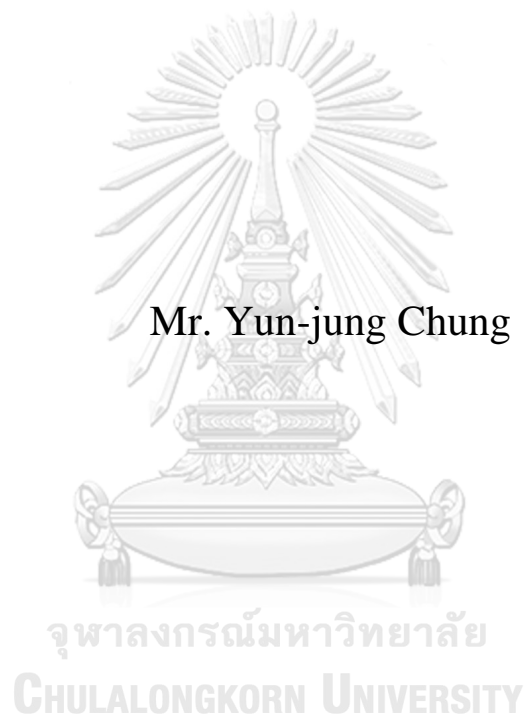


CONSUMER’S MEDIA EXPOSURE, MOTIVATION, AND
ENGAGEMENT ON “CALL ME EMPEROR” MOBILE
GAME



An Independent Study Submitted in Partial Fulfillment of the
Requirements
for the Degree of Master of Arts (Communication Arts) in Strategic
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Common Course
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การเปิดรับสื่อ แรงจูงใจและความผูกพันของผู้บริโภคต่อเกมโทรศัพท์มือถือ "คอล มิ เอ็มเพอ
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AND ENGAGEMENT ON “CALL ME EMPEROR”
MOBILE GAME
By Mr. Yun-jung Chung
Field of Study Strategic Communication Management
Thesis Advisor Associate Professor Dr. WORAWAN
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Accepted by the FACULTY OF COMMUNICATION ARTS,
Chulalongkorn University in Partial Fulfillment of the Requirement for the Master of
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จุฬาลงกรณ์มหาวิทยาลัย
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หยุน ลง จง : การเปิดรับสื่อ แรงจูงใจและความผูกพันของผู้บริโภคต่อเกมโทรศัพท์มือถือ "คอล เม เอ็มเพอเรอร์". (CONSUMER'S MEDIA EXPOSURE, MOTIVATION, AND ENGAGEMENT ON "CALL ME EMPEROR" MOBILE GAME) อ.ที่ปรึกษา
หลัก : รศ. ดร.วราวรรณ องค์กรุฑรศึกษา

การวิจัยนี้มีวัตถุประสงค์เพื่อสำรวจความคิดเห็น ความผูกพัน และแรงจูงใจของเพจเฟซบุ๊กออฟฟิเชียลเกม เรียกว่าอ่องเต้ โดยให้ความสำคัญกับการเปิดรับสื่อและความผูกพันระหว่างผู้เล่นกับเพจเรียกว่าอ่องเต้ รวมไปถึงการค้นหาความสัมพันธ์ระหว่างการมีส่วนร่วมของผู้เล่นและแรงจูงใจในการเล่นเกมนี การวิจัยนี้ใช้วิธีการเชิงปริมาณ โดยรวบรวมข้อมูลผ่านแบบสอบถามออนไลน์จากผู้เล่นเกม เรียกว่าอ่องเต้ ฉบับแปลภาษาไทยจากกลุ่มตัวอย่างจำนวนทั้งหมด 200 คน ตั้งแต่ อายุ 18-50 ปี

ผลการวิจัยพบว่าจากผู้กรอกแบบสอบถามทั้งหมด 200 คน ผู้เล่นเห็นโพสต์จากเพจในเชิงประสมการณ์บ้อยที่สุดตามด้วย โพสต์จากกลุ่มออนไลน์ต่าง ผู้เล่นส่วนใหญ่มีความเต็มใจที่จะมีส่วนร่วมกับการเพจมากขึ้นหากมีกิจกรรมมาขับเคลื่อนพฤติกรรม และจะมีแรงจูงใจในการเล่นมากขึ้นหากมีกิจกรรมที่สามารถผูกความสัมพันธ์กับผู้เล่นคนอื่นได้ การวิจัยนี้ยังเผยให้เห็นว่ามีความสัมพันธ์เชิงบวกระหว่างการเปิดรับสื่อและการมีความผูกพันของผู้เล่น นอกจากนี้ยังมีความสัมพันธ์ในเชิงบวกระหว่างความผูกพันของผู้เล่นและแรงจูงใจในการเล่น โดยรวมแล้วสามารถสรุปได้ว่าการโพสต์บนโซเชียลมีเดียให้เหมาะสมมีส่วนในการผลักดันให้ผู้เล่นมีความผูกพันกับเพจและเกมได้มากขึ้น และถ้าหากสามารถระบุแรงจูงใจของผู้เล่นได้จะเป็นกลยุทธ์ทางการตลาดที่มีประสิทธิภาพ

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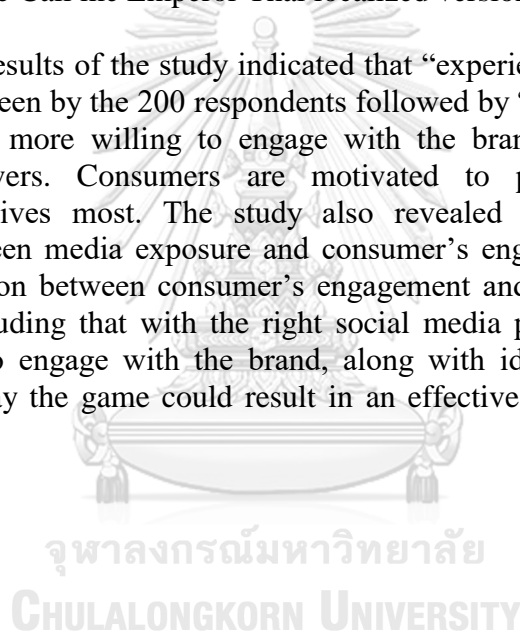
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6288016028 : MAJOR STRATEGIC COMMUNICATION MANAGEMENT
 KEYWORD FACEBOOK FANPAGE, ENGAGEMENT, MOTIVATION,
 D: MOBILE GAME

Yun-jung Chung : CONSUMER'S MEDIA EXPOSURE, MOTIVATION,
 AND ENGAGEMENT ON "CALL ME EMPEROR" MOBILE GAME.
 Advisor: Assoc. Prof. Dr. WORAWAN ONGKRUTRAKSA

This study aims to explore Call me Emperor mobile game's official Facebook page's exposure, engagement, and motivation to play the game. Also focusing on the relationship between media exposure (Call me Emperor Thailand Facebook page) and consumer's engagement. Along with the relationship between consumer's engagement and their motivation to play the mobile game. This research utilizes quantitative methods by collecting the data through online questionnaires. With the sample size of 200 respondents; ages ranging from 18-50 that play the game Call me Emperor Thai localized version.

The results of the study indicated that "experiential brand post" was the most frequently seen by the 200 respondents followed by "brand community" posts. Respondents are more willing to engage with the brand through "behavioural" engagement drivers. Consumers are motivated to play the game through "affiliation" motives most. The study also revealed that there is a positive correlation between media exposure and consumer's engagement. There is also a positive correlation between consumer's engagement and their motivation to play the game. Concluding that with the right social media post the more willing the consumers are to engage with the brand, along with identifying the consumer's motivation to play the game could result in an effective marketing strategy when combined.



Field of Study:	Strategic Communication Management	Student's Signature
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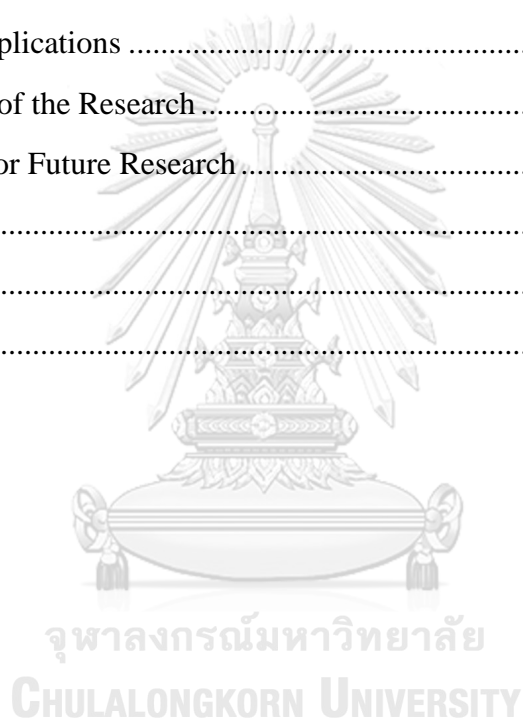
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CHAPTER 1

INTRODUCTION

1.1 Significance of the study

Video games have been a fast growing market for decades; it is believed that it will be a \$300 billion market by 2025 (Koksal, 2019). If we look at the latest statistic on what the gaming market is worth, it shows that in late 2019 the market is estimated at \$152 billion (Kaplan, 2019). What is interesting from the finding is that 45% which is \$68.5 billion comes directly from mobile gaming (Kaplan, 2019). Interestingly, when people think of gamers, all they could think of is that it's almost entirely male or they are a bunch of teenagers. But in fact the latest study by MediaKix showed that a third of are over 45 years old (Halperin, 2019). That makes the average age of mobile gamers at around 36.3 in 2019 (Kaplan, 2019).

People generally would assume it's from the sales of each game but in reality the most profitable method is the free-to play model (Koksal, 2019). The free-to play model is where a game is free to download and play but there are microtransactions within the game itself. This monetisation model involves using real money to be put into the virtual game in order to get extra contents (Ives, 2019). The extra in-game item may vary from cosmetic costumes, merchandise, items, events, etc. This model is what most video games today apply to their product.

According to a study by Newzoo, the Southeast Asia game market's revenue of 2019 at \$4.4 billion with \$3.1 billion coming from mobile gaming (Weustink,

2020). Another interesting fact from the study is that the most popular genre of gaming across all platforms is strategy games (Weustink, 2020). When it comes to Thailand; they rank 20th in terms of game revenue at \$692 million which is the second largest in Asia just a few spots behind Indonesia (Leesa-nguansuk, 2019). In Thailand the most popular platform is of course mobile with 67% of the gaming market (TheNation, 2019). Thailand is a very strong market not just for mobile gaming but gaming in general. Therefore, more and more video game companies are trying to tap into this profitable market.

