

Effect of Mobile Commerce Interaction Characteristics on Game Advertising Effect and Game Re-purchase Intent

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Received: April 9, 2020

Accepted: May 9, 2020

Online Published: May 23, 2020

doi:10.5430/rwe.v11n2p59

URL: <https://doi.org/10.5430/rwe.v11n2p59>

Abstract

Background/Objectives: This study is to present marketing strategies and implications for mobile game companies' intention to buy games again.

Methods/Statistical analysis: The questionnaire was distributed to then collected from 260 people who enjoyed playing games. The collected data verified the suitability of the structural equation model and the causal relationship to each concept.

Findings: First, mobile game companies should try to use websites or famous websites to provide information about their own products and utilise trusted models and formulate advertisement copies, in order to build trust on their games and incidental products.

Second mobile game companies will have to strive to show consistency between product advertising and the community through continuous management and providing information.

Third, mobile game companies will have to restructure their homepage to focus on user-oriented design, and further care about the convenience of connecting to their homepage and the convenience of searching for information in famous sites (considering the location of banner ads) even among popular sites that game users often use.

Fourth, mobile game companies will have to pay close attention to the trust and acceptance of advertising by paying attention to their promises with users, continuous website updates, swift Q&A activities, and the consistency between advertising and products.

Finally, mobile game companies should spread information such as, gameplays, game item and character introduction, and create videos and programs that gamers would like to interact with in order to expose their websites and information on famous websites.

Improvements/Applications: Companies that develop and sell games are analysing the characteristics of people who intend to repurchase games, which shows suitable direction of marketing strategies for sustainable management in the mobile game market.

Keywords: mobile, user, message, web site, game repurchase intention

1. Introduction

Mobile commerce was first used in Finland in 1997 by Coca-Cola in which SMS messages was used as a payment method for vending machines, and Emrita Bank also started banking services around the same time. The term mobile commerce was first used by Kevin Duffy at the 1997 Global Mobile Commerce Forum. Mobile commerce can be defined as any service that utilises mobile device services for electronic commerce or any commercial transaction that takes place over the wireless network (Kleijnen et al., 2007). Previously, viewing contents, purchasing products, and organizing marketing were all supervised in different areas. Currently, however, distribution and marketing activities have merged since the touch point of mobiles. The e-commerce market in South Korea is growing rapidly each year. The mobile commerce market, especially, surpassed the 100 trillion won mark in 2019 from 91 trillion won in 2018 (Lee, 2019).

According to the Ministry of Culture, Sports and Tourism's "2018 Korea Game White Paper." Domestic sales of PC online games reached 4.5 trillion won in 2017, falling behind mobile games, which recorded 6.2 trillion won. However, it is analysed that, all the game companies which supported the mobile games are turning their eyes back to the PC sector and this is relevant to the ever intensifying market situation. In the meanwhile, it is not easy to maintain the top spot in sales even if mobile games are made with IPs purchased with a reasonable royalty. Moreover, fees for platform operators such as Google and Apple, has also reached 30 percent, therefore operating profit ratio did not increase even if sales increased. Instead of this highly competitive mobile phone branch, they are trying to find answers online, an area they have done well from the beginning (Moon, 2020).

Despite such changes in the environment, there is still a lack of research on gamers who has repurchase intents. In other words, there is a lack of research on gamers' needs.

In consideration of all these, the objectives of the study are as follows:

First, we want to study the impact of mobile commerce interactions on game re-buying through game advertising effects.

Second, we want to conduct a empirical analysis based on the research results.

Finally, through the results presented, we would like to present marketing strategies and implications regarding the mobile game company's intention to buy back games.

2. Theoretical Considerations

2.1 User

In relation to the act on promotion of information and communications network utilisation and information protection, a user is referred as, people who use the telecommunication services provided by telecommunication service providers (Daum, 2020). In addition, personal characteristics of users can include consumer sensitivity, interest, innovation, self-efficiency, and user experience (Kwon et al., 2011).

