dependent variable: Continuance intention

In this model, continuance intention is explained by competence & autonomy satisfaction ($\beta=0.486$, $p<.001$) and relatedness satisfaction ($\beta=0.392$, $p<.001$). Competence and

autonomy satisfaction contributes more to continuance intention. Considering the hypotheses proposed in line with the model of this study, H10 (H10a and H10b) is supported according to the results.

5.4.11. Simple Linear Regression Analysis of H11

Simple linear regression analysis was applied to analyze the relationship between psychological well-being and continuance intention.

Figure 5.12. Simple Linear Regression Model for H11



Psychological well-being has an impact on continuance intention. The total explanatory power of the model was 67.3% ($R=0.820$; $R^2=0.673$; $F=593.867$, $p<.001$).

Table 5.41. Model Summary of Regression Analysis Between Psychological Well-Being and Continuance Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.820a	.673	.672	.47171

a. Predictors: (Constant), Psychological well-being

b. Dependent variable: Continuance intention

Table 5.42. Anova Results of Regression Analysis Between Psychological Well-Being and Continuance Intention

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	132.140	1	132.140	593.867	.001b
Residual	64.305	289	.223		
Total	196.445	290			

a. Dependent variable: Continuance intention

b. Predictors: (Constant), Psychological well-being

The VIF value and tolerance value are equal to 1.000. VIF value is below 10, and the tolerance value is above 0.10, so it can be concluded that the collinearity among variables remains within a reasonable and acceptable range.

Table 5.43. Coefficients of Regression Analysis Between Psychological Well-Being and Continuance Intention

Model	Unstandardized Coefficients		Std. Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.351	.138		9.788	.001		
Psychological well being	.730	.030	.820	24.369	.001	1.000	1.000

a. Dependent variable: Continuance intention

In this model, continuance intention is explained by psychological well-being ($\beta=0.820$, $p<.001$) supporting H11. It can be said that 67.3% of the variation in continuance intention can be defined by psychological well-being.

5.4.12. Simple Linear Regression Analysis of H12

Simple linear regression analysis was conducted to analyze the relationship between gamer identity and continuance intention.

Figure 5.13. Simple Linear Regression Model for H12



Gamer identity has an impact on continuance intention. The total explanatory power of the model was 64.8% ($R=0.805$; $R^2=0.648$; $F=532.412$, $p<.001$).

Table 5.44. Model Summary of Regression Analysis Between Gamer Identity and Continuance Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.805a	.648	.647	.48904

a. Predictors: (Constant), Gamer identity

b. Dependent variable: Continuance intention

Table 5.45. Anova Results of Regression Analysis Between Gamer Identity and Continuance Intention

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	127.329	1	127.329	532.412	.001b
Residual	69.116	289	.239		
Total	196.445	290			

a. Dependent variable: Continuance intention

b. Predictors: (Constant), Gamer identity

The VIF value and tolerance value are equal to 1.000. VIF value is below 10, and the tolerance value is above 0.10, so it can be concluded that the collinearity among variables remains within a reasonable and acceptable range.

Table 5.46. Coefficients of Regression Analysis Between Gamer Identity and Continuance Intention

Model	Unstandardized Coefficients		Std. Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.703	.131		13.021	.001		
Gamer Identity	.660	.029	.805	23.074	.001	1.000	1.000

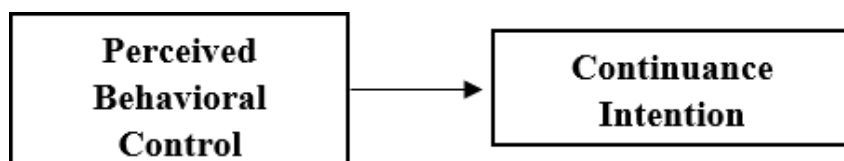
a. Dependent variable: Continuance intention

In this model, continuance intention is explained by gamer identity ($\beta=0.805$, $p<.001$) supporting H12. The above values show that 64.8% of the variation in continuance intention can be defined by gamer identity.

5.4.13. Simple Linear Regression Analysis of H13

Simple linear regression analysis was conducted to analyze the relationship between perceived behavioral control and continuance intention.