“Call me Emperor” or “เรียกข้าว่าฮ่องเต้” is a role-playing strategy game that falls under the category of fantasy kingdom management. As the name suggests you are an emperor of a country and you’re tasked with all sorts of empire business such as collecting tax, growing an army, producing offsprings, etc. The game itself is made by a company called Clicktouch Co.LTD. The company has a total of 16 games all are of similar elements, but there two most important game with both over 1 million+ download each is “Call me Emperor” or “เรียกข้าว่าฮ่องเต้” (AppBrain, 2017). This company has a total of 16 games that are all “localized” meaning that the game aspect itself is pretty much the same but the content such as ministers and consort are localized. So for the purpose of this research focuses on the Thai localized version. With the latest update findings the game is ranked first for strategy games and eight for the top grossing gaming application in Thailand (42matters, 2020). With just in August 2020 their total revenue was at \$5 million for one month with the Thai version of the game providing \$300k (SensorTower, 2020). A study done in 2017 that shows the key reason why players spend money in games is because of these 6 dimensions Unobstructed play, Social interaction, Competition, Economical rationale, Indulging

children, and Unlocking content (Hamari, Juho, et al, 2017). Call me Emperor taps into several of these dimensions such as social interaction, competition, economical rationale, and unlocking content. The game itself is a free to play game but it's also a pay-to win game. What that means is the more money you spend into the game the higher the achievement you would get. Players are generally attracted to role-playing games and Call me Emperor is no different. The game is based on an ancient Chinese theme with “ministers” and “consorts” based mainly on Chinese history but also with each localized app there will be localized ministers or consorts. Role-playing games allow for players to be in a new environment or to become a new character/new persona and to spend time with friends/family (Ashkenazi, 2018). Adding to that social games such as Call me Emperor correlates with a study done by Wei, Pei-Shan, and Hsi-Peng Lu (2014). Where in the research they try to find the reason to why people play social games, which are individual gratification and network externalities (Wei & Lu, 2014) People find it that perceived social interaction are elements that players look for in a game (Wei & Lu, 2014). When many users are perceived to play the game in this case the amount of download of Call me Emperor, users are more likely to play the game.

With the rise of social media marketing brands are still in question on what is the most effective way to market on social media platforms. Marketers are losing their confidence in social media marketing as they do not know how to reach their target goals or reach the right customers (Morgan, 2017). The way that people use social media nowadays are evolving and changing (Underwood, 2016). Social media marketing has shifted from website traffic to engagement with their consumers (Lua, 2020). It's about how your brand can communicate with your consumers in order to

get feedback instead of bombarding their platforms with marketing campaigns. Social media marketing has already slowly changed from being a mass marketing into targeted marketing (Vohra & Bhardwaj, 2016). By understanding the motivation of the consumers helps markets be able to create campaigns/posts that will engage with the target audience (Underwood, 2016). For the brands that use different social media platforms, be able to adapt their content to the consumer's preference (Lopes, 2016). A mobile game like Call me Emperor uses their Facebook Official page in order to deliver their message to the consumers in order to gain the most traffic to their post. With more activities from the consumers due to engagement strategies by the brand it will help create a more sustainable brand loyalty (Luarn, Lin, & Chiu, 2015).

Brands are learning how important engagement is when compared to building a stronger consumer base. When looking at mobile gaming applications whether it's a big or small company they all utilize social media mainly Facebook. Some may say "Facebook is dead", but the fact is there are still billions of users daily on Facebook and with how Facebook is built it adds features for brands to better target and segment their content to their audience (Weiss, 2019). But with even all these features marketers have trouble to better understand how to effectively use Facebook marketing. In order to understand what is the most effective way to advertise and engage with their target consumers; this research is created in hopes of filling that gap. Call me Emperor's official Facebook page actually utilizes every type of content text, photo, video, link sharing, GIF, and more (Manomaiphul, 2019). With each of the posts having different engagement results, the question is why some are more effective than others. With the media exposure (social media posts) categorized as emotional brand post, educational brand post, experiential brand post, brand

community, and sales promotion as selected from Tafesse & Wien (2017) are the media exposure selected for this research. The aim of this research is to study how Call me Emperor official Facebook page's content has any significant relationship to the consumers' engagement and motivation.

1.2 Research Objective

1. To study the consumers' exposure to Call me Emperor's Facebook official page
2. To study consumer's engagement with Call me Emperor's Facebook official page's post
3. To study consumer's motivation to play "Call me Emperor"
4. To find correlation between media exposure and engagement
5. To find correlation between consumer's engagement and consumer's motivation

1.3 Research Question

1. What is the media exposure of the Call me Emperor Facebook official page?
2. What is the engagement between Facebook page and the consumer?
3. What is the consumer's motivation to play "Call me Emperor"?
4. Is there a relationship between media exposure and consumer's engagement?
5. Is there a relationship between consumer's engagement and consumer's motivation?

1.4 Scope of Research

The aim of this research is to understand how media exposure of the Facebook official page has a correlation between consumer's engagement with consumer's motivation to play the game. This research only focuses on the mobile game "Call me Emperor" Thai version as this research will focus on Thai consumers only. For the media exposure this research will only focus mainly on Call me Emperor's Facebook official page as that's their only channel. The data will be collected from October to November 2020 and the target audience will be of members that are exposed to the Official page from the span of September to November 2020. This research applied a quantitative approach using an online questionnaire with the sample size of 200 participants with both male and female participants.

1.5 Operational Definitions

Consumers in this study refers to players age ranged from 18-50, who have been playing the mobile game "Call me Emperor (เรียกข้าว่าฮ่องเต้)" and exposed to contents via the brand's official Facebook page for the duration of September to November 2020 that have been exposed to the content published on the "games" official Facebook page.

Media Exposure refers to how often a consumer has seen a certain type of post where the consumers could get information from such posts on Facebook. The types of post here are categorized as emotional brand post, educational brand post, experiential brand post, brand community, and sales promotion (Tafesse & Wien 2017) .

Engagement in this study refers to how consumers react/interact with the contents being published by Call me Emperor's official Facebook page. The multidimensional elements of engagement are cognitive, emotional, and behavioural (Brodie, Hollebeck, Juric, & Ilic, 2011). Cognitive dimension meaning the conscious decision behind the consumer's action. Emotional is the unconscious thought behind the consumer's action when engaging with the brand. Behavioural is the action of the consumers such as likes, comments, shares.

Motivation in this study refers to the driving force that appeals to the players to play the game (Okveja & Ongkrutraksa, 2017). According to McClelland (1987) he identifies that there are 3 types of motivation, power, achievement, and affiliation. Power is the motivation that the consumers seek to be in a role of leadership, to have the ability to have control over others through leadership. Achievement is the motivation of achieving a goal/mission as a form of gratification. Affiliation is to be part of a family/community without much regards for actually playing the game but more for the social aspect.

Call me Emperor (เรียกชื่อว่าฮ่องเต้) in this study is the localization of the game "Call me Emperor" also known in Thailand as "เรียกชื่อว่าฮ่องเต้". It is a role-playing strategy game set in ancient China developed by Clicktouch Co.LTD.

1.6 Implications of the Study

1. To provide marketers on how Facebook page exposure has a relationship on consumer's engagement and motivation.
2. To provide Facebook page strategies to social media marketers on how to increase engagement of the con.



CHAPTER 2

LITERATURE REVIEW

In this chapter of the research it will be discussing the variables that are used for the framework of the research. Which will focus on exposure to Facebook Official Page, engagement, and motivation. Added to that will be the content of “Call me Emperor” Facebook official page being evaluated.

1. This chapter starts with media exposure to the Facebook page with the contents/post of the localized Call me Emperor official Facebook page being reviewed.
2. Consumer engagements with each three types of dimensional behavioural, emotional and cognitive (Hollebeek et al, 2014).
3. Consumer motivation that is based on McClelland (1987) needs theory that consists of achievement, power and affiliation.
4. Related research will then be reviewed.

2.1 Media Exposure:

Media exposure could be defined as “the extent to which audience members have encountered specific messages or classes of messages/media content” (Slater, 2004). In another term exposure is described as the initial process where a stimulus is caught by the sensory receptors (Manomaiphibul, 2019). In terms of biology we have 5 traditional senses which are taste, smell, touch hearing, and sight (Bailey, 2019). But with the first definition by Slater (2014) “exposure refers to a person merely

encountering the messages, whether or not they are noticed enough to be remembered.”(de Vreese & Neijens, 2016). Meaning that exposure may leave some sort of impression even if the message was not received well enough for it to be remembered and stored in our memory.

Exposure in terms of advertising is described as frequency and time counts of how one person is in contact with the message (Solomon, 2015). In the time span of the media-planning process how often does the consumer of the target audience notice the stimulus that are contained in the media channels (Solomon, 2015). Shimp & Andrews (2013), described that in order for a message to be effective we have to look at the three exposures that will initiate a trigger of “what is it?”, “what of it?” and last to remind the consumers of the previous information that they have learned from their experience of previous two triggers. To create an effective message to your target audience the brands have to think about “What’s in it for them” also known as WIIFT, “to evoke an emotion” in the consumers and lastly to make it “memorable” (Bean-Mellinger, 2019).

When looking at the Consumer Processing Model the first step of this process is “exposed to information”; which means that the consumer first comes in contact with the marketer’s message (Kennedy, 2011). This could be in the forms of billboard, magazines. Radio, social media, etc. In order to get to the target audience; marketers have to put out the right message in the right media channel in order to grab the consumer’s attention. Similarly in the Elaboration Likelihood Model the main idea of this model is the level of the consumer’s motivation to the product/message. The higher the level the more interested the consumers will be to the product/message,

vice-versa the lower the level then the consumer will be affected to outside stimuli (Petty & Cacioppo, 1981).

In a world where walking down the street you would be contacted with tons of different stimuli that are used to try and attract your attention. But our brains only have the capacity to process each stimulus at a limit. So our brain does something called selective perception which is when consumers process the stimuli that are most relevant to our wants and needs (Chartrand, 2008). Adding to that we also continuously do something called perception vigilance which means we filter out all other stimuli and only pay attention to the one that we want to see or that relates to our lives (Chartrand, 2008). With repetitive stimuli our brains start to become familiarized with the stimuli that in the long run will fade out; therefore the message will be ineffective. To avoid that from happening the stimuli now has to be different or in contrast to other stimuli in order to reinforce our attention (Solomon, 2015). Having too much similar stimuli is perceived as ineffective. Whenever consumers are constantly being exposed to familiar stimuli our brains tend to start filtering them out due to overexposure.