2.2 Message

Mobile message service can be used as a medium to express oneself, form an identity you want, and create and maintain interpersonal relationships (Walther, 1996). Efforts are needed to enhance the interactivity of mobile messenger services to meet the needs of mobile users and, in turn, allow them to immerse themselves in mobile message services (Park, 2010).

2.3 Web Site

Consumers are relying more on their websites as the Internet has become more common and business-to-business activities are becoming more Internet-based (Xu and Choi, 2018). In e-commerce, the satisfaction and trust between the two can be strengthened by providing a website for the users and demonstrating quality service (Vilpponen-Salmela and Saarela, 2006).

2.4 Advertisement Trust

Trust has the effect of reducing the complexity of the consumer decision-making process, and especially in e-commerce, the importance of trust as a relationship quality component was emphasised (Gefen, 2003). Mobile users open mobile ads through curiosity, and then decide whether or not to access the mobile campaign site. These decisions will be based on basic advertising trust (Cha, 2015).

From this point of view, the following hypotheses were established.

H1: Users will have a (+) effect on Advertisement trust.

H4: Message will have a (+) effect on Advertisement trust.

H6: Websites will have a (+) effect on Advertisement trust.

2.5 Advertisement Acceptance

Advertising is an intentional activity with the purpose of selling and to spread information about products to consumers through various media. Acceptance is defined as accepting these things (Daum, 2020). Consumers are not immediately receptive to product descriptions and information of advertisements, but receptive to elements that arise from the process of encountering the advertisements or to their own ideas and thoughts (Ma, 2016).

From this point of view, the following hypotheses were established.

H2: Users will have a (+) effect on Advertisement acceptance.

H5: Message will have a (+) effect on Advertisement acceptance.

H8: Advertisement trust will have a (+) effect on Advertisement acceptance.

2.6 Advertisement Attitude

Attitudes towards certain objects are defined by personal internal assessments based on his or her own beliefs. In other words, trust is created by advertisement attitude (Fishbein and Ajzen, 1975). In general, the overall attitude formed through advertisements influences consumer behavior, and forming a positive attitude through advertising will make it more accommodative, and advertisements that provide the information they desire, and are more interesting, or favourable are better remembered and are more persuasive (Lutz, 1985).

From this point of view, the following hypotheses were established.

H3: Users will have a (+) effect on Advertisement attitude.

H9: Advertisement acceptance will have a (+) effect on Advertisement attitude.

2.7 Game Repurchase Intention

When online consumers experience the trend, they become more satisfied with the game, their attachment to the game increases brand identification and their intention to buy again (Jeong et al., 2006). In addition, there can be greater appeal to gamers who take interest in certain games, and this level of satisfaction can affect the repurchasing activity (Shouten and McAlexander, 1995).

From this point of view, the following hypotheses were established.

H7: Websites will have a (+) effect on Game repurchase intention.

H10: Advertisement attitude will have a (+) effect on Game repurchase intention.

H11: Users will have a (+) effect on Game repurchase intention.

3. Research Design

3.1 Research Model

The study model for this study is as shown in [Figure 1].