Figure 5.14. Simple Linear Regression Model for H13



Perceived behavioral control has an impact on continuance intention. The total explanatory power of the model was 72.6% ($R=0.852$; $R^2=0.726$; $F=766.632$, $p<.001$).

Table 5.47. Model Summary of Regression Analysis Between Perceived Behavioral Control and Continuance Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.852a	.726	.725	.43138

a. Predictors: (Constant), Perceived behavioral control

b. Dependent variable: Continuance intention

Table 5.48. Anova Results of Regression Analysis Between Perceived Behavioral Control and Continuance Intention

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	142.664	1	142.664	766.632	.001b
Residual	53.781	289	.186		
Total	196.445	290			

a. Dependent variable: Continuance intention

b. Predictors: (Constant), Perceived behavioral control

The VIF value and tolerance value are equal to 1.000. VIF value is below 10, and the tolerance value is above 0.10, so it can be concluded that the collinearity among variables remains within a reasonable and acceptable range.

Table 5.49. Coefficients of Regression Analysis Between Perceived Behavioral Control and Continuance Intention

Model	Unstandardized Coefficients		Std. Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.243	.161		1.511	.132		
Perceived behavioral control	.940	.034	.852	27.688	.001	1.000	1.000

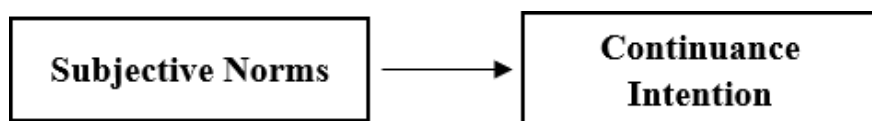
a. Dependent variable: Continuance intention

In this model, continuance intention is explained by perceived behavioral control ($\beta=0.852$, $p<.001$) supporting H13. It can be said that 72.6% of the variation in continuance intention can be defined by perceived behavioral control.

5.4.14. Simple Linear Regression Analysis of H14

Simple linear regression analysis was applied to analyze the relationship between subjective norms and continuance intention.

Figure 5.15. Simple Linear Regression Model for H14



Subjective norms have an impact on continuance intention. The total explanatory power of the model was 69.6% ($R=0.834$; $R^2=0.696$; $F=661.096$, $p<.001$).

Table 5.50. Model Summary of Regression Analysis Between Subjective Norms and Continuance Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.834a	.696	.695	.45471

a. Predictors: (Constant). Subjective norms

b. Dependent variable: Continuance intention

Table 5.51. Anova Results of Regression Analysis Between Subjective Norms and Continuance Intention

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	136.691	1	136.691	661.096	.001b
Residual	59.755	289	.207		
Total	196.445	290			

a. Dependent variable: Continuance intention

b. Predictors: (Constant). Subjective norms

The VIF value and tolerance value are equal to 1.000. VIF value is below 10, and the tolerance value is above 0.10, so it can be concluded that the collinearity among variables remains within a reasonable and acceptable range.

Table 5.52. Coefficients of Regression Analysis Between Subjective Norms and Continuance Intention

Model	Unstandardized Coefficients		Std. Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.604	.121		13.223	.001		
Subjective norms	.682	.027	.834	25.712	.001	1.000	1.000

a. Dependent variable: Continuance intention

In this model, Continuance intention is explained by subjective norms ($\beta=0.834$, $p<.001$) supporting H14. Metrics show that 69.6% of the variation in continuance intention can be defined by subjective norms.

5.5. Summary of Hypotheses Results

The accepted and rejected hypotheses are given in Table 5.53.