When it comes to media there are three major types of media today which are “paid media”, “earned media”, and “owned media” (Garman, 2019). First paid media is as the name stated, it is essentially advertisement that is paid in order to get more media exposure. Examples of paid media are “News Feed Ads”, “Sponsored stories”, “Homepage Ads” (DeLane, 2016). Earned media is an online word of mouth; where consumers/users are the one with control over sharing of the message, repost, reviews, etc (Garman, 2019). It’s an organic online traffic generated by a third part that is not paid or owned media. Owned media is any media channel/assets that the brands

owned. Examples of owned media are “brand page”, “events”, “applications”, etc (DeLane, 2016). Owned media brands are capable of having full control over the contents of their brands. For a brand on social media channels owned media would be the best start to establishing the brand as it’s the stepping stone that will lead to earned media as long as the owned media produce effective messages to the target audience to generate organic growth (earned media) for the brand.

2.1.1 Facebook Official Page

As of the second quarter of 2020 Facebook has a total of 2.7 billion active users monthly (Clement, 2019). Facebook is the world largest social media site with the most diverse set of audience (Sherman, 2019). With tons of features specifically designed for advertisers to use to be able to create the most effective strategy for reaching their target audience. With features like “targeted advertising”, “e-commerce integration”, “Facebook messenger”, etc (Sherman, 2019). Facebook has always been a popular media channel for marketers due to the large audience and how the Facebook pages could reach both mass or targeted consumers depending on how your brand wants to market itself.

Facebook contains all three types of media which are paid, owned, and earned. With the different types of content/post the brand is allowed to publish like text, photos, video, etc (Patel, 2020). Brands could be very flexible with how they want to present themselves on their owned media pages. An issue when it comes to the types of content/post shared on Facebook page is when you review/study each post it’s not enough to just categorize the post as the raw format. Tafesse & Wien (2017) came up with a research that tries to categorize social media posts into a more defined

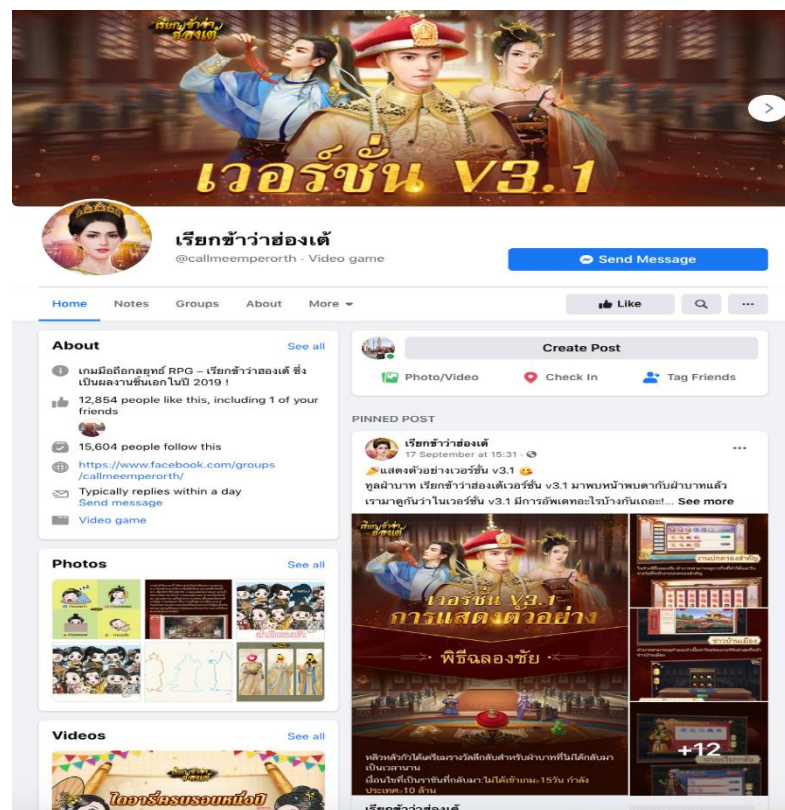
category. With a total of 12 categories created I have selected 5 that would most suit this research. The 5 categories are emotional brand post, educational brand post, experiential brand post, brand community, and sales promotion (Tafesse & Wien, 2017). Emotional brand posts are posts that connect with the consumers on an emotional level; whether it's laughter, happiness, sadness, etc. These posts generally consist of emotional storytelling, jokes or trivia (Tafesse & Wien, 2017). Educational brand posts are posts that inform/educate the consumers such as instructions, interviews, external articles, etc (Tafesse & Wien, 2017). Experiential brand posts are posts that trigger the consumers' sensory and behavioral responses. Brand community is to promote the consumers to be part of their brand's online community. To give consumers a sense of identity in the community and encouraging participation from their fans. Such posts include mentioning the member in some post or using user-generated content on their official page (Tafesse & Wien, 2017). Last but not least is sales promotion, which are posts that encourage the fans to take action in purchasing their products. Promotions such as discounted price, customer contest, limited sales, etc. By seeing which category of post will have more effect on the consumers' motivation will be integral to finding the most effective way to interact with the consumers.

2.1.2 Call me Emperor Thailand Official Facebook Page

The Thai localized version of the game is called “เรียกข้าว่าฮ่องเต้” and they have a official Facebook page of their own (Figure 2.1). The Facebook page is used to give out information to the fans of the game. To create a positive engagement with the consumers utilizing the categories by Tafesse & Wein (2017). To analyze the

exposure it has on the consumer contents from September to November 2020 are collected.

Figure 2.1 Call me Emperor Thailand (เรียกข้าว่าฮ่องเต้)'s Official Facebook Page



Source: Call Me Emperor Thailand. (2019). เรียกข้าว่าฮ่องเต้ Official Facebook Page.

Retrieved September 23, 2020, from เรียกข้าว่าฮ่องเต้ Official Facebook Page:

<https://www.facebook.com/callmeemperorth>

Call me Emperor Thailand official Facebook page updates their page daily several times. By doing daily content sharing they are able to keep their consumers engaged with their content and the game. To keep their brand on their consumer's mind daily; to remind them to log into the game and play the game. By promoting new game updates, giveaways, new items, and interesting fan entries. The categorized type of posts that are selected on Call me Emperor Thailand's official Facebook page

are emotional brand post, educational brand post, experiential brand post, brand community, and sales promotion (Tafesse & Wien, 2017); looking at figures 2.2-2.7 to see examples of how the posts are created and shared.

Figure 2.2 Emotional Brand Post on Call me Emperor Thailand



Source: Call Me Emperor Thailand. (2019). เรียกข้าว่าฮ่องเต้ Official Facebook Page.

Retrieved September 23, 2020, from เรียกข้าว่าฮ่องเต้ Official Facebook Page:

<https://www.facebook.com/callmeemperorth>

Emotional brand post in the example above shows three characters from the game with an emoji for consumers to like and select which emoji to use. The text translates to “who do you want to meet first?”. This triggers the consumers that are attached to the characters of the game and by choosing which emoji they wanted to use it represents their emotions of who they would want to meet in real life.

Figure 2.3 Educational Brand Post on Call me Emperor Thailand



เรียกข้าว่าฮ่องเต้
25 August at 15:00 · 🌐

#แนะนำเทศกาลซีซี

วันนี้เป็นวันเทศกาล Qixi (七夕节 - Qīxī jié - ซีซีเจี๋ย) และมีชื่อเรียกอื่นว่า 乞巧节 (Qǐqiǎojié) ซึ่งตรงกับคืน 7 ค่ำเดือน 7 ตามปฏิทินของจีน ซึ่งถือเป็นวันวาเลนไทน์ของคนจีน (วันแห่งความรักของชาวจีน)

ตามตำนานที่เล่าขานต่อกันมา มีเรื่องราวความรักของหนุ่มเลี้ยงวัว (牛郎 niú láng 牛郎) กับสาวทอผ้า (织女 zhī nǚ 织女) ที่เป็นนางฟ้าอยู่บนสวรรค์ แต่ด้วยความเบื้อที่ไร้อิสระบนสวรรค์ สาวทอผ้าจึงหนีลงมาบนโลกมนุษย์ จนได้พบรักกับหนุ่มเลี้ยงวัว อยู่กินด้วยกัน 7 ปี มีลูกด้วยกัน 2 คน แต่แล้วเหตุการณ์ไม่คาดคิดก็เกิดขึ้น เมื่อพระแม่บนสวรรค์ได้มานำตัวของสาวทอผ้ากลับสู่สวรรค์ ... ด้วยความรักของหนุ่มเลี้ยงวัวที่มีต่อคนรัก จึงทำทุกวิถีทางจนไปพบคนรักบนสวรรค์ได้

เหมือนจะดู Happy Ending แต่รักต่างชนชั้น ย่อมมีอุปสรรคนานา นับปการ เมื่อพระแม่สวรรค์ทราบเข้าจึง โกรธมากที่หนุ่มทอผ้ายังบังอาจมาตามถึงบนนี้ ... จึงสร้างแม่น้ำสวรรค์ หรือ ทางขางเผือก กั้นกลางระหว่างทั้งสอง

สาวทอผ้า ก็คือ ดาวสาวทอผ้า (织女星 zhī nǚ xīng) หรือเวก้า ส่วน หนุ่มเลี้ยงวัว แทนด้วย ดาวหนุ่มเลี้ยงวัว (牵牛星 qiān niú xīng) หรือดาวอัลแทร์ ในกลุ่มดาวเหยี่ยว มี ดาวเบต้า กับแกมมาอยู่ข้างๆ ซึ่งดาวทั้งสองนั้นคือ ลูกๆของสาวทอผ้าและหนุ่มเลี้ยงวัว นั่นเอง

โดยทุกๆ คืน 7 ค่ำเดือน 7 ดาวสาวทอผ้ากับดาวหนุ่มเลี้ยงวัว จะมีโอกาสได้จูบมาบรรจบกัน นี่จึงเป็นที่มาของตำนานความรัก จนกลายมาเป็นวันวาเลนไทน์ของจีนในปัจจุบัน

🎉🎉🎉
七夕节快乐! (Qīxī jié kuàilè! - ซีซีเจี๋ย คว้ายเล่อ!) สุขสันต์เทศกาล Qixi หรือ สุขสันต์วันวาเลนไทน์จีน นะคะ

👉 กดไลค์ถึง 777 หรือแชร์ถึง 177 จะปลดล็อกรหัสแลงของพิเศษนะคะ 🍀

#เรียกข้าว่าฮ่องเต้

433 11 comments 48 shares

Source: Call Me Emperor Thailand. (2019). เรียกข้าว่าฮ่องเต้ Official Facebook Page.