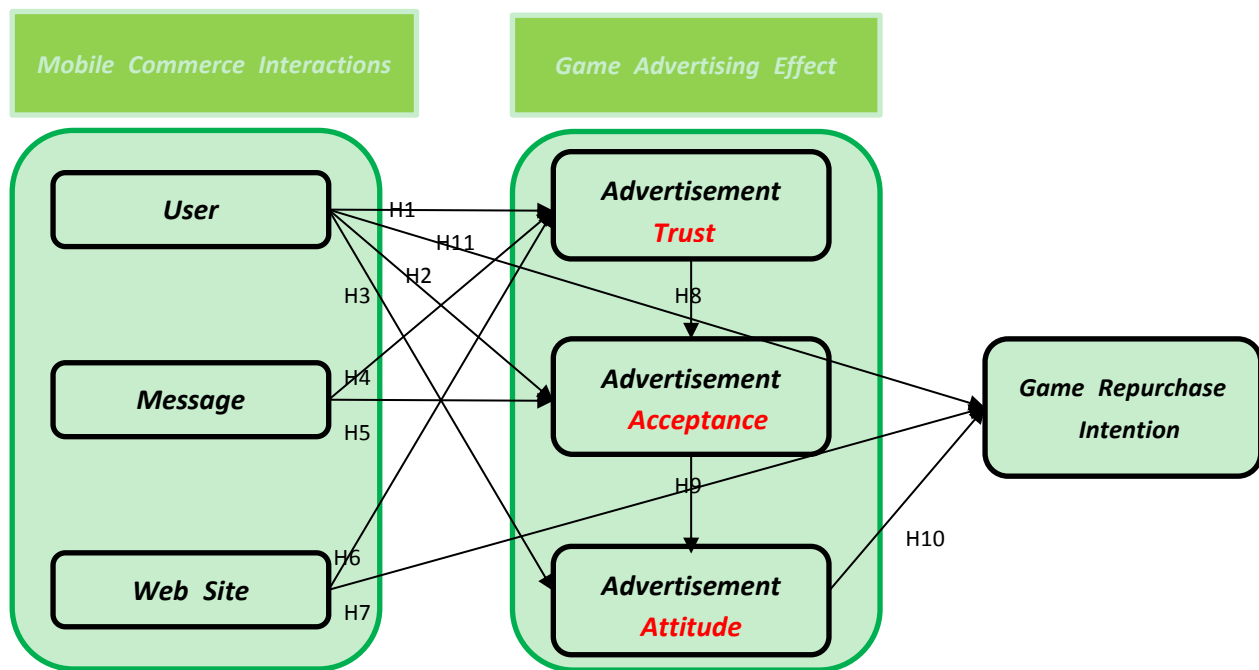


Figure 1. Hypothetical mode

3.2 Operational Definition and Measurement

In this study, operational definitions were constructed based on the following prior studies to measure users, messages, websites, Advertisement trust, Advertisement acceptance, Advertisement attitude, and Intention to buy back the game.

Kwon HI et al (2011) is for users, Park SH (2010) for messages, Xu JI et al for Web site (2018), Cha YR (2015) for Advertisement trust, Ma TD (2016) for Advertisement acceptance, Kim SO (2014) for Advertisement attitude, Jung SM et al (2006) for Game Repurchase Intent and finally for general information, refer to the study in Lee JS and Oh JR (2019) to modify and supplement the questions.

For each question 5 point criterion was used. 'not at all' as 1 point, 'not so much' as 2 points, 'average' as 3 points, 'much so' as 4 points and 'very much so' as 5 points.

3.3 Data Collection and Analysis

For the data collection and analysis method, judgment sampling which is one the non-probability sampling method was used to investigate. Therefore, the following subject has played games in the past but currently aren't playing, or they have started playing games in the last 6 months.

The preliminary investigation was conducted for 9 days, from January 2 to January 10 2020, with 30 copies distributed and 30 copies collected. Based on the collected questionnaire, the questionnaire was modified to reflect the unnatural aspects of reliability and feasibility tests and responses.

This survey was conducted for 17 days, from 15 January 2020 to 31 January, and 300 copies were distributed and 278 copies were subsequently collected. A total of 260 copies of the questionnaire were used in this study, excluding insincere questionnaires. The effective samples collected were verified by the Cronbach's α factor, and the validity was verified using a confirmed factor analysis to secure the internal feasibility of judgement and convergence validity.

In addition, frequency analysis was used for the general characteristics of those surveyed. The adequacy of the structured model and the causality of each concept were then verified.

4. Empirical Analysis

4.1 General Characteristics of Survey Subjects

The general characteristics of the subject are as shown in [Table 1].

For the survey subject's gender, women showed twice the response rate of men, and ages 20-49 were the main range, with ages 40-49 were the mode with 26.5%. Four-year college graduates was the most frequent final level of education with 38.1 percent, while etc. was the highest for jobs with 23.5%. For monthly income, below 2-3 million won was the most common with 42.3% and while 60.8% were married.