Table 5.53. Summary of Hypotheses Results

Hypotheses	Results
H1a: Digital game-related emotional involvement has a positive impact on gamers' attitudes toward digital games.	Rejected
H1b: Digital game-related enjoyment has a positive impact on gamers' attitudes toward digital games.	Accepted
H1c: Digital game-related arousal has a positive impact on gamers' attitudes toward digital games.	Rejected
H1d: Digital game-related sensory experience has a positive impact on gamers' attitudes toward digital games.	Accepted
H1e: Digital game-related role-projection has a positive impact on gamers' attitudes toward digital games.	Rejected
H2a: Digital game-related emotional involvement has a positive impact on gamers' competence and autonomy satisfaction.	Accepted
H2b: Digital game-related enjoyment has a positive impact on gamers' competence and autonomy satisfaction.	Accepted
H2c: Digital game-related arousal has a positive impact on gamers' competence and autonomy satisfaction.	Accepted
H2d: Digital game-related sensory experience has a positive impact on gamers' competence and autonomy satisfaction.	Accepted
H2e: Digital game-related role-projection has a positive impact on gamers' competence and autonomy satisfaction.	Rejected

H3a: Digital game-related emotional involvement has a positive impact on gamers' relatedness satisfaction.	Accepted
H3b: Digital game-related enjoyment has a positive impact on gamers' relatedness satisfaction.	Accepted
H3c: Digital game-related arousal has a positive impact on gamers' relatedness satisfaction.	Accepted
H3d: Digital game-related sensory experience has a positive impact on gamers' relatedness satisfaction.	Accepted
H3e: Digital game-related role-projection has a positive impact on gamers' relatedness satisfaction.	Accepted
H4a: Digital game-related emotional involvement has a positive impact on gamers' psychological well-being.	Accepted
H4b: Digital game-related enjoyment has a positive impact on gamers' psychological well-being.	Accepted
H4c: Digital game-related arousal has a positive impact on gamers' psychological well-being.	Rejected
H4d: Digital game-related sensory experience has a positive impact on gamers' psychological well-being.	Accepted
H4e: Digital game-related role-projection has a positive impact on gamers' psychological well-being.	Rejected
H5: Gamers' attitude toward digital games has a positive impact on gamers' competence and autonomy satisfaction.	Accepted
H6: Gamers' attitude toward digital games has a positive impact on gamers' relatedness satisfaction.	Accepted
H7: Gamers' attitude toward digital games has a positive impact on gamers' psychological well-being.	Accepted
H8: Gamers' attitude toward digital games has a positive impact on gamers' continuance intention to play digital games.	Accepted
H9a: Gamers' competence and autonomy satisfaction with digital games have a positive impact on psychological well-being.	Accepted

H9b: Gamers' relatedness satisfaction with digital games has a positive impact on psychological well-being.	Accepted
H10a: Gamers' competence and autonomy satisfaction with digital games has a positive impact on gamers' continuance intention to play digital games.	Accepted
H10b: Gamers' relatedness satisfaction with digital games has a positive impact on gamers' continuance intention to play digital games.	Accepted
H11: Psychological well-being has a positive impact on gamers' continuance intention to play digital games.	Accepted
H12: Gamer identity has a positive impact on gamers' continuance intention to play digital games.	Accepted
H13: Gamers' perceived behavioral game-related control has a positive impact on gamers' continuance intention to play digital games.	Accepted
H14: Subjective norm has a positive impact on gamers' continuance intention to play digital games.	Accepted

CONCLUSION

6.1. Conclusion

The main purpose of this study is to estimate the factors affecting the intention of individuals who play digital games to continue playing digital games. In this direction, the intention of individuals who play digital games to continue playing digital games was examined. In order to achieve this goal, 303 individuals who are interested in playing digital games were questioned through an online survey.

The data obtained from 303 gamers were analyzed through factor analysis, simple regression and multiple regression analyses using IBM SPSS 30.0. According to the outcomes of the analysis, all hypotheses except H1a (Digital game-related emotional involvement has a positive impact on gamers' attitudes toward digital games), H1c (Digital game-related arousal has a positive impact on gamers' attitudes toward digital games), H1e (Digital game-related role-projection has a positive impact on gamers' attitudes toward digital games), H2e (Digital game-related role-projection has a positive impact on gamers' competence and autonomy satisfaction), H4c (Digital game-related arousal has a positive impact on gamers' psychological well-being) and H4e (Digital game-related role-projection has a positive impact on gamers' psychological well-being) were accepted.