Retrieved September 23, 2020, from เรียกข้าว่าฮ่องเต้ Official Facebook Page:

<https://www.facebook.com/callmeemperorth>

In this educational brand post by Call me Emperor Thailand the admins of the page follow the themes of ancient China by giving out information about “Chinese valentine day also known as “Qixi Jie”. The admins of the page will post educational information with regards to Chinese traditions to consumers that are majority Thai based. By inputting remarks of getting the likes to 777 or reshare to 177 the consumers would be able to get a special in game gift from the developers. This attempt is to try to create an organic traffic of consumers.

Figure 2.4 Experiential Brand Post



Source: Call Me Emperor Thailand. (2019). เรียกข้าว่าฮ่องเต้ Official Facebook Page.

Retrieved September 24, 2020, from เรียกข้าว่าฮ่องเต้ Official Facebook Page:

<https://www.facebook.com/callmeemperorth>

In this experiential brand post; Call me Emperor Thailand official Facebook page uses fan events to help engage with the consumers. By celebrating their “birthday” of the game they set a few rules such as liking the post and commenting on the post in order to enter the event and win free in-game prizes.

Figure 2.5 Brand Community



Source: Call Me Emperor Thailand. (2019). เรียกข้าว่าฮ่องเต้ Official Facebook Page.

Retrieved September 24, 2020, from เรียกข้าว่าฮ่องเต้ Official Facebook Page:

<https://www.facebook.com/callmeemperorth>

Call me Emperor Thailand uses the strategy of posting one of their member's fan art onto their official Facebook page to strengthen the idea of an online family. These kinds of posts will help build the relationship between consumers and the brand by giving the members a stage for recognition from their peers and the brand that they believe in.

Figure 2.6 Sales Promotion



Figure 2.7 Sales Promotion



Source: Call Me Emperor Thailand. (2019). เรียกข้าว่าฮ่องเต้ Official Facebook Page.

Retrieved September 24, 2020, from เรียกข้าว่าฮ่องเต้ Official Facebook Page:

<https://www.facebook.com/callmeemperorth>

When it comes to sales promotion, Call me Emperor Thailand official Facebook page has a few ways to promote their product. First looking at figure 2.6 it's an announcement that there is a new "costume" that you could buy using real money in exchange for virtual money to get it. With the game itself these "costumes" are time-limited so once it's gone then it's gone forever; therefore enforcing the consumers that want the skin to have to spend money quickly in a short period of time. And the "costume" doesn't come cheap as generally one costume will cause around 10,000 Thai baht. Figure 2.7 demonstrates that there is a promotion from "AIS" (Thai telecom company) and "App Gallery" (Huawei's app store) that roughly states to download "App Gallery" and whenever you add real money into the game through "App Gallery" you will receive a 50% refund immediately. These are just some of the sales promotions that Call me Emperor Thailand implemented in order to generate revenues for the developers.

These categories of post/contents were categorized through referencing a study done by Tafesse & Wien (2017), where in total they categorize 12 types of social media posts. These 5 categories of social media post were selected as it's the most relevant to this research. The reason for selecting these 5 types are emotional, educational, experiential, brand community, and sale promotions because in the study (2017) the authors were categorizing social media posts for big companies that are selling actual physical products. Therefore the categories do not fit in with what Call me Emperor's Facebook page does when the brand is selling virtual products. For example from the research (2017) there are other categories such as "functional brand post", "brand resonance", or "employee brand post". After reviewing each type of

post emotional, educational, experiential, brand community, and sales promotions were selected.

2.2 Consumer Engagement:

Marketers nowadays have to not only make the brand desirable, attractive and preferable for the consumers, but also to keep the consumers interested in the brand and feel associated with the brand (Bansal, 2016). The term engagement itself has been studied widely by scholars that all have come up with their own definition and disciplines (Cheung, Shen, Lee, & Chan, 2015). Engagement as a term has been more widely accepted by academics and practitioners due to the shift in marketing to try and understand the consumers more through engagement (Vohra & Bhardwaj, 2016). Brodie et. al. (2013) published a study that used the term engagement progressively in marketing literature. The concept of engagement has become more and more of interest to marketers due to marketers having to actively manage each consumer's experiences that will lead to others behaviors like loyalty. The addition of new media makes it difficult for marketers to grasp the level of engagement in all of their media channels. Engagement is a new concept that marketers are trying to succeed in using it effectively; marketers are using metrics of engagement as a performance indicator of success (Vohra & Bhardwaj, 2016).

There is a consensus that engagement is essential in determining the successful outcome of marketing or sales (Calder et al, 2009, Hollebeek et al, 2014). There are still a wide variety of debates on the dimension and definitions of the term engagement. What is agreed upon is that engagement is dimensional whether it's multi-dimensional, uni-dimensional or two-dimensional. The most widely used

multidimensional constructs of engagement are cognitive, emotional and behavioral as the key fundamentals of engagement. Some authors have added new dimensions or removed certain dimensions from their researches. In *table 1* below is a list of dimensions mentioned by other authors that describes and helps us have a clearer understanding of differences and similarity between the various authors.

Table 2.1 Engagement dimension as defined by other authors

No.	Terminology	Author	Dimensions
1.	Customer Engagement	Brodie et. al. (2011)	Cognitive, Emotional and Behavioural
2.	Customer Engagement	Malthouse et. al. (2013)	Levels of Engagement (High: Low)
3.	Customer Engagement	Vivek, Beatty & Morgan (2012)	Cognitive, affective, behavioural, social
4.	Customer Engagement	Cheung, Lee & Jin (2011)	Vigor, Absorption, Dedication
5.	Consumer Brand Engagement	Hollebeek, Glynn & Brodie (2014)	Cognitive, Emotional, Behavioural
6.	Consumer/Customer Engagement	Brodie et. al. (2013)	Cognitive, Emotional, Behavioural
7.	Online Engagement	Mollen & Wilson (2010)	Cognitive, Emotional, Behavioural
8.	Customer Engagement	Vivek et. al. (2014)	Conscious Attention, Enthused Participation, Social Connection
9.	Mobile User Engagement	Kim, Kim & Wachter (2013)	Cognition, affection, conation
10.	Online Engagement	Cvijikj & Michahelles (2014)	Likes, comments, shares, interaction, duration

Vohra & Bhardwaj (2016).

Based on *table 2.1* by Vohra & Bhardwaj (2016) the term engagement has been described in all sorts of dimensions throughout academic literature. Some have

used terminology of customer or consumer engagement while others refer to it as mobile or online engagement (Cvijikj & Michahelles 2014, Kim, Kim & Wachter 2013). Based on these authors some have used multidimensional while others use uni-dimensional. The terminology may differ but the underlying construct of the term engagement is still similar between one other. Which poses the question which of these dimensions composes as engagement? There is not one consensus on which of these authors has the best idea of dimensions; what it comes down to is the context that is being studied. Based on these facts the dimension framework that is applied in this research will be of Brodie et. al. (2013) where the three dimensions are behavioural, emotional and cognitive.

In the behavioural context, it is the action of the customers (Hollebeek et al, 2014). The term activation was used to describe the energy level and time spent on a particular brand (Lopes,2016). The behavioral aspect could be concluded as the frequency of page visit or the interactions within the Facebook page (Malciute, 2013). The participation of the members of a community whether is online or offline; negative or positive. The second dimension is the emotional aspect. As a whole the emotional aspect of consumer engagement is the level of excitement, enthusiasm, significance, sense of belonging to the group and interest that the consumer has on the particular Facebook fan page of the brand (Malciute, 2013). The third dimension is cognitive dimension, which some may argue has a connection or similarity to the emotional dimension. Emotional dimensions are considered subconscious thoughts while cognitive generally have a conscious decision behind it. Cognitive aspects are subjective as each consumer has their own experience towards the brand that may differ from one to another (Vivek et al., 2012). As mentioned before these dimensions

are applied depending on the context that is being studied because all these three dimensions will be used to determine the different level of engagement in different contexts.

The consumer engagement that will be applied to this research will be the three dimensions from Brodie et. al. (2013). The three dimensions include behavioural, emotional, and cognitive.

2.3 Consumer Motivation:

The term motivation in general just means to be moved to do something (Ryan & Deci, 2000). Various authors however have their own meaning to the word motivation such as Shin (2009) where there are two types of motivation which are extrinsic and intrinsic. Extrinsic motivation means you will engage in an activity not for pleasure or enjoyment but instead to expect some sort of reward or to avoid punishment. Intrinsic on the other hand refers to engaging in an activity because it's rewarding by itself; meaning you're not expecting an external reward (Shin, 2009). In regards to this research the motivation framework will be based on McClelland's Theory of Needs.

McClelland's theory of need states that a person's individual needs are acquired over time through experience (McClelland, 1987). Previously McClelland's Theory of Needs was never applied to any gaming context, and generally the theory is applied to a work-place environment. However Winter (1992) stated that these "needs" are not only for motivating individuals but it also contains many important human goals. He categorizes it into three categories which are "achievement", "affiliation", and "power" (McClelland, 1987).

First, achievement is an individual's need for high achievement, which includes low-high risk tasks (McClelland, 1987). But low-risk tasks are generally ignored as they are an easily attained accomplishment that doesn't provide the same satisfaction as a high risk task. In the concept of gaming you wanted to risk your chance in order to get a better ranking. For example in Call me Emperor there is a ranking system where you can see each categories' ranking and see where you are with the people in your server. There are mini events for you to compete in a set amount of time (3 days) and if you want to be ranked in the top 3 of those events you would have to be willing to risk your chance to get that satisfaction of achievement or you come out with nothing in a high risk situation.

Power; in this case it's categorized into two which are personal and institutional (McClelland, 1987). One is about personal gain and power in order to direct others, second is institutional which is about organizing a group; a team effort that works to a greater goal. In Call me Emperor, which is a paid to win game meaning with actual real cash you could become the most powerful "emperor" in the game. You could become the most powerful emperor in your server or of your region. Individuals are willing to spend their hard earned cash into this virtual world to show their "power" against others. This ties in with achievement in the game sense, because with high achievement you will gain more power and in return you could have the strongest alliance or server leading them to even more glory.

Affiliation is to have a community around you; to be affiliated or have relations with that community and to feel accepted by that community. In terms of Call me Emperor there are alliances that you could join to work together to achieve better ranking in the server. You have to socialize within your own alliance where

there are “leaders” and “vice-leaders”, individuals grow a strong bond within their alliance feeling like a “second family”. To be accepted by your peers; in a bigger picture there are also server events where you compete against your neighboring servers. Which you would have to be socializing with a larger group of people in order to work together and achieve your goal.