Table 1. General characteristics of participants

Category	Division	Frequency (Number of people)	%
Sex	Male	92	35.4
	Female	168	64.6
Age	Under 20	24	9.2
	Over 20 ~ under 29	65	25.0
	Over 30 ~ under 39	67	25.8
	Over 40 ~ under 49	69	26.5
	Over 50	35	13.5
Educational background	Below middle school graduation	0	0.0
	High school graduation	70	26.9
	2-year university graduation	85	32.7
	4-year university graduation	99	38.1
	Graduate M.A and above	6	2.3

	Student	0	0.0
Job	A productive position	30	11.5
	A public officer	22	8.5
	A clerk for a firm	51	19.6
	Self-employment	32	12.3
	A professional career	42	16.2
	Service industry	22	8.5
	Etc	61	23.5
Income	Less than 1,000,000 won	38	14.6
	1,000,000 won ~ Less than 2,000,000 won	84	32.3
	2,000,000 won ~ Less than 3,000,000 won	110	42.3
	3,000,000 won ~ Less than 4,000,000 won	24	9.2
	More than 4,000,000 won	4	1.5
Marriage status	Yes	158	60.8
	No	102	39.2

4.2 Variables and Reliability and Validity Verification

Prior to the empirical analysis, the reliability and feasibility of the data used in this study were verified. Reliability and feasibility were measured through the Cronbach's Alpha coefficients and exploratory factor analyses of the measured items.

Using the standard that Cronbach's Alpha coefficient of 0.6 or higher is recognized to be reliable (Challagalla and Shervani, 1996) as a reference, the metrics used in this study were 0.929, showing a satisfactory level of reliability as shown in [Table 2]. A confirmed factor analysis was performed to analyse the validity of the constitutive concepts.

Table 2. Reliability and validity checks

Constructs	Question	Std. Loadings	Error Variance	t-value	p-value	Cronbach's Alpha	CR	AVE
User	User 1	.923	.079	21.093	***(.001)	.922	0.951	0.907
	User 2	.921	.095	-	-	.923		
Message	Message 1	.879	.080	17.849	***(.001)	.926	0.969	0.939
	Message 2	.957	.029	-	-	.925		
Web Site	Web Site 1	.783	.145	15.428	***(.001)	.929	0.983	0.967
	Web Site 2	1.077	-.084	-	-	.924		
Advertisement trust	Advertisement trust 1	.957	.041	19.070	***(.001)	.923	0.951	0.907
	Advertisement trust 2	.881	.132	-	-	.924		
Advertisement acceptance	Advertisement acceptance 1	.836	.154	17.075	***(.001)	.922	0.947	0.856
	Advertisement acceptance 2	.913	.093	19.683	***(.001)	.921		
	Advertisement acceptance 3	.860	.135	-	-	.922		
Advertisement	Advertisement attitude 1	.966	.037	26.51	***(.001)	.920	0.974	0.949

attitude				3	1)			
	Advertisement attitude 2	.928	.060	-	-	.922		
Game Repurchase Intention	Game Repurchase Intention1	.907	.112	18.34	***(.005)	.932		
	Game Repurchase Intention2	.998	.002	-	-	.930	0.970	0.941

***p<0.01

Verification factor analysis is the analysis of the measurement model to verify the concentration validity and discriminant validity of the component concepts. The concept validity of the component concepts used in this study was found to be sufficient as shown in [Table 2] regarding that, if the factor loadings are greater than 0.4%, it is considered that there is a high correlation between the factor and configuration variable (Bagozzi and Yi, 1998; Challagalla and Shervani, 1996; Singh and Rhoads, 1991).