When the results are analyzed, attitude toward digital games has the highest positive impact on continuance intention with 0.872 Beta. This variable is followed by perceived behavioral control with 0.852 Beta, subjective norms with 0.834 Beta, psychological well-being with 0.820 Beta, gamer identity with 0.805 Beta, competence & autonomy satisfaction with 0.486 Beta and relatedness satisfaction with 0.392 Beta. Attitude toward digital games, which has the highest positive impact on continuance intention, is in line with Hollebeek et al. (2022).

Another important factor, perceived behavioral control, significantly positively influences the intention to continue playing digital games because it is known that an

individual's intentions are influenced by an individual's resources and abilities (Ajzen, 1991; Hollebeek et al., 2022). Subjective norms are also an important factor in continuing to play digital games because subjective norms positively affect the behavior of individuals, even in online environments (Hsu & Lu, 2004). Psychological well-being also has a significant positive impact on continuance intention because if the game meets basic needs, gamers enjoy this situation and psychological well-being increases. On the other hand, if the game does not fulfill basic needs and the gamer is disappointed, lower psychological well-being occurs (Przybylski & Weinstein, 2019), and these two situations have a significant impact on the motivation to continue playing digital games. Gamer identity also positively affects the intention to continue playing digital games. If a person calls himself/herself a gamer, it is likely that he/she will continue to play in order to maintain this character. According to Mishra et al. (2023), satisfaction is a driving force of people's intention to continue anything, and with the competence satisfaction that occurs when the gamer improves himself/herself in the game and moves to the next level, the motivation of the gamer to continue the game also occurs (Teng et al., 2022; 2024). Also, making their own decisions in the game can create a sense of enjoyment. Competence & autonomy satisfaction is also in line with the literature, and according to the analysis findings, it was found to positively affect the intention to continue playing digital games. According to Teng et al. (2024), gamers develop a sense of loyalty to the team by socializing in the game, and this affects their intention to continue the game. In the findings of the analysis, it was revealed that relatedness satisfaction has a positive effect on the intention to continue the game.

In this study, it was argued that hedonic consumption experience has a positive effect on attitude towards digital games, satisfaction (competence & autonomy satisfaction, relatedness satisfaction) and psychological well-being, and based on the findings, it positively affected the attitude towards digital games with 0.884 Beta, psychological well-being with 0.878 Beta, competence and autonomy satisfaction with 0.855 Beta and relatedness satisfaction with 0.855 Beta. When the sub-factors of hedonic consumption experience were analyzed, it was observed that emotional involvement ($p=.073$), arousal ($p=.154$) and role-projection ($p=.786$) had no effect on attitude towards digital games. Role-projection ($p=.213$) also had no effect on competence and autonomy satisfaction.

Finally, arousal ($p=.051$) and role-projection ($p=.971$) were found to have no affect on psychological well-being. In conclusion, hedonic consumption experience may positively affect individuals' attitudes towards gaming in different ways, contribute significantly to psychological well-being, either positively or negatively, and increase their satisfaction with gaming.

Moreover, in line with the findings, it was observed that attitude toward digital games positively affects competence and autonomy satisfaction with 0.830 Beta, psychological well-being with 0.807 Beta, and relatedness satisfaction with 0.797 Beta. Finally, satisfaction significantly positive influenced psychological well-being with 0.888 Beta. In conclusion, attitude toward digital games can positively affect the level of satisfaction towards the game and contribute to psychological well-being. Satisfaction towards the game may also positively affect psychological well-being.

6.2. Managerial Implications and Limitations

In light of the findings of the analysis, this study has important implications both theoretically and practically. From a theoretical perspective, this study offers a new perspective to the existing literature by addressing the factors affecting the intention to continue playing digital games from a broader framework. Although there are many studies on hedonic consumption experience, the findings of this study contribute to the literature by examining the main dimensions of hedonic consumption experience and examining its effects on attitude towards digital games, psychological well-being and different dimensions of satisfaction. Furthermore, this study reveals the significant effects of different sub-dimensions of satisfaction on psychological well-being and continuance intention. The examination of the effects of attitude toward digital games, psychological well-being, satisfaction, gamer identity, subjective norms, and perceived behavioral control on the intention to continue playing digital games has provided a deeper understanding of the subject.

In terms of managerial implications, game industry stakeholders and marketers should be aware of the need to prioritize the social, emotional and psychological needs of gamers.