The framework that will be used for this research is by McClelland’s (1987) needs theory. Where he discussed the three motivations in an individual's life and their goals; which are achievement, power, and affiliation.

2.4 Related Research

The first research is called “CONSUMERS’ MOTIVATION, LOYALTY AND EXPOSURE TO INTEGRATED MARKETING COMMUNICATION OF GARENA ONLINE GAME.” by Pornpawee Okveja in 2017. This research explores the IMC tool Garena used for the mobile game called “Realms of Valor” and studies the relations between motivation and loyalty. The results for the most likely motivation is achievement then comes socialization and then immersion (Okveja, 2017). This shows that consumers are motivated to play this online game mainly on the purpose of ranking higher to gain achievement. In this case there are different ranks starting from bronze, silver, gold, platinum, diamond, commander, conqueror, then glorious ruler. It also has a positive correlation to as motivation increases so does consumer loyalty to the game meaning the more continuation they will have to play the game. It shows that social media is a very practical use for marketing when it comes to different channels, so marketers should focus more on digital media outlets more than ever (Okveja, 2017). What I got from this research is very useful as the

scope of the research is both mobile games and also conducted in Thailand, proving that there is a space to be analyzed. What is different from my current research is about the particular type of game and also I'm measuring engagement on Facebook page to the motivation of the consumer.

The next research is "CONSUMERS' EXPOSURE TO FACEBOOK FANPAGE, AND THEIR MOTIVATION, AND LOYALTY TO "LOVE AND PRODUCER" MOBILE GAME" by Bichamon Manomaiphikul done in 2019. In this research she focused on Facebook fan pages rather than multiple channels done previously; also this is a very different type of game which could have a different motivation aspect to the previous research. It also analyzes the media exposure consumers get from the fan page in relations to their motivation and loyalty. The key takeaways that I got from this research is with this type of Otome game the consumers have different motivations than previously, now it has become more psychological influence. According to the study "realistic" is the main motivation to playing the game, since it's a romance like role playing game; the consumer put themselves in the shoe of the "player" to experience a realistic intimate relationship with a "dreamy character" (Manomaiphikul, 2019). This research also aligns with the previous research where consumer motivation will lead to higher loyalty level in the consumer. This research helps me find out that each different game type has completely different motivations, which is where marketers will have to find out for themselves which motivation factors will affect their consumers the most.

The next research that I looked at is "The Key Qualities of a Strong Customer Engagement in the Customer Brand Relationship Context" (Zainol et. al., 2016) where they try to understand what is the key quality that consumers look to engage for

a strong consumer engagement by comparing the three dimensions which are behavioral, emotional and cognitive. This research found out that the most effective way to engage the customer is through behavioral dimension then emotional. In order to engage the consumers, marketers will have to implement the behavioral dimension and emotion the most to get the most effective result. This research is one of the first few that tried out Malciute's engagement dimension to see that it does align with the previous research; further empowering the uses of behavioral dimension and emotion. This research helps me create a conceptual theory of Call me Emperor to see which of these dimensions engage the consumer the most. To test out whether the three dimensions will have the same result as before or is it different depending on the context of the study.

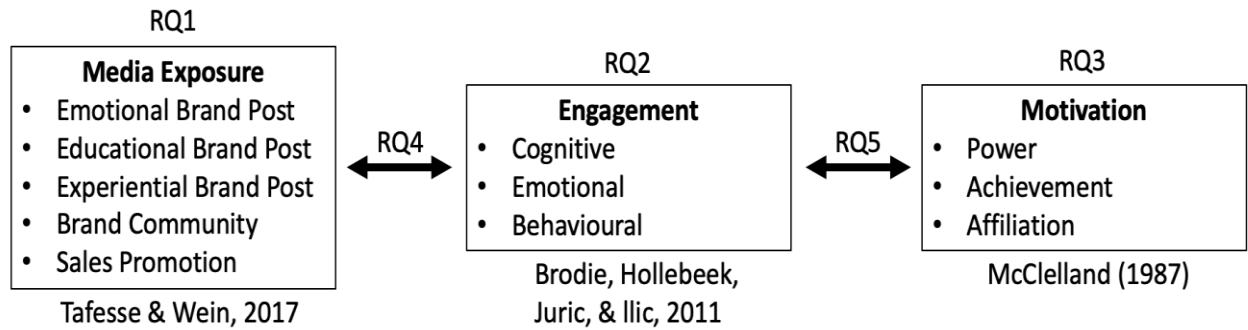
There really hasn't been much research that has specifically been done relating to how consumer engagement and motivation have a correlation in the context of a mobile game's official Facebook page. But by applying snippets of concepts taken from all these literature review; it will be applied to this research study.

2.5 Research Hypothesis

H1: Exposure to Facebook official page and engagement are correlated.

H2: Engagement and motivation to play the game are correlated.

Figure 2.8 Proposed Research Framework



CHAPTER 3

METHODOLOGY

In this chapter the aim is to give an overview of the research methodology for conducting this research. Continuing with population and sample size, sampling techniques, research instruments and the measure of the variables. Ending with conclusion of the data which will then be used for analyzing the data and data presentation.

3.1 Research Methodology

This study has taken a quantitative approach by using online questionnaires of 200 male and female participants that have played the Call me Emperor Thai version and have been exposed to the official Facebook page of Call me Emperor Thailand. The period of the research spans from October to November 2020.

3.2 Population & Sample

The data were collected from 200 Thai male and female gamers. With the latest data regarding mobile gaming age. The average mobile gaming age is at 36.3 (McConnell, 2020). The age group of 16-24 only represented 14.2% while people that are 45 and up represents a third of mobile gamers (McConnell, 2020). In order to find a common ground an estimate of gaming age average is 34 when counting from 18-50, which is a close number to the average gaming age in 2020 (McConnell,

2020). Therefore with that in mind the age group for this survey will be looking at 18-50 years old.

3.3 Sampling Techniques

This research will be a non-probability method. Utilizing purposive sampling. For purposive sampling the questionnaires were given to participants who were at the age between 18-50 and have been exposed to Call me Emperor Thailand's official Facebook page during the span of September to November. The questionnaire was distributed to the Call me Emperor Thailand Facebook fanpage, which is a user-generated group to discuss tactics, strategy, or anything related to the Call me Emperor Thailand mobile game. The preliminary questions were used to eliminate any participants that did not meet the criteria.

3.4 Research Instruments

The question will be categorized into 5 different sections which are preliminary questions, demographics, media exposure, motivation, and engagement. The question was available in both English and Thai with a total of 40 questions including the screening questions. The participants were given the choice to answer which best resembles their attitude and behavior on a likert scale chart.

1. Preliminary Questions

In this part of the questionnaire it's started with a screening question to find out whether the participant meets the criteria or not. There are a total of 3 questions in this section. The main criteria is gamers who are aged between 18-50 that are

currently playing Call me Emperor Thailand and have been exposed to the game's official Facebook page's content. Those that meet the requirement can answer further.

2. Demographic

In this section there are 5 questions that will be asking general demographic questions such as gender, age, education level, occupation, monthly spending on the game, ranking, VIP level, hours play, and overall time playing the game.

3. Media Exposure

In this section it will be used to measure the frequency of exposure to the Call me Emperor Thailand's official Facebook page. There are a total of 5 questions in this section.

4. Motivation

To understand the reason behind the player's motivation in playing this mobile game by looking at McClelland's theory of need (1987). This section has a total of 12 questions. The three motivations mentioned in his theory are achievement, power, and affiliation (McClelland, 1987.)

5. Engagement

Engagement section with 15 questions will focus on how engaged are the gamers to the content being shared on Call me Emperor Thailand official facebook page. By looking at the three dimension cognitive, emotional, and behavioural (Brodie et. al., 2013)

3.5 Measurement of Variables

Two groups of variables are examined in this study. The first group being media exposure to engagement. The second group is engagement and motivation. The instrument that is used is an online questionnaire via google form. First, media exposure is categorized into 5 types of posts: emotional, educational, experiential, brand community, and sale promotions (Tafesse & Wein, 2017). Engagement is separated into 3 dimensions based on Brodie et. al. (2013), which are behavioural, emotional, and cognitive. For motivation, it will be measured based on previous study done by McClelland (1987) that includes power, achievement, and affiliation.

3.5.1 Checks for Reliability and Validity

Cronbach's Alpha is used in order to ensure the validity and reliability of the online questionnaire. Utilizing a pre-test consisting of 30 participants, the reliability scores are 0.809 exposure to Facebook Official page, 0.926 for engagement and 0.862 for motivation. The general level of acceptance is at 0.7.

3.5.2 Evaluation

The data are collected through SPSS (Statistics Package for Social Science) to present an understanding of correlation on how media exposure (Facebook official page) has effect on consumer engagement and motivation. Descriptive statics are used to demonstrate mean, frequency and standard deviation from the questionnaires. With inferential statistics a 5-point Likert scale (*table 2*) was used based on Owusu-Manu et. al (2017).

Table 3.1 Likert Scale Interpretation

Likert Scale	Description	Value Allocation
1	Strongly Disagree	1.0-1.49
2	Disagree	1.5-2.49
3	Neutral	2.5-3.49
4	Agree	3.5-4.49
5	Strongly Agree	4.5-5.0

For the correlation between the variables Pearson's Product Moment Correlation is used based on the model by Okveja and Ongkrutraksa (2017) was used.

Table 3.2 Pearson's Product Moment Correlation

Range	Correlation Strength
0	No positive association
0 - 0.25	Negligible positive association
0.25 - 0.50	Weak positive association
0.50 - 0.75	Moderate positive association
0.75 - 1	Very strong positive association
1	Perfect positive association

3.6 Procedure of Analyzing Data & Data Presentation

SPSS (Statistics Package for Social Science) is used to find and analyze the results from the questionnaires after 200 samples are received. For descriptive statistics consisting of mean, frequency, and standard deviation was used to calculate the correlation between each of the variables. Inferential statistics used after the result

of descriptive statistics was used to get a better understanding of the population. The two groups of variables media exposure to engagement and engagement to motivation were used to find the correlation; by applying Pearson's Product Moment Correlation. The α of 0.7 is accepted that there is a correlation between the variables.



CHAPTER 4

RESEARCH FINDINGS

This chapter will discuss the findings from 200 Call me Emperor (Thailand) respondents that are in between the ages of 18-50 years old. The data was collected during October 2020. The results will be separated into four parts which are demographics, media exposure, engagement, and motivation.