Table 3. Correlation of matrix

Variable	User	Message	Web Site	Advertisement trust	Advertisement acceptance	Advertisement attitude	Game Repurchase Intention
User	1						
Message	.538* (.032)	1					
Web Site	.559* (.040)	.538* (.030)	1				
Advertisement trust	.614* (.041)	.465* (.029)	.540* (.038)	1			
Advertisement acceptance	.617* (.037)	.624* (.028)	.535* (.034)	.649* (.036)	1		
Advertisement attitude	.640* (.036)	.529* (.026)	.497* (.032)	.678* (.035)	.765* (.033)	1	
Game Repurchase Intention	.431* (.039)	.234* (.028)	.090 (.033)	.348* (.036)	.373* (.033)	.428* (.032)	1

Notice) *p<.01

Notice) **p<.05

Notice) () Estimate Value Meaning

After a positive factor analysis, correlation analysis was performed as shown in [Table 3] to examine the direction and relationship of the variables used in this study. Overall, it has been shown that there is a significant relationship between variables.

4.3 Model Analysis and Hypothesis Testing

4.3.1 Structural Equation Model and Path Coefficient

In order to analyze the structural equation model, we set User, Message and Web Site as potential external variables, and we set the Advertisement trust, Advertisement acceptance and the Advertisement attitude as endogenous variable that acts as mediating role, and game repurchase intention as an endogenous variable.

The overall fit index of the model presented in this study was [Figure 2] $\chi^2=227.839$, d.f=76, p=.000, $\chi^2/d.f=2.998$, RMR=.022, RMSEA=.088, GFI=.907, AGFI=.854, PGFI=.575, NFI=.939, RFI=.916, IFI=.959, TLI=.943, CFI=.958, and it was satisfactory when compared to the reference value. In other words, $\chi^2/d.f$ is less than 3 in appropriacy,

and GFI, NFI, RFI, IFI, TLI, and CFI are larger than 0.9 and RMR is lower than 0.05 therefore, overall we can consider this model to be reasonable to use it for the study.

4.3.2 Verification of Research Hypothesis

The results of the verification of the total 11 hypotheses set by users, messages, websites, ad trust, ad acceptance, ad attitude, and structural relationships of Game repurchase intention are as shown in [Table 4]. During the entire study theory, the p-value value was lower than 0.05, and nine hypotheses were adopted with the t-value value as the definition value. The detailed results of the study theory verification are as follows.

User and advertising trust ($\beta=.43$, $t=6.138$, $p=.000$), Advertisement acceptance ($\beta=.20$, $t=2.875$, $p=.004$), Advertisement attitude ($\beta=.27$, $t=4.542$, $p=.000$), Game repurchase intention ($\beta=.37$, $t=4.477$, $p=.000$) are all statistically in a (+) relation therefore assumptions 1, 2, 3, and 11 were chosen. These analysis results show that game users take this information as information that they share and feel familiar with because they believe in advertising products and information in mobile commerce. Moreover, one finds advertisements memorable in the long run due to fact that one believes that ads are beneficial to both companies and users. For this reason, users can see that advertising makes them want to buy products, and that the products in the ads are judged to be of good quality. And because we feel friendly with people around us and share information with each other due to mobile commerce, we can see that exposure to new game information gives us the desire to buy and use games.

Message and Advertisement trust ($\beta=.10$, $t=1.452$, $p=.147$) were shown to be at a statistically insignificant state therefore hypothesis 4 was rejected. However, ad acceptance ($\beta=.35$, $t=5.693$, $p=.000$) was found to be a statistically significant (+) relation thus hypothesis 5 was adopted. These analysis results show that game users have difficulty believing in information about the product advertised in the advertisement because they often talk to users around them and form relationships, etc. through messaging services. However, as game users frequently talk about advertisements, they can see a positive valuation forming about the company and advertisements are becoming more memorable in the long term therefore, in an advertising aspect it can be considered positive.

Websites and advertising trust ($\beta=.25$, $t=4.041$, $p=.000$) is shown to have a statistically significant (+) relationship, thus hypothesis 6 has been adopted. However, hypothesis 7 was rejected as it was regarded as statistically insignificant (-) relationship with game repurchase intention. These analysis results show that game users can easily access the website and trust the products and information advertised when the site is designed to appeal to users. However, even if the website has good structure and is attractive, users can see that game repurchase (reusing) intention is not occurring.