In addition, the limited resources of the target audience should be taken into account, and the target audience should be well-defined for games that require high-cost hardware. Games are considered to be a good leisure activity, and individuals' intention to continue playing is influenced by being supported by others or being socialized in the game. Therefore, game industry stakeholders and marketers should emphasize elements that provide a sense of community for gamers.

This study has several limitations. The sample group consisted of gamers in Türkiye, and considering the country's economic conditions and the high costs of the equipment required for digital gaming, the results may differ when compared to data obtained from participants in other countries. Additionally, due to time constraints, the survey was conducted over a period of approximately two and a half months, resulting in a limited number of respondents and a small sample size.

For future research, the intention to continue playing digital games could be explored further by collecting data from larger samples and from digital gamers in countries with different economic conditions. With a larger sample size, the analysis results may vary, and more comprehensive insights into the sub-dimensions of hedonic consumption experience and satisfaction could be obtained.

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APPENDICES

Appendix A. Result of the Evaluation by the Ethics Committee

Result of the Evaluation by the Ethics Committee is available in the printed version of this dissertation.



Appendix B. The Questionnaire In Turkish

Sayın Katılımcı,

Bu anket, dijital oyunları oynamaya devam etme niyetini ve bu niyeti etkileyen faktörleri incelemek için hazırlanmıştır. Sorularda dijital oyunlar ile ilgili çeşitli konularda görüşleriniz sorulacaktır. Bazı sorular birbirine benzer ya da aynı görünebilir ancak her sorunun bir amacı bulunmaktadır. Soruların doğru veya yanlış cevapları yoktur. Bu çalışmaya katılımınız tamamen isteğe bağlıdır; katılmayabilirsiniz veya herhangi bir noktada bırakabilirsiniz. Bu anket kapsamında kişisel bilgileriniz talep edilmeyecektir. Cevaplarınız tamamen bilimsel amaçlarla kullanılacaktır. Anketin doldurulması yaklaşık 10 dakikanızı alacaktır. Sorularınız olursa adresinden anket sahibiyle temasa geçebilirsiniz.

Katılımınız için şimdiden teşekkür ederiz.

>Evet, 18 yaşından büyüğüm ve bu çalışmaya katılmayı onaylıyorum.

>Hayır, bu çalışmaya katılmak istemiyorum.

S1. Kaç yıldır oyun oynuyorsunuz?

>1 yıldan az

>1-3 yıl

>4-6 yıl

>7-9 yıl

>10 yıl ve üzeri

S2. Haftada ortalama kaç saat oyun oynarsınız?

>7 saatten az

>7-13 saat

>14-20 saat

>21-27 saat

>28 saat ve üzeri

S3. En çok hangi cihazdan oyun oynuyorsunuz?

>Bilgisayar

>Konsol

>Mobil

>VR (sanal gerçeklik)

>Diğer

1=Kesinlikle Katılmıyorum 5=Kesinlikle Katılıyorum

S4.	Dijital oyunlar oynamak beni gerçeklikten uzaklaştırıyor.	1	2	3	4	5
S5.	Dijital oyunlar oynamak beni sorunlardan ve baskılardan uzaklaştırıyor.	1	2	3	4	5
S6.	Dijital oyunlar oynamak, hoş olmayan ve endişe verici şeylerden kaçmama yardımcı oluyor.	1	2	3	4	5
S7.	Dijital oyunlar oynamak bana farklı bir gerçeklik dünyasındaymışım gibi hissettiriyor.	1	2	3	4	5
S8.	Dijital oyunlar oynamak hayallerimi inşa etmeme yardımcı oluyor.	1	2	3	4	5
S9.	Dijital oyunlar oynamak hayal gücümü harekete geçirmiyor.	1	2	3	4	5
S10.	Dijital oyunlar oynamak, hayaller kurmama yardımcı oluyor.	1	2	3	4	5
S11.	Dijital oyunlar oynamak gerçeklik hissini artırmama yardımcı oluyor.	1	2	3	4	5
S12.	Dijital oyunlar oynamak, belirli bir role bürünmeme olanak tanır.	1	2	3	4	5
S13.	Dijital oyunlar oynamak, belirli bir karaktere bürünmeme olanak tanır.	1	2	3	4	5
S14.	Dijital oyunlar oynamak, kendimi belirli bir göreve adayabilmemi sağlar.	1	2	3	4	5
S15.	Dijital oyunlar kendimi başkasının yerine koymama olanak tanır	1	2	3	4	5
S16.	Dijital oyunlar oynarken kendimi kaptırmış hissediyorum.	1	2	3	4	5
S17.	Dijital oyunlar oynarken, kendimi oynadığım oyunun bir parçası gibi hissediyorum.	1	2	3	4	5