4.1 Findings from Descriptive Analysis

Part 1: Demographic

Part 2: Exposure to Call me Emperor (Thailand) Official Facebook Page

Part 3: Engagement

Part 4: Motivation



4.1.1 Demographic

The demographic data collected consisted of gender, age, highest education level attained, occupation and hours played per day.

Table 4.1 Gender of the sample

Gender	<i>n.</i>	%
Male	19	9.5
Female	172	86
Other	9	4.5
Total	200	100

In table 4.1 illustrates the gender of the samples separated into 3 groups which are male, female, and other. The majority of the participants (172 participants) are female with the percentage of 86% of the whole sample. Male participants only account for 9.5% while “other” account for 4.5%.

Table 4.2 Age range of the sample

Age	<i>n.</i>	%
18-25	86	43
26-35	85	42.5
36-45	29	14.5
Total	200	100

Table 4.2 shows that there is no majority age-range in fact it is, close between the two age ranges “18-25” and “26-35”. With “18-25” at 43% and “26-35” at 42.5%;

only a difference of 0.5% while the age range of 36-45 accounts for 14.5%. In the survey there was another option of “45-50”, which none of the participants put into that category.

Table 4.3 Highest educational level obtained

Education Level	<i>n.</i>	%
Secondary or equivalent	43	21.5
Bachelor’s Degree	129	64.5
Master’s Degree	27	13.5
Doctorate’s Degree	1	0.5
Total	200	100

Table 4.3 demonstrates the highest educational level obtained of the samples; with the majority of the participants (129 participants) answering bachelor’s degree at 64.5%. Followed by secondary or equivalent (43 participants) at 21.5%. Participants with a master’s degree (27 participants) at 21.5% and only 1 person with a doctorate degree at 0.5%.

Table 4.4 Occupation of the sample

Occupation	<i>n.</i>	%
Business Owners	41	20.5
Employee	69	34.5
Student	48	24
Education Sector	5	2.5
Government Sector	16	8
Unemployed	21	10.5
Total	200	100

Table 4.4 the majority of the sample's occupation is employee with 34.5% of the participant. Followed by students (48 participants) at 24%. Business owners at 20.5%; unemployed at 10.5%. 16 participants are working at a government sector with 8% and only 5 participants worked in the education sector at a percentage of 2.5%.

Table 4.5 Hours played per day on Call me Emperor (Thailand)

Hours play per day	<i>n.</i>	%
Less than an hour	9	4.5
1-2 hours	38	19
3-4 hours	60	30
More than 4 hours	93	46.5
Total	200	100

Table 4.5 illustrates the hours each participant played per day on the game Call me Emperor (Thailand). The majority of the sample (93 participants) plays the

game more than 4 hours a day at 46.5%. Followed by 3-4 hours with 60 participants with the percentage of 30%. 1-2 hours of playtime at 19% and only 4.5% of the participants play the game for less than an hour.

4.1.2 Exposure to Call me Emperor (Thailand) Official Facebook Page

The findings of this section focuses on the frequency of how often the participants are exposed to the types of social media posts put out by the official Facebook page of Call me Emperor (Thailand).

Table 4.6 Sample's frequency to Call me Emperor (Thailand) Official Facebook Page

Facebook Official Page Exposure	Mean	S.D.
Emotional Brand Post	3.23	1.18
Educational Brand Post	3.41	1.12
Experiential Brand Post	3.79	1.03
Brand Community	3.44	1.20
Sales Promotion	3.36	1.27
Total	3.44	0.82

With the reliability score at 0.746, table 4.6 illustrated the frequencies the participants are exposed to each type of social media post from Call me Emperor (Thailand) official Facebook page. The samples were exposed most to experiential brand post with a mean of 3.79, followed by brand community post at the mean of 3.44. Educational brand post with mean of 3.41, sales promotion at 3.36 and emotional brand post with 3.23.

4.1.3 Engagement

This part aims to measure how the consumers engage and interact with the contents on Call me Emperor (Thailand) official Facebook page. The survey is divided into three categories: behavioural, emotional, and cognitive.

Table 4.7 Samples' engagement toward Call me Emperor (Thailand) official Facebook page

Engagement	Mean	S.D.
<i>Behavioural</i>		
How often do you visit the Call me Emperor Thailand Facebook page?	3.47	1.08
How often do you notice the brand's posts on your News feed?	3.55	1.14
How often do you read posts by the brand?	3.44	1.07
How often do you "like" posts by the brand?	3.14	1.15
How often do you comment on posts by the brand?	2.31	1.16
How often do you share posts by the brand?	1.70	0.96
Total	2.93	0.84

Engagement	Mean	S.D.
<i>Emotional</i>		
I'm enthusiastic about posts by Call me Emperor Thailand.	2.87	1.05
I find posts by the brand meaningful.	2.86	1.07
I'm interested in posts by the brand.	3.08	1.04
I'm excited to browse and interact with posts by the brand.	2.44	1.20
I'm proud to be a fan of the brand's Facebook page.	2.62	1.16
Total	2.77	0.94
<i>Cognitive</i>		
Browsing Call me Emperor's official page makes me forget about other things.	2.15	1.13
When browsing the brand's page; I'm rarely distracted.	2.11	1.16
I pay a lot of attention when browsing the brand's page.	2.10	1.06
I look forward to new posts from the brand.	2.15	1.22
Total	2.13	1.00
Total	2.66	0.82

With the reliability test score at 0.939, in table 10 it demonstrates the engagement of the consumers with the official Facebook page of Call me Emperor's content. The table measures how often the consumers engage with the contents from the Facebook page. From the consumer's perspective the behavioural aspect is the strongest engagement type with a mean of 2.93. Followed by emotional at 2.77 mean

and 2.12 mean for cognitive. Consumers often see content by the Call me Emperor (Thailand) with the mean of 3.55. Followed by how often the consumer visits the official Facebook page at 3.47 mean.

4.1.4 Motivation

This section is focusing on how important each type of motivation is to the consumers. Questions were divided into three parts in the survey which are achievement, power and affiliation.

Table 4.8 Samples' motivation on playing Call Me Emperor (Thailand)

Motivation	Mean	S.D.
<i>Achievements</i>		
I want to win every competition.	2.99	1.11
I want to have all the costumes (skins).	2.78	1.33
I want to be the strongest in my server	2.41	1.36
I want to hoard "titles".	2.76	1.42
Total	2.73	1.08
<i>Power</i>		
I want to be in the top 100 of my server	4.39	1.04
I want to be "powerful" to gain recognition	3.54	1.31
I want others to respect me due to my "power".	3.12	1.41

Motivation	Mean	S.D.
I want to be the “leader” of my server” to compete in cross-server events.	2.49	1.33
Total	3.38	0.97
<i>Affiliation</i>		
I want to meet new people and socialize.	3.71	1.28
I want to be part of an “alliance” for a virtual “family”.	3.84	1.31
I want to create a new persona different from my real life.	2.83	1.52
I want my server to be cooperative and the strongest.	4.22	1.19
Total	3.65	0.99
Total	3.25	0.78

With a reliability score of 0.839, table 11 demonstrates the motivation each respondents have toward playing the game Call me Emperor (Thailand). Affiliation has the highest mean average out of the three categories with an average of 3.65 followed by power (mean = 3.38) and achievement with the mean of 2.73. Looking at the individual motivations “I want to be in the top 100 of my server” was the participant’s highest priority with a mean of 4.39. Followed by “I want my server to be cooperative and the strongest” with a mean of 4.22. And mean of 3.84 for “I want to be part of an alliance for a virtual family” coming at third.

4.2 Findings from Inferential Analysis & Hypothesis Testing

This study's goal is to test two hypotheses as stated in chapter 2 which are "exposure to Facebook official page and engagement are correlated; and engagement and motivation are correlated.

H1: Exposure to Facebook official page and engagement are correlated.

Table 4.9 Pearson's Correlation between exposure between Call me Emperor official Facebook page and Engagement

	Motivation
Media Exposure	0.489**

**Correlation is significant at the 0.01 level (2-tailed).

Applying Pearson's correlation, the results in table 12 demonstrates that there is a positive correlation between exposure of Call me Emperor official Facebook page and consumer engagement ($r = 0.489$) at a significant level of 0.01. Implying that the more the consumers are exposed to the content of Call me Emperor official Facebook page the more the engagement will happen.

H2: Engagement and motivation are correlated.

Table 4.10 Pearsons' Correlations between engagement and motivation

	Motivation
Engagement	0.369**

**Correlation is significant at the 0.01 level (2-tailed).

By using Pearsons' correlation, the results shown in table 13 is that there is a positive correlation between engagement and motivation ($r = 0.369$) at a significant level of 0.01. This implies that the more consumer's engagement there is, the more motivated the consumers are to play the game Call me Emperor (Thailand).

CHAPTER 5

SUMMARY AND RESEARCH DISCUSSION

5.1 Summary

This study aims to explore consumer's exposure to the Call me Emperor Thailand official Facebook page in accordance with their engagement, and motivation on Call me Emperor. This research also seeks to find the correlation between exposure of Call me Emperor Thailand and consumer's engagement and motivation towards the mobile game. The following questions are what this study aims to explore and find an answer to:

1. What is the media exposure of the Call me Emperor Facebook official page?
2. What is the engagement between Facebook page and the consumer?
3. What is the consumer's motivation to play "Call me Emperor"?
4. What is the relationship between media exposure and consumer's engagement?
5. What is the relationship between consumer's engagement and consumer's motivation to play the game?

Quantitative research was applied to the study utilizing an online questionnaire with a sample size of 200 male and female participants. The 200 participants' age range were limited to 18-50 that have been exposed to Call me Emperor Thailand's official Facebook page contents. In addition to having played the game during the time span of September to November. The data were collected during October to November. Participants that did not meet the criteria were eliminated through

preliminary questions. The questionnaire was divided into five parts that includes: preliminary questions, demographics, media exposure, motivation, and engagement.

The data were analyzed using SPSS (Statistics Package for Social Science). Descriptive statistics were used to calculate the mean, frequency, and standard deviation. While inferential statistics was utilized to find any correlations between the different set of variables. With reference to Pearson's product-moment correlation; the following hypothesis were tested:

H1: Exposure to Facebook official page and engagement are correlated.

H2: Engagement and motivation to play the game are correlated.