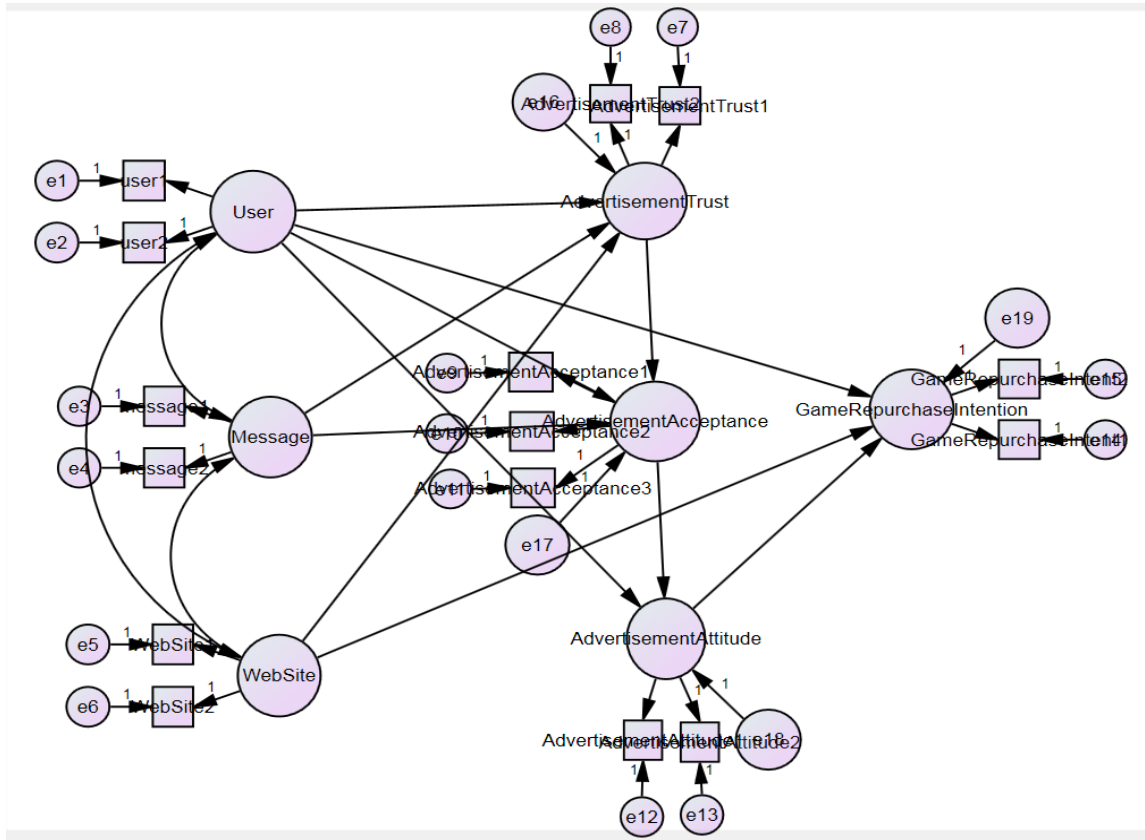


Figure 2. Path coefficients of model

Advertisement trust and Advertisement acceptance ($\beta=.38, t=5.807, p=.000$) is regarded as statistically significant (+) relationship therefore hypothesis 8 was chosen. These analysis results show that game users remember advertising for a long time and feel the effectiveness of information because users believe in the product or information that is advertised.

Advertisement acceptance and Advertisement attitude ($\beta=.61, t=9.461, p=.000$) appears as statistically significant (+) relationship hence hypothesis 9 was adopted. This analysis shows that game users who are exposed to advertising due to the effectiveness and long memory of information have a desire to buy and use the advertised product as a they believe the product to be of good quality.

Finally, advertising attitude and intent to Game repurchase intention ($\beta=.33, t=4.395, p=.000$) appears as statistically significant (+) relationship, so hypothesis 10 has been adopted. These analysis results show that game users who are frequently exposed to advertisements are naturally willing to buy (reuse) the game again as they have judged to the products to be of quality.