S18.	Dijital oyunlar oynarken, oynadığım oyun hakkında derin duygular hissedirim.	1	2	3	4	5
S19.	Dijital oyunlar oynarken adeta oynadığım oyunun içine giriyorum.	1	2	3	4	5
S20.	Oyun oynama deneyimimi dijital oyunu oynamayı bitirdikten sonra dahi, bir süre daha sürdürebilirim.	1	2	3	4	5
S21.	Dijital oyunlar oynamak gerçekten eğlenceli değil.	1	2	3	4	5
S22.	Dijital oyunlar oynamak bana çok keyif veriyor.	1	2	3	4	5
S23.	Dijital oyunlar oynamak keyifli.	1	2	3	4	5
S24.	Dijital oyunlar oynamaktan keyif alıyorum.	1	2	3	4	5
S25.	Dijital oyunlar oynamak beni canlandırıyor.	1	2	3	4	5
S26.	Dijital oyunlar oynamak beni heyecanlandırmıyor.	1	2	3	4	5
S27.	Dijital oyunlar oynamak bana ilham veriyor.	1	2	3	4	5
S28.	Dijital oyunlar beni tamamen uyanık yapıyor.	1	2	3	4	5
S29.	Dijital oyunlar oynamak beni motive ediyor.	1	2	3	4	5
S30.	Dijital oyunlar oynamak fiziksel hareketlerimi etkiliyor.	1	2	3	4	5
S31.	Dijital oyunlarda gerçekleşen belirli durumlara tepki olarak ani hareketlere vücudum uyum sağlar (örneğin, oyunda işaret ettiğim silahın yönüne doğru elimi hareket ettirmeye çalışmak vb.).	1	2	3	4	5
S32.	Video oyunu konsolları (joystick, joy-pad ve diğer aksesuarlar) bana oyunun fiziksel deneyimini hissettiriyor.	1	2	3	4	5
S33.	Dijital oyunlardaki müzikler duygularımı tetikliyor ve ben de buna göre tepki veriyorum (örneğin agresif müzikle agresif oynuyorum, yumuşak müzikle sakin oynuyorum ve korku müziğine korku ile tepki veriyorum vb.)	1	2	3	4	5
S34.	Bazı dijital oyunların doğal güzelliği estetik açıdan beni çekiyor.	1	2	3	4	5
S35.	Bazı dijital oyunların görselleri benim benzersiz ve farklı yapılara, şekillere ve tasarımlara olan açlığımı tatmin ediyor.	1	2	3	4	5
S36.	Dijital oyunlar oynamanın bana iyi geldiğini düşünüyorum.	1	2	3	4	5
S37.	Dijital oyun oynamanın iyi bir boş zaman aktivitesi olduğunu düşünüyorum.	1	2	3	4	5
S38.	Dijital oyun oynama konusunda pozitif bir bakışa sahibim.	1	2	3	4	5
S39.	Dijital oyun oynarken işleri iyi yapabileceğime dair kendime güveniyorum.	1	2	3	4	5