5.2 Summary of Research Findings

Demographics

Out of the 200 participants in this study, 86% of the participants are female and only 9.5% are male while the other 4.5% selected "other". The age range is closed first and second between 18-25 at 43% and 26-35 at 42.5%. Majority of the participants have acquired a bachelor's degree or equivalent at 64.5%. In regards to occupations the highest percentage of the samples are "employees" with 34.5% followed by "students" at 24%. When it comes to hours play per day the majority plays the game more than 4 hours per day at 46.5%.

Exposure to Call me Emperor Thailand Facebook Page

During the time span of September 2020 to November 2020, the participants were exposed most to “Experiential Brand Post” (Mean: 3.41) followed by “Brand Community” (Mean: 3.44) from the Official page of Call me Emperor Thailand.

Engagement to Call me Emperor Thailand Facebook Page

Out of the three dimensions of engagement; the majority of the participants’ engagement are behavioural with the mean of 2.93. Followed by emotional at the mean of 2.77. In the behavioural dimension “How often do you notice the brand’s posts on your News feed?” received the highest frequency at the mean of 3.55.

Motivation for playing Call me Emperor Thailand

The participants were motivated to play Call me Emperor by “affiliation” with the mean of 3.65. Followed by “power” at the mean of 3.38. When it comes to individual motivation “I want to be in the top 100 of my server” (Mean: 4.39) has the highest priority amongst the participants as their motivation to play the mobile game.

Inferential Statistic Analysis

By utilizing Pearson’s correlation to analysis the correlation between variables. The results show that there is a positive correlation between consumer’s exposure to Call me Emperor Thailand Facebook page and consumer engagement ($r = 0.489$) at a significance level of 0.01. There is also a positive correlation between consumer’s engagement and motivation ($r = 0.369$) at a significance level of 0.01.

5.3 Discussion

The findings from this study “Consumer’s media exposure, motivation, and engagement on “Call me Emperor” mobile game” shows the effects of media exposure of a Facebook official page to consumer’s engagement. The research also provides knowledge of correlation between consumer’s engagement and their motivations. The findings are separated into five parts which includes:

1. Exposure to Call me Emperor Thailand Facebook Page
2. Consumer engagement to Call me Emperor
3. Motivation towards playing Call me Emperor
4. Relationship between Call me Emperor Thailand’s Facebook page and consumer engagement
5. Relationship between consumer engagement and consumer motivation toward Call me Emperor

Exposure to Call me Emperor Thailand Facebook Page

With the results that “experiential brand post” (Mean: 3.41) was most frequently used by the Call me Emperor Thailand Facebook page. Meaning social media posts that are events put out by the social media page. Experiential brand posts are posts that involve events to reach out to the consumers with incentives for consumers that engage with the brand. To give key cues to the consumers that sparks positive notions linking to the consumer’s experience with the brands. The categories that are created by Tafesse & Wien (2017) was to bridge the gap between social media posts and to give marketers/researchers an organized framework. It is reasonable to assume that the admins of the social media page wanted to put positive

cues in the consumer's mind to remind the consumers of positive experience with the brand. From a consumer's perspective the more positive experience with the brands it could lead to more engagement as the consumer believes that there will be a positive outcome when engaging with the brand.

Consumer engagement to Call me Emperor

According to the findings the majority of the participants are engaged mostly by behavioural drivers (mean: 2.93) followed by emotional drivers at the mean of 2.77. The findings seem consistent with previous studies by Malciute (2013). Additionally a previous study finding the key qualities of consumer engagement (Zainol et. al., 2016) also states that the two main dimensions of the consumer engagement model (Brodie, Hollebeek, Juric, & Ilic, 2011) are behavioural and emotional. For the mean of behavioural dimension (mean:2.93), it's considered to be a low engagement, which could be due to the fact that consumers that followed the Facebook page aren't as active on the brand's page or not the right target audience (Phillips, 2013). With proper segmentation the brands will be able to get the right engagement.

Motivation towards playing Call me Emperor

The findings for this part of the research explores the motivation towards consumers playing the mobile game Call me Emperor. According to the results the players are motivated most by "affiliation" (Mean: 3.65); followed by "power" at the mean of 3.38. The results imply that players are playing the game on a social aspect; in the case of the game Call me Emperor players are motivated to play the game due

to friendship and group effort. But with the highest individual motivation “I want to be in the top 100 of my server” (Mean: 4.39) is ranked the highest out of all which falls in the motivation of “power”. With the “affiliation” factor being the highest at mean of 3.65 as opposed to other factors that focus on the gameplay aspect of the game. Could be explained by the majority gender of the sample size with 86% being female. Female population tends to play games based on social aspects, women want to interact with friends and play games with friends (Goetz, 2010). Previous research done regarding motivation to playing mobile games; Okveja and Ongkrutraksa (2017) uses a different motivation theory but according to the research social motivation still ranks second when it comes to motivation to play mobile games.

Relationship between Call me Emperor Thailand’s Facebook page exposure and consumer engagement

Utilizing inferential analysis, the findings show that there is a positive correlation between Call me Emperor Thailand Facebook page and consumer engagement ($r = 0.489$). H1 is therefore supported this means that the more the consumers are exposed to the content of the Facebook page the more engagement there is between the consumer and the brand. Furthermore this aligns with previous study that consumers are highly willing to engage with the brand as long as the brand manages to explore the right engagement drivers (Brodie, Hollebeek, Juric, & Ilic, 2011).

Relationship between consumer engagement to Call me Emperor Facebook page and consumer motivation to playing Call me Emperor

Using inferential analysis, shows that there is a positive correlation between consumer engagement and consumer motivation towards Call me Emperor mobile game. H2 is therefore supported as the results that the two variables are correlated. Meaning that depending on the consumer's motivation to playing the game it has a positive effect towards how the consumer would engage with the brand's social media page. The results aligns with a previous study done by Lopes, Sofia Branco (2016) that shows there is a correlation between consumer engagement and motivation. Each consumer has their own motivation to play the game that will be correlated in regards to the type of social media post posted by the brand. These results conclude that the more motivated the consumers are, the more engagements there are towards the social media page.

5.4 Practical Implications

1. Understanding the Target Population

Therefore marketers that want higher levels of engagement between the consumers and the brand has to explore the motivation of their population. By realizing what the population is motivated by; it helps the marketer be able to put out more effective content to generate engagement between the two. Social media marketers today agree that they still have a hard time trying to figure out how to effectively or how to reach the target audience (Morgan, 2017). This research provides another alternative to finding out how to reach their target audience, which starts off with understanding the current audience and their motivation. In addition, this research shows that the majority of the participants are female with 86% of the

participants being female. The developers could capitalize on this information and post more contents that would be more “attractive” towards their target population.

2. *Engagement Drivers*

The results from consumer engagement shows that the “behavioural” dimension could be most effective towards the target population. The marketers could put out more posts in regards to encouraging more engagement, such as liking/sharing/commenting on this post for a chance to win an in-game reward. It may seem forced but the results show that it is the best way to engage with consumers organically. Meaning that in order for marketers to gain more engagement from the consumers; behavioural and emotional dimensions are the key engagement drivers. The results assume that consumers are seeking more incentives when it comes to behavioural drivers. Such as “liking/sharing/commenting on this post for a chance to get a free prize in the game”. Marketers should focus on these types of brand post as it is consciously seen the most, meaning that consumers pay more attention to experiential brand post rather than other types of post. From the Facebook page, experiential brand post generates the most engagement from the consumers because the consumers are getting something positive in return when engaging with the brand. By focusing on emotional drivers that incite consumer’s personal feelings towards the brands such as making the consumer feel proud of being part of the brand’s community. Creating posts that are two-way interaction that enforces the consumers to engage with the brand emotionally. This findings proves that all three dimensions have an effect on consumer engagement but some engagement drivers are more effective than the other.

3. *Focuses on “Affiliation” motives and “Brand Community” Posts*

By focusing on “brand community” posts in this case would be effective towards the consumers, because the players are motivated through “affiliation” they want to feel being a part of a community/family. This is an opportunity for developers to focus more on user-generated posts; to allow the consumers to have a positive experience with the brand. Social media marketers could use this research as an option when they want to have a more effective social media page. By figuring out what the consumer’s motivation is in order to gain a higher level of engagement from the consumers. The findings help support the fact that engagement is a key factor when the brand is trying to run a successful social media platform. As for which engagement driver is most effective; according to this research behavioural dimension is the most engaging towards the consumers. Therefore, Call me Emperor Thailand’s page should focus more on behavioural dimension which could include posts that allows the consumer to comment/like/share the post for incentives.

5.5 Limitations of the Research

1. The social media posts that have been selected are 5 out of a total 12 (Tafesse & Wien, 2017). If other categorized social media posts were selected the results will differ as well. The types of posts were selected based on personal judgement which could in return affect the results of the study. In the survey each post may not have been as clearly described as it could have been.
2. There has been limited research when it comes to online gaming and consumer behaviors. More specifically consumer motivation to play and engagement towards a brand's social media platform. Therefore it is hard to base this

research off previous studies done on similar topics for more accuracy of the result.

5.6 Directions for Future Research

1. This study solely focuses on Facebook as the sole social media platform, so to do research on other social media platforms such as Instagram would be an interesting study as to find out whether there are any major differences between each platform.
2. There are many other versions of the same game as it's localized in each country/continent. This research focuses on the Thai localized version of the game, therefore it will be interesting to do research on the main "International" version or even other localized version of the game.
3. The type of game genre that Call me Emperor is in includes several other titles with similar gameplay. As this study focuses on Call me Emperor it would be worthwhile to find out whether all other titles in this genre produce the same results.

Additionally if other future studies want to focus on Thailand as the main population, there are many other popular mobile game titles. Which researchers could use this same framework to analyze other types of mobile games in Thailand in order to see whether there is any correlation.

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APPENDICE

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

APPENDIX A

A survey on players' exposure, motivation, and engagement to Call me Emperor (Thai localized version) mobile game's Facebook Official Page.

Part 1: Screening Questions

1. Are you between the age of 18-50?
 - a. Yes
 - b. No (Please stop doing the survey)

2. Did you play Call me Emperor (Thai Version) in the last three month?
 - a. Yes
 - b. No (Please stop doing the survey)

3. Have you seen posts/contents from Call me Emperor Thailand's official Facebook page from September to November?
 - a. Yes
 - b. No (Please stop doing the survey)

Part 2: Demographic

1. What is your gender?
 - a. Male
 - b. Female
 - c. Other

2. What is your age range?
 - a. 18-25
 - b. 26-35
 - c. 36-45
 - d. 45-50

3. Highest educational level obtained
 - a. Secondary or equivalent
 - b. Bachelor degree
 - c. Master degree
 - d. Doctorate degree

4. What is your occupation?
 - a. Employee
 - b. Student
 - c. Government sector
 - d. Education sector
 - e. Business owner
 - f. Unemployed
 - g. Other *

5. How many hours do you play per day?
 - a. Less than an hour
 - b. 1-2 hours
 - c. 3-4 hours
 - d. More than 4 hours

Part 3: Media Exposure

How often do you see these types of posts/content on Call me Emperor Official Facebook page?