Table 4. Results of hypothetical path model

Hypothesis	Path	Path coefficient	Estimate	Standardized Estimate	t-value	p-value	Supported
H1	User → Advertisement trust (+)	.43	.403	.435	6.138	***	Accepted
H2	User → Advertisement acceptance (+)	.20	.168	.198	2.875	.004	Accepted
H3	User → Advertisement attitude (+)	.27	.225	.269	4.542	***	Accepted
H4	Message → Advertisement trust (+)	.10	.114	.095	1.452	.147	Rejected
H5	Message → Advertisement acceptance (+)	.35	.379	.346	5.693	***	Accepted

H6	Web Site → Advertisement trust (+)	.25	.215	.247	4.041	***	Accepted
H7	Web Site → Game Repurchase Intention (+)	-.28	-.274	-.281	-4.517	***	Rejected
H8	Advertisement trust → Advertisement acceptance (+)	.38	.349	.381	5.807	***	Accepted
H9	Advertisement acceptance → Advertisement attitude (+)	.61	.597	.608	9.461	***	Accepted
H10	Advertisement attitude → Game Repurchase Intention (+)	.33	.409	.329	4.395	***	Accepted
H11	User → Game Repurchase Intention (+)	.37	.385	.371	4.477	***	Accepted

***p<.01

5. Conclusion

This study sought to identify the impact of users, messages, websites, ad trust, ad acceptance, and advertising attitudes on the intention of game repurchase intention, and to present marketing strategies and implications for mobile game companies' intention to buy games again. Therefore, the implications of this study are as follows.

First, users were found to have a significant impact on advertising trust, ad acceptance, ad attitude, and intent to game repurchase intention. Therefore, mobile game companies should try to use websites or famous websites to provide information about their own products and utilise trusted models and formulate advertisement copies, in order to build trust on their games and incidental products. In addition, the information provided should be described as logical developments, and furthermore, advertising should be approached rationally. Through this, one should increase repurchase intention with positive communication and uses between the users.

Second, while messages did not have a significant impact on advertising trust, it was shown that it had a significant impact on ad acceptance. Therefore mobile game companies will have to strive to show consistency between product advertising and the community through continuous management (such as providing community space) and providing information (providing issues about the products).

Third, websites have shown significant impact on advertising trust, but not significant impact on game repurchase intention. Therefore, mobile game companies will have to restructure their homepage to focus on user-oriented design, and further care about the convenience of connecting to their homepage and the convenience of searching for information in famous sites (considering the location of banner ads) even among popular sites that game users often use.

Fourth, Advertising trust has shown a significant effect on ad Advertising acceptance. Therefore, mobile game companies will have to pay close attention to the trust and acceptance of advertising by paying attention to their promises with users, continuous website updates, swift Q&A activities, and the consistency between advertising and products.

Fifth, Advertising acceptance was shown to have a significant effect on advertising attitudes. Therefore, mobile game companies should expose their websites and famous sites consistently through advertisements, promotions and sales promotion activities through this they should pay more attention to advertisement copies, logos, characters and jingles to increase advertisement comprehensibility.

Finally, advertising attitudes have a significant effect on the intention of game repurchase intention. Therefore, mobile game companies should spread information such as, gameplays, game item and character introduction, and create videos and programs that gamers would like to interact with in order to expose their websites and information on famous websites.

Although the study has made great efforts to present meaningful results and implications, there are also problems to be solved in the future.

First, it is judged that the survey subjects used in this study may be too difficult to generalise the results of the study because the study was conducted on users who only played games in the past and users who have been playing for less than six months. Therefore, it is deemed necessary to conduct various research by categorising how long the users have been playing games for and separating by genre in the future.

Second, it is judged that advertising reliability will vary depending on the type of messages used by game users and demographic characteristics. Therefore, in the future, it is necessary to study the relationship to advertising reliability by categorizing the structure of the message, the content of the advertisement, and the demographic.

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