S40.	Dijital oyun oynarken yaptığım şeyde kendimi yetkin hissediyorum.	1	2	3	4	5
S41.	Dijital oyun oynarken hedeflerime ulaşmak için yetkin hissediyorum.	1	2	3	4	5
S42.	Dijital oyun oynarken zor görevleri başarıyla tamamlayabileceğimi hissediyorum.	1	2	3	4	5
S43.	Dijital oyun oynarken üstlendiğim işlerde bir seçim ve özgürlük hissediyorum.	1	2	3	4	5
S44.	Dijital oyun oynarken kararlarımın gerçekten ne istediğimi yansıttığını hissediyorum.	1	2	3	4	5
S45.	Dijital oyun oynarken seçimlerimin gerçekte kim olduğumu yansıttığını hissediyorum.	1	2	3	4	5
S46.	Dijital oyun oynarken gerçekten ilgimi çeken şeyi yaptığımı hissediyorum.	1	2	3	4	5
S47.	Dijital oyun oynarken önemsedğim insanların da beni önemsedğini hissediyorum.	1	2	3	4	5
S48.	Dijital oyun oynarken beni önemseyen ve benim de önemsedğim insanlarla bağ kurduğumu hissediyorum.	1	2	3	4	5
S49.	Dijital oyun oynarken benim için önemli olan diğer insanlara yakın ve bağlı hissediyorum.	1	2	3	4	5
S50.	Dijital oyun oynarken birlikte vakit geçirdiğim insanlarla sıcak bir his yaşıyorum.	1	2	3	4	5
S51.	Dijital oyunlar oynamak genel ihtiyaçlarımı karşılıyor.	1	2	3	4	5
S52.	Dijital oyun oynamak benim sosyal sağlığımda önemli bir role sahip.	1	2	3	4	5
S53.	Dijital oyunlar oynamak boş zamanlarımda kendimi iyi hissetmemde çok önemli bir rol oynuyor.	1	2	3	4	5
S54.	Oyunla ilgili çok sayıda hedefim var.	1	2	3	4	5
S55.	Oyun oynamak, benlik kavramım için merkezi bir faktördür.	1	2	3	4	5
S56.	Benim için, oyuncu olmak, oyun oynamaktan daha fazlasını ifade ediyor.	1	2	3	4	5
S57.	Oyun oynamak sık sık düşündüğüm bir şey.	1	2	3	4	5
S58.	Oyuncu olmaktan gurur duyuyorum.	1	2	3	4	5
S59.	Oyunda bana yardımcı olacak şeyleri yapıyorum.	1	2	3	4	5
S60.	Oyun oynarken başkalarıyla konuşmamı sağlayan topluluklarda yer alıyorum.	1	2	3	4	5
S61.	Oyuncu topluluğuyla güçlü bir bağ hissediyorum.	1	2	3	4	5
S62.	Bir oyuncu topluluğunun aktif bir üyesiyim.	1	2	3	4	5

S63.	Benim için önemli olan insanlar dijital oyunlar oynamamı destekliyor.	1	2	3	4	5
S64.	Davranışlarımda etki sahibi kişiler benim başka aktiviteler yerine dijital oyunlar oynamamı istediler.	1	2	3	4	5
S65.	Benim için önemli olan çoğu insan, dijital oyunlar oynamanın akıllıca bir fikir olduğunu düşünür.	1	2	3	4	5
S66.	Dijital oyun oynayabilecek bilgiye sahibim.	1	2	3	4	5
S67.	Dijital oyun oynamak için gerekli kaynaklara sahibim.	1	2	3	4	5
S68.	Dijital oyunları oynama yeteneğim var.	1	2	3	4	5
S69.	Gelecekte dijital oyunlar oynamaya devam etme niyetindeyim.	1	2	3	4	5
S70.	Şu anda olduğu gibi düzenli olarak dijital oyunlar oynamaya devam edeceğim.	1	2	3	4	5
S71.	İlerleyen zamanlarda da mümkün olduğunca dijital oyunlar oynamaya devam edeceğim.	1	2	3	4	5

S72. Cinsiyetiniz

>Kadın

>Erkek

>Belirtmek istemiyorum

S73. Yaşınız

>18-23

>24-29

>30-35

>36-41

>42 ve üzeri

S74. En son mezun olduğunuz/bitirdiğiniz okul

>İlkokul

>Ortaokul

>Lise

>Üniversite

>Yüksek Lisans

>Doktora

S75. Aylık kişisel net geliriniz

>17.000 TL'den az

>17.000 TL- 34.999 TL

>35.000 TL- 59.999 TL

>60.000 TL ve üzeri