Please check (✓) which box applies to you the most.

Statement	Always	Often	Sometime	Barely	Never
Posts with emotions. Post that has an effect on your emotion (happy, sad, angry, etc).					
Posts with educational information. Such as the history of events.					
Posts that engage with you such as contest, fan events.					

Statement	Always	Often	Sometime	Barely	Never
Posts with online brand communities .For example the brand promoting fan arts.					
Posts with sales promotions. (New skins, costumes, deals for recharging with rebate.					

Part 4: Motivation

What is your motivation to play Call me Emperor?
Please check (✓) which box applies to you the most.

Part 4.1: Achievement

Statement	Extremely Important	Very Important	Moderately Important	Slight Important	Not Important
I want to win every competition .					
I want to have all the costumes (skins).					
I want to be the strongest in my server					

Statement	Extremely Important	Very Important	Moderately Important	Slight Important	Not Important
I want to hoard “titles”.					

Part 4.2: Power

Statement	Extremely Important	Very Important	Moderately Important	Slight Important	Not Important
I want to be in the top 100 of my server					
I want to be “powerful” to gain recognition					
I want others to respect me due to my “power”.					
I want to be the “leader” of my server” to compete in cross-server events.					

Part 4.3: Affiliation

Statement	Extremely Important	Very Important	Moderately Important	Slight Important	Not Important
I want to meet new people and socialize.					
I want to be part of an “alliance” for a virtual “family”.					
I want to create a new persona different from my real life.					
I want my server to be cooperative and the strongest.					

Part 5: Engagement

Part 5.1: Behavioural

Statement	Always	Often	Sometime	Barely	Never
How often do you visit the Call me Emperor Thailand Facebook page?					
How often do you notice the brand's posts on your News feed?					
How often do you read posts by the brand?					
How often do you "like" posts by the brand?					
How often do you comment on posts by the brand?					
How often do you share posts by the brand?					

Part 5.2: Emotional

Statement	Always	Often	Sometime	Barely	Never
I'm enthusiastic about posts by Call me Emperor Thailand.					
I find posts by the brand meaningful.					
I'm interested in posts by the brand.					
I'm excited to browse and interact with posts by the brand.					
I'm proud to be a fan of the brand's Facebook page.					

Part 5.3: Cognitive

Statement	Always	Often	Sometime	Barely	Never
Browsing Call me Emperor's official page makes me forget about other things.					
When browsing the brand's page; I'm rarely distracted.					
I pay a lot of attention when browsing the brand's page.					
I look forward to new posts from the brand.					

APPENDIX B

การเปิดรับสื่อแรงจูงใจและความผูกพันของผู้บริโภคต่อเกมโทรศัพท์มือถือ “คอล มิ เอ็มเพอเรอร์”

ตอนที่ 1: คำถามคัดกรองผู้เล่น

1. คุณอยู่ในช่วงอายุระหว่าง 18-50 ปี
 1. ใช่
 2. ไม่ใช่ (กรุณาหยุดทำแบบสำรวจ)

2. คุณได้เล่นเกม Call me Emperor (เวอร์ชันภาษาไทย) ในช่วงสามเดือนที่ผ่านมาหรือไม่
 1. ใช่
 2. ไม่ใช่ (กรุณาหยุดทำแบบสำรวจ)

3. คุณเคยเห็นโพสต์ หรือเนื้อหาจากเพจ Facebook Official ของเกม Call me Emperor Thailand ตั้งแต่เดือนกันยายนถึงพฤศจิกายนหรือไม่
 1. ใช่
 2. ไม่ใช่ (กรุณาหยุดทำแบบสำรวจ)

ตอนที่ 2: ข้อมูลทั่วไปของผู้เล่น

1. เพศ
 1. ชาย
 2. หญิง
 3. อื่นๆ / ไม่ระบุ

2. ช่วงอายุ
 1. 18-25
 2. 26-35
 3. 36-45
 4. 45-50

3. ระดับการศึกษา

1. ต่ำกว่าปริญญาตรี
2. ปริญญาตรี
3. ปริญญาโท
4. ปริญญาเอก

4. อาชีพ

1. พนักงาน / ลูกจ้าง
2. นักเรียน
3. ข้าราชการ
4. งานในภาคการศึกษา
5. ธุรกิจส่วนตัว
6. ว่างาน
7. อื่นๆ (โปรดระบุ)

5. คุณเล่นเกม Call me Emperor กี่ชั่วโมงต่อวัน

1. น้อยกว่า 1 ชั่วโมง
2. 1-2 ชั่วโมง
3. 3-4 ชั่วโมง
4. มากกว่า 4 ชั่วโมง

ตอนที่ 3: การเข้าถึงสื่อ

คุณเคยเห็น โพสต์ หรือเนื้อหาประเภทนี้ในเพจ Facebook Official ของเกม Call me Emperor มากน้อยแค่ไหน?

กรุณาติ๊ก (✓) ช่องที่ถูกที่สุด

เรื่องที่ประเมิน	ตลอด	บ่อยครั้ง	บางครั้ง	น้อยครั้ง	ไม่เคย
โพสต์ที่มีผลต่ออารมณ์ของคุณ (ให้ความสุข เศร้า โกรธ ฯลฯ)					
โพสต์ที่มีเนื้อหาทางการศึกษา เช่นประวัติศาสตร์ของเหตุการณ์ต่างๆ					
โพสต์กิจกรรมต่างๆ เช่น การประกวด งานแฟนอีเว้นท์					
โพสต์ที่ทำร่วมกับกลุ่มออนไลน์ เช่นกลุ่มที่โปรโมตแฟนอาร์ตต่างๆ					
โพสต์ส่งเสริมการขาย เช่น สกิน หรือเครื่องแต่งกายใหม่ ส่วนลดและโปร โมชั่น ส่งเสริมการเติมเงิน					

ตอนที่ 4: แรงจูงใจ

แรงจูงใจในการเล่นเกม Call me Emperor ของคุณคืออะไร?

กรุณาติ๊ก (✓) ช่องที่ถูกที่สุด

ตอนที่ 4.1: ความสำเร็จ

เรื่องที่ประเมิน	สำคัญ มากที่สุด	สำคัญ มาก	สำคัญ พอสมควร	สำคัญ เล็กน้อย	ไม่สำคัญ
ฉันต้องการที่จะชนะทุกการแข่งขันทันที					
ฉันต้องการมีเครื่องแต่งกาย (สกิน) ทั้งหมด					
ฉันต้องการที่จะเป็นอันดับ 1 ของเซิร์ฟเวอร์					
ฉันต้องการสะสม "นายา"					

ตอนที่ 4.2: คำพ้อง

เรื่องที่ประเมิน	สำคัญ มากที่สุด	สำคัญ มาก	สำคัญ พอสมควร	สำคัญ เล็กน้อย	ไม่สำคัญ
มันต้องการที่จะอยู่ใน 100 อันดับแรกของเซิร์ฟเวอร์					
มันต้องการ ความแข็งแกร่ง เพื่อให้เป็นที่ยอมรับของผู้เล่นคนอื่น					
มันต้องการให้ผู้เล่นคนอื่นเคารพมัน					
มันต้องการเป็น ผู้นำ ของเซิร์ฟเวอร์ เพื่อแข่งขันในกิจกรรมข้ามเซิร์ฟเวอร์					

ตอนที่ 4.3: ความผูกพันกับผู้เล่นคนอื่น

เรื่องที่ประเมิน	สำคัญ มากที่สุด	สำคัญ มาก	สำคัญ พอสมควร	สำคัญ เล็กน้อย	ไม่สำคัญ
ฉันต้องการพบปะผู้คนใหม่ ๆ และเข้าสังคม					
ฉันต้องการเป็นส่วนหนึ่งของ พันธมิตร ที่เปรียบเสมือน ครอบครัว					
ฉันต้องการสร้างตัวตนใหม่ที่ แตกต่างจากชีวิตจริง					
ฉันต้องการให้เซิร์ฟเวอร์ของ ฉันสามัคคีกันและแข็งแกร่ง ที่สุด					

ตอนที่ 5: การมีส่วนร่วม

ตอนที่ 5.1: พฤติกรรมการโต้ตอบกับเพจ *Facebook*

เรื่องที่ประเมิน	ตลอด	บ่อยครั้ง	บางครั้ง	น้อยครั้ง	ไม่เคย
คุณเข้าเพจ Facebook ของเกม Call me Emperor บ่อยแค่ไหน					
คุณเคยสังเกตเห็นโพสต์ของเพจในฟีดข่าวของคุณบ่อยแค่ไหน					
คุณอ่านโพสต์ของเพจบ่อยแค่ไหน					
คุณกดไลค์โพสต์ของของเพจบ่อยแค่ไหน					
คุณแสดงความคิดเห็นในโพสต์ของเพจบ่อยแค่ไหน					
คุณแชร์โพสต์ของเพจบ่อยแค่ไหน					

ตอนที่ 5.2: การสื่ออารมณ์

เรื่องที่ประเมิน	ตลอด	บ่อยครั้ง	บางครั้ง	น้อยครั้ง	ไม่เคย
ฉันมีความกระตือรือร้นต่อ โพสต์ของเพจ Call me Emperor Thailand					
โพสต์ของเพจมีความหมาย สำหรับคุณ					
ฉันสนใจโพสต์ของเพจ					
ฉันรู้สึกตื่นเต้นที่จะเปิดและ โต้ตอบกับโพสต์ของเพจ					
ฉันภูมิใจที่ได้เป็นแฟนเพจ Facebook ของเกม					

Part 5.3: ความรู้ความเข้าใจ

เรื่องที่ประเมิน	ตลอด	บ่อยครั้ง	บางครั้ง	น้อยครั้ง	ไม่เคย
การเปิดเพจ Facebook Official ของเกม Call me Emperor ทำให้ฉันลืมเรื่องอื่น ๆ					
เมื่อเปิดเพจ ฉันไม่ค่อยฟังชันไปทำอย่างอื่น					
ฉันให้ความสนใจและมีสมาธิเป็นอย่างมากเมื่อเปิดดูเพจ					
ฉันตั้งตารอคอยโพสต์ใหม่จากเพจ					

